

FROST & SULLIVAN

*LOSANT*

**2022**  
**TECHNOLOGY**  
**INNOVATION**  
**LEADER**

*GLOBAL EMBEDDED  
COMPUTING INDUSTRY*

## 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. Losant excels in many of the criteria in the embedded computing space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

### *Losant’s IoT enablement platform reduces the complexity of IoT solutions*

When it comes to implementing technology to support Internet of Things (IoT) use cases, speed is paramount. Enterprises are seeking platforms for the rapid development of IoT applications in order to enjoy the fastest time-to-market. However, developing and deploying the Internet of Things (IoT) at the edge and using the cloud for data transmission and visualization involve integrating highly complex technologies.

With its highly flexible and easy-to-use enterprise IoT enablement platform, Losant stands out from competition by helping to remove the complexity of dealing with different layers of technology. The company enables enterprises to securely connect and scale millions of devices, helping organizations transform real-time data into custom end-user experiences. By allowing enterprises to connect their own gateways and devices, Losant helps to reduce the cost of IoT solution deployment, while removing the complexity in development.

### *Losant success is based on bridging the gap between OT and IT*

Losant is an emerging company in the embedded computing space that has created a niche for itself in bridging the gap between operations technology (OT) and information technology (IT). Rapid technological progress has led to OT extending to include sensors, gateways, and other connected devices, while the scope of IT has expanded to include advanced technologies such as Big Data and analytics (BDA), artificial intelligence (AI), and machine learning (ML). The focus on data gathering and

*“The drag-and-drop workflow editor stands out in the market because it allows enterprises to build custom workflows and manage complex interactions between edge devices, networks and the cloud, on their own, without programming resources.”*

**- Carina Gonçalves,  
Industry Principal**

manufacturers (OEM). Losant has a proof of concept (PoC) process that enables this type of customer to quickly implement an IoT solution in their environment, collect data, and evaluate performance from a set timeline on a set budget.

### ***Losant 5 building block platform encompass the customer journey from edge to experience***

Losant’s cross-industry expertise includes a product team composed of software engineers, solutions engineers, and automation specialists to support its customers’ application requirements. The company delivers IoT results through a unique combination of 5 building block components that seamlessly operate in the platform: edge compute, devices and data sources, data visualization, visual workflow engine, and end-user experiences. These components nicely encompass the customer journey from edge to experience — from how information first gets into the platform to how it is published to users.

Losant’s device-agnostic platform uses open device connectivity standards such as message queuing telemetry transport (MQTT) and representational state transfer (REST) to allow any custom device to connect to its platform. The company also uses Digital Twins and revocable access tokens to provide an additional layer of security to ensure full data encryption.

Losant customers can easily visualize their data through customizable dashboards, batch analytics and a fully managed time-series database. The drag-and-drop workflow editor stands out in the market because it allows enterprises to build custom workflows and manage complex interactions between edge devices, networks and the cloud, on their own, without programming resources.

Losant’s integrated platform components accelerate IoT development across edge devices to services and speeds time-to-market. Losant also makes it quite simple to change an IoT solution, compared to other large cloud vendors that separate services, requiring a significant amount of time and engineering resources for these services to work together.

### ***The wide range of partners allows Losant to be always up to date with market demands***

Losant is constantly expanding its partner ecosystem of companies whose products and services integrate with the IoT enablement platform. The company has strategic partners for go-to-market strategies such as HPE, Verizon, Itron, Optus and Singtel; services partners for design, planning and implementation of IoT solutions such as Callibrity, USA Firmware, Stefanini and Skylytics; and technology partners for IoT integration such as Advantech, Elipsa, ServiceNow, Aruba Networks and Rigado. The consistent roll out of new features and functionality helps Losant customers adapt faster to technology improvements.

storage is also expanding to data-based insights. This is why the convergence of the OT and IT domains is critical to business excellence. As enterprises strategize to transform digitally, Losant helps the effective integration between IT and OT. The company has developed niche applications to meet the individual needs of the industrial sector, especially telecom operators, smart environment and original equipment

### ***Portable, usable and customizable solutions are the key differentiators of Losant***

Losant takes a unique approach to the market, with a solution that is at once portable, usable and customizable. The platform can be deployed in public or private clouds, or on-premises environments, whereas most market players can only implement their platforms in public cloud or on-premises native environments. Unlike market leaders who use a full-code approach, Losant's platform is low-code based, and therefore it is more usable than other players who require customized development. Losant's full application programming interface (API) helps clients customize their IoT solution and integrate with additional internal or external services faster. Another factor that enhances Losant's competitive value proposition is its white label, multitenant, and customizable user interface (UI) functionality. The company is the only one on the market today with a customizable UI that goes beyond basic branding for enterprise connected products. Most players only have white label and multitenancy features.

Frost & Sullivan believes Losant's unique ability to integrate embedded and edge workflows in the field with application and experience workflows in the cloud is a market-first value proposition that can appeal to many customers with hybrid environments.

### ***The embedded edge agent as a WebAssembly module is proof of Losant's continuous effort to stay ahead of the curve***

The embedded edge agent (EEA), launched in October 2021, is the latest enhancement of the company and its function is to reduce the resource requirements for Losant's Visual Workflow Engine for

*"Frost & Sullivan believes this unified embedded and edge workflows in the field with application and experience workflows in the cloud are a market-first value proposition that can appeal to many customers with hybrid environments."*

***- Carina Gonçalves,  
Industry Principal***

industrial controllers and sensors, connected products and industrial and embedded gateways. Losant spent 2 years of research and development (R&D) investment on this feature, which dynamically updates the runtime behavior of embedded devices with the speed and agility of a low-code development environment. Losant created an EEA API in the WebAssembly (WASM) module to work with different runtimes (Wasm3, Wasmer, Wasmtime, and WasmEdgeRuntime), different languages (Node JS,

Python, C++, R, NET, Java and GO) and different operating systems (Microsoft, RTOS, Zephyr, Linux and others). Frost & Sullivan believes Losant's embedded edge computing functionality enables production lines to be more responsive via integration with machine sensors, controllers, and gateways.

In addition to this new release, the company continues to invest in R&D to expand its low-code approach to fully customized UI beyond workflows and dashboards. Losant batch analytics is also evolving with AI and ML techniques.

## Conclusion

---

In the industrial market, the availability of embedded computing from Losant helps ease the burden of manufacturers looking for connected products and real-time monitoring and management. Frost & Sullivan analysis concludes that Losant's recently introduced features specifically for embedded computing will have a significant impact on providing real-time insights to enterprises, while minimizing the resources requirements for the visual workflow engine. With its strong overall performance, Losant earns Frost & Sullivan's 2022 Global Technology Innovation Leadership Award in the embedded computing industry.

## What You Need to Know about the Technology Innovation Leadership Recognition

---

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

### Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

## 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)**

