

# ENABLING TECHNOLOGY LEADERSHIP



## Best Practices Criteria for World-Class Performance



**Technology Leverage**

*Commitment to Innovation*

*Commitment to Creativity*

*Stage Gate Efficiency*

*Commercialization Success*

*Application Diversity*



**Customer Impact**

*Price/Performance Value*

*Customer Purchase Experience*

*Customer Ownership Experience*

*Customer Service Experience*

*Brand Equity*

## The company demonstrates a strong overall performance

“The Global Enabling Technology Leadership Award in the digital sustainability in fashion industry is awarded to SMX.

SMX is one of the top global digital best practitioners with high impact potential for positive change toward a fully transparent circularity of resources and low carbon economy. With a focus on sustainable fashion, SMX offers flexibility, agility, and timely decision-making tools. Backed by experts, the company constantly enhances its platform, leading to growth opportunities. As a preferred partner, SMX forms strategic alliances with global companies (i.e LVMH). They prioritize customer value and adapt their technology in collaboration with partners, setting them apart from competitors.

- Paulina Blaszczyk, Industry Analyst



## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**