*Crestron Recognized for*

# 2021

## Competitive Strategy Leadership

Global Audio Video
Collaboration Devices Industry
*Excellence in Best Practices*

FROST & SULLIVAN

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Crestron excels in many of the criteria in the audio video collaboration devices space.

## AWARD CRITERIA

| Strategy Innovation | Customer Impact |
|---|---|
| Strategy Effectiveness | Price/Performance Value |
| Strategy Execution | Customer Purchase Experience |
| Competitive Differentiation | Customer Ownership Experience |
| Executive Team Alignment | Customer Service Experience |
| Stakeholder Integration | Brand Equity |

### *Strategy Effectiveness*

Hybrid work is here to stay, and the workplace is rapidly changing. As the pandemic has influenced people's attitudes toward hybrid work to varying degrees, the percentage of people who will return to the workplace is in flux. As a result, there is a greater need to recognize employee preferences for hybrid working and accommodate multiple user-profiles along with their specific requirements for collaboration technologies. Video collaboration, in particular, has become pivotal to enterprises' digital transformation efforts and a cornerstone for hybrid work.

> *"Crestron's strong commitments to delivering innovation, based on modular flexibility, consistent user interface, and high levels of security, serviceability, reliability, and management, make it the preferred vendor of choice for government, education, and Fortune 500 enterprise worldwide.*
>
> *- Vaishno Srinivasan,
> Senior Industry Analyst*

As technology transforms the future of work, Crestron—one of the world's leading audio video (AV) hardware companies—is well-positioned to address the opportunities and challenges associated with hybrid work wherein teams will be distributed across formal corporate offices, meeting rooms and their homes.

Crestron's comprehensive Flex Digital Workplace Technology platform can address diverse work environments based on the following precepts:

1) Component/modular flexibility that addresses rooms of various sizes

2) Crestron's broad portfolio of hardware ensures the best meeting and collaboration experience in all spaces throughout an organization

3) High level of security, serviceability, reliability, and management

Crestron's strong commitments to delivering innovation, that embodies the above principles, make it the preferred vendor of choice for government, education, and Fortune 500 enterprises worldwide.

Crestron has always been a firm believer in the "one-size-does-not-fit-all' approach. Typically, Crestron's Flex video conference systems include tabletop/wall mount options, and a UC engine that includes a dedicated processor to run Microsoft Teams/Zoom cloud conferencing platforms natively. The Crestron Flex UC range is one of the most comprehensive in the industry and positioned at the high end of quality and performance. Crestron offers over 10 models of Flex tabletop, front of room and mini tabletop devices that allow customers to tailor enterprise-class solutions to a variety of collaboration spaces sizes and use cases. As opposed to the market's growing focus on integrated AV + compute devices in the market today, Crestron takes a modular component approach to building holistic solutions, allowing enterprises to more cost-effectively upgrade individual components rather than the complete solution.

The bulk of the Flex UC models are certified for Microsoft Teams Rooms and Zoom Rooms. In addition, the Crestron Flex Phones are a suite of audio and video desktop phones for Microsoft Teams that address personal use cases and private collaboration spaces, enabling enterprises that have standardized on Microsoft Teams to also standardize on a single provider of certified endpoints.

With the considerable increase in usage of Microsoft Teams over the past 2-3 years, Crestron was among few leading hardware vendors to envision and fulfill the need for a comprehensive lineup of UC devices to support Microsoft Teams natively. This strong native product lineup strategy ensures a consistent user interface across all devices, from bring-your-own-compute (BYOC) in meeting rooms to dedicated meeting room devices to business desk phones. This is especially relevant when a company goes all-in on Teams for all user profiles and device types. Similarly, Crestron developed a broad portfolio of Zoom-certified systems and an open UC stack for all other standards-based video conferencing platforms as part of the Flex UC portfolio.

Further, Crestron attaches significant importance to ensuring network security at the product level. As network-attached endpoints, Crestron Flex UC systems support important security protocols such as AES encryption, 802.1X authentication, SFTP, SSH, TLS, and TCP/IP, among others. Additionally, Crestron's XiO Cloud, an IoT-centric cloud-based management platform, empowers Crestron to provide leading-edge capabilities and top-notch service to its customer base.

### *Strategy Execution*

Within just three years of the Flex Digital Workplace Platform launch, Crestron has grown significantly to become a more well-rounded hardware provider in the AV collaboration space. Backed by its strong engagement with Microsoft and Zoom, Crestron achieved significant double-digit unit and revenue growth rates, above market average, in the global video conferencing devices market in 2020. Crestron continued to grow its Flex UC product line in Q1-Q3 2021, drawing upon the strong demand for video in the return to the office.

Crestron continues to innovate and execute on its growth strategy. Crestron has consistently energized the Flex Video Conferencing line with new product models, expanded features, and an unceasing engineering pace. Crestron's key announcements for meeting rooms and personal workspaces in 2020-21 are as follows:

**Meeting Rooms:**

- Crestron Flex Mini Tabletop Series certified for Microsoft Teams Rooms and Zoom Rooms: compact tabletop conferencing systems that have a smaller footprint than their predecessors—suitable for home offices, small working and learning spaces.

- Crestron Flex Tabletop  and Front of Room Solutions for Microsoft Teams and Zoom Rooms: advanced Flex UC systems with bring-your-own-device (BYOD) flexibility, which has become an integral part of all tabletop and wall-mount SKUs, that streamlines workflows by allowing users to seamlessly connect to other cloud meeting applications (in addition to native experiences) when necessary.

- Crestron Custom Flex Video Conference integrator kit + Shure IntelliMix Room software digital signal processing (DSP) certified for Microsoft Teams: an industry-first end-to-end solution combination for Microsoft Teams that enables simplified, scalable deployments, and supports intelligible audio in large customizable spaces through preset system configurations in the software DSP.

- Crestron Flex Mobile UC System for Microsoft Teams Rooms: cart-based video conferencing systems that are highly pertinent to hybrid working and the uncertain return to the office trends, and that are highly mobile, economical, practical, and essential in the current situation.

- Crestron 70 Series Scheduling Panels with native Microsoft Teams panel software: the first set of panels to run Teams natively, these provide critical information on the businesses' AV real estate, such as occupancy, availability, and cleanliness, among other things, to potential users outside of meeting rooms.

- Crestron has leveraged Huddly and Jabra's video intelligence in terms of people counting and face framing, 180-degree view of the room, whiteboard sharing, and analytics on room utilization to strengthen Flex UC solutions' ability to offer meeting parity and inclusivity to all participants, regardless of location.

**Personal Workspaces:**

- Crestron Flex Phones for Microsoft Teams: the next generation of the legacy Flex desktop phones, which include both audio-only and video SKUs, have a built-in touch interface, and serve as a companion for agile audio, video conferencing, and content sharing requirements to increase productivity in remote working and hot desking use cases.

## *Executive Team Alignment*

The Crestron executive team's vision fully complements that of its cloud platform partner providers, such as Microsoft and Zoom, in playing a key role to transform hybrid workplaces and accelerate digital transformation initiatives centered on video. There is a high degree of agreement among these partners in delivering a collaboration workflow that is simple, rich and immersive, inclusive, secure, manageable, and adaptable to changing customer needs.

In the keynote session of Crestron Masters 2021 (an event that brings together AV technology architects, hardware partners, and end users), Ilya Bukshteyn, General Manager, Microsoft Teams Devices, acknowledged Crestron's accomplishments with his statement, "We think of ourselves in (Microsoft) Teams as building a platform, our partners like Crestron, your (Crestron's) partners, make it real for all of our joint customers".

## Customer Ownership and Purchase Experience

Founded in 1972, Crestron is well-known for its core expertise in AV switches and distribution systems, AV automation and controllers. After venturing into the AV collaboration space in 2013, Crestron rapidly established itself as a premium provider in this arena as well by focusing its technology know-how and resources on engineering enterprise-class meeting room technologies. Crestron has scored high customer mindshare through its superior product design, consistent user interface across all devices, essential security protocol support, significant modular flexibility to fit into any meeting space, and tight integration with digital media products to provide end-to-end solutions. Crestron is increasingly referenced in positive media reviews and success stories from customers worldwide.

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Examples of proud customers include Corning, Williams, Fishtech Group, Rich Products, Northern Health, Spectrum Brands, and University of Southern California, among others.

## Customer Service Experience

In 2018, Crestron introduced the XiO Cloud platform, an IoT-based cloud provisioning and management tool for enterprise technologies. During the pandemic, this one-stop management console evolved significantly to play a critical role in assisting integrators and IT administrators in remotely configuring technology solutions across any space at scale, updating firmware, and secure troubleshooting. Notably, built-in sensors in Crestron devices allow XiO Cloud to log data and provide detailed and customized reporting on endpoint usage and room occupancy, as well as alert administrators in the event of overcapacity.

Furthermore, Crestron recognized the need to manage not only its own ecosystem, but also the entire AV real estate in meeting rooms. Crestron is actively expanding its partner ecosystem in order to achieve this. For example, Crestron collaborated with Samsung to integrate the XiO Cloud platform into the latter's displays for improved control and management. Crestron has also integrated XiO with ServiceNow to automate ticket creation when devices fail. It has also collaborated with integrators to create application programming interfaces (APIs) that can be embedded in third-party applications to improve workflow alignment.

Furthermore, Crestron places a high priority on training their channel community by region to assist in right fitting Crestron solutions with customer needs. To improve their knowledge of the products and solutions, channel partners can choose to certify for three comprehensive Crestron Master Program

tracks, including Master Certified Programmer, Master Technology Architect, and Master Sales Associate. Crestron's partners and customers value the company's proactive approach to addressing their needs and challenges effectively in a timely manner.

## Conclusion

Unique product design, robust features and functionalities, comprehensive device choices, high coherency with the leading cloud video conferencing service platform providers, and IoT-based cloud provisioning have positioned Crestron as an innovator responding to customer needs amidst the highly dynamic market conditions in the AV collaboration space. Backed by a rock-solid strategy, Crestron has not only established itself prominently in a highly competitive market, it has also grown its AV business significantly over the years.

For its strong overall performance, Crestron is recognized with Frost & Sullivan's 2021 Global Competitive Strategy Leadership Award in the global audio video collaboration devices industry.

# What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

## Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

### Strategy Innovation

**Strategy Effectiveness**: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution**: Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation**: Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment**: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration**: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

### Customer Impact

**Price/Performance Value**: Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience**: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience**: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience**: Customer service is accessible, fast, stress-free, and high quality

**Brand Equity**: Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

### The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.



#### *Key Impacts*:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

### The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



#### *Analytical Perspectives:*

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**