

# 2023 Frost & Sullivan Company of the Year Award

---

The Global Connected Worker Solutions Industry  
Excellence in Best Practices

## 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. Augmentir excels in many of the criteria in the connected worker solutions space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### *The Leader in Connected Worker Platforms*

Augmentir holds the distinction of providing the only artificial intelligence (AI)-powered connected worker platform for the industrial sector. The company has earned an impeccable reputation for delivering unparalleled value through the optimization of digital workflows, and enhancing quality, performance, and safety.

*“Augmentir’s solutions are AI-powered at their core; this is a huge differentiation factor, as most competitors’ platforms lack this foundational capability, and at best only have AI capabilities integrated as an added feature. The company takes a four-pronged approach to connected work by targeting skills management, digital workflows, collaboration, and knowledge sharing to bring end-to-end results for industrial organizations and employees.”*

**- Michelle Funke,  
Best Practices Research Analyst**

Augmentir's leadership boasts a distinguished legacy of innovation excellence. The company's founders have been instrumental in designing and launching some of the most groundbreaking and highly regarded industrial platforms, software, and systems in the market, including ThingWorx, Wonderware, and Lighthammer. This exceptional blend of leadership, heritage, and innovation positions Augmentir as a preferred partner in the connected worker arena.

Driven by a steadfast commitment to customer satisfaction, Augmentir has established dedicated customer success teams, which offer unmatched and dedicated support from the very beginning and foster enduring relationships.

In 2022, Frost & Sullivan acknowledged Augmentir for its exceptional customer value and continues to be impressed by Augmentir's unwavering dedication to innovation and sustained leadership in the field.

### *Continuously Optimizing Value*

Augmentir's solutions are AI-powered at their core; this is a huge differentiation factor, as all competitors' platforms lack this foundational capability, and at best only have AI capabilities integrated as an added feature. The company takes a four-pronged approach to connected work by targeting skills management, digital workflows, collaboration, and knowledge sharing to bring end-to-end results for industrial organizations and employees. Moreover, Augmentir's technology complements customers' existing enterprise software solutions, allowing it to integrate seamlessly with existing enterprise systems to optimize end-to-end workflows. Unlike other connected worker platforms, Augmentir's solution is unique in that it offers a hosted set of integration services, allowing deep integrations to existing business processes to be built and managed within the Augmentir SaaS services. The ability for Augmentir's solution to integrate complex, end-to-end workflows into business systems helps create a truly connected frontline workforce. By being an AI-first platform, Augmentir can easily deliver additional AI-driven capabilities, empowering unmatched innovation potential to continuously enhance its value offering to customers. For example, Augmentir has allowed Colgate-Palmolive to digitize operations and optimize manufacturing operations and increase productivity through digital data-driven analytics. Augmentir has helped Colgate digitize their maintenance, changeover, and EHS LOTO procedures, as well as quality checklists via digital, guided workflows. As a result of using Augmentir, the company has seen up to 30 minutes saved per shift, and as much as 120 minutes reduced between maintenance notification and maintenance order closure<sup>1</sup>.

Augmentir has garnered widespread recognition for its value, as evidenced by its customers' loyalty and accolades from research analysts. The company was notably conferred with Frost & Sullivan's prestigious 2022 Customer Value Leadership Award. Furthermore, customers consistently express their high satisfaction with Augmentir's dual strengths: its cutting-edge technological capabilities and its diligent support teams. These dedicated teams remain attentive to customer objectives, while the flexible technology adapts seamlessly to accommodate clients' evolving requirements.

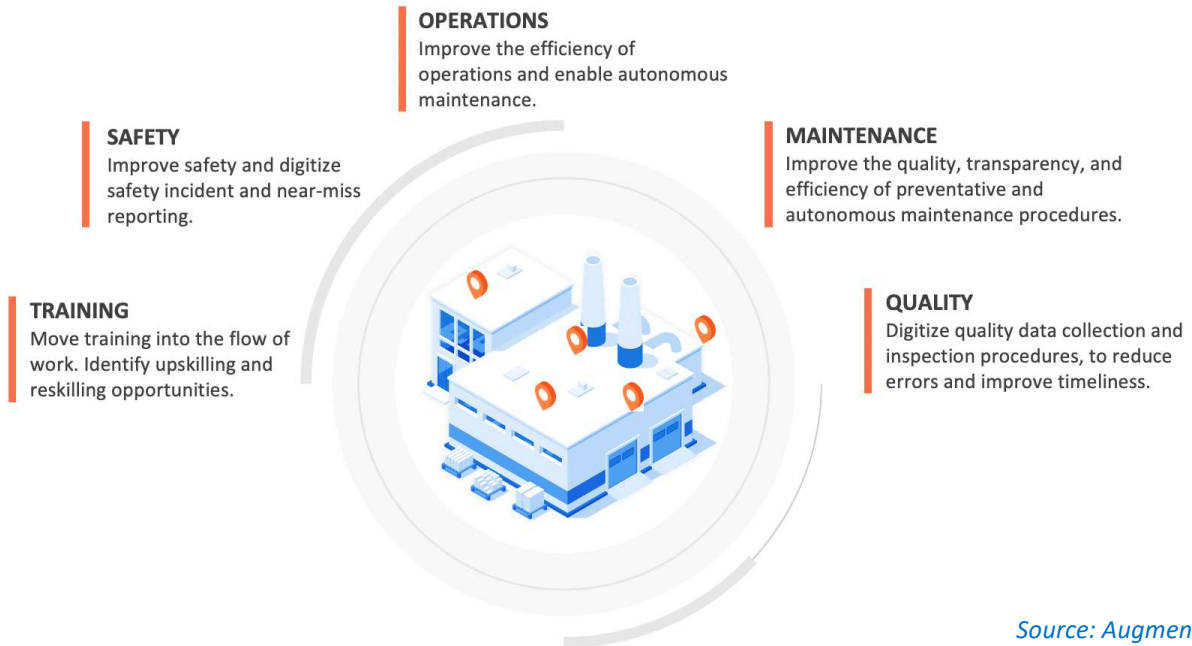
In 2022, Augmentir announced new enhancements to its suite of connected worker capabilities, which now encompass skills management, digital work execution, industrial collaboration, and knowledge management. These enhancements serve to bridge the gap between training and work execution, providing the essential data and real-time insights required for the continuous improvement of operational excellence on a daily and annual basis. Augmentir's AI-driven solutions foster a connected workforce, generating extensive data that enables customers to deliver more tailored and precise work

---

<sup>1</sup> <https://www.linkedin.com/pulse/colgate-palmolive-accelerates-digitization-operations-norris-mclean/>

instructions and guidance. Furthermore, the technology facilitates more streamlined and effective communication, contributing to ongoing safety and quality improvements.

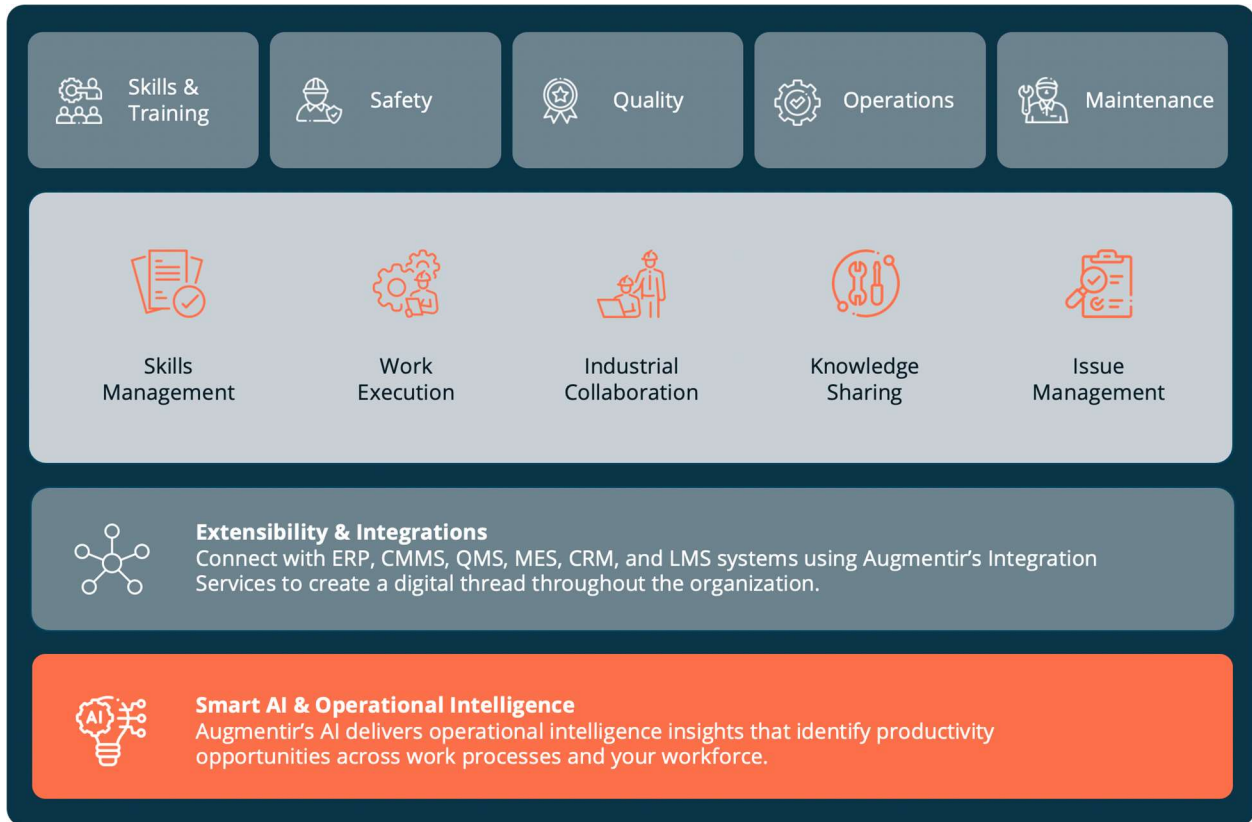
**Augmentir Adds Value Across the Entire Operation**



Traditionally, worker permits, certifications, and endorsements have been managed by human resources (HR) or Learning & Development (L&D) departments, often using spreadsheets that are neither accessible nor integrated with operational technology. Augmentir's skills management capabilities, however, oversee worker certifications, endorsements, and permits, ensuring that tasks are assigned only to those with the appropriate qualifications. This approach benefits both HR departments and frontline workers. HR teams are able to incorporate training and workforce development into the flow of work and gain more accurate assessments of skills tracking, while frontline workers are assigned tasks for which they are certified, thereby enhancing safety and ensuring compliance with government regulations.

Because of the added value provided to both HR departments and frontline workers, Augmentir has observed customers utilizing a combination of HR and operations budgets or exclusively drawing from HR departments to invest in their solutions. This has broadened Augmentir's market reach and expanded the scope of its functionality.

**Augmentir's Connected Worker Solution**



Source: Augmentir

### Massive Growth Stemming from Customer Satisfaction

Augmentir had a phenomenal 2022, tripling its revenue between the end of 2021 and the end of 2022. This impressive growth can be attributed to the acquisition of several Fortune 500 enterprise customers and the signing of multi-year extension agreements with numerous existing clients. The surge in growth, particularly evident in the signing of long-term extensions, underscores Augmentir's value and the satisfaction delivered by its service and support teams.

As a provider of disruptive technology, Augmentir places great emphasis on maintaining an exceptional customer success team, which assists clients in comprehending the capabilities of its technology and devising a roadmap to achieve their objectives. Consequently, Augmentir enables optimal outcomes and the highest possible return on investment (ROI). Furthermore, the customer success teams collaborate closely with clients to ensure a comprehensive understanding of the platform's tools, fostering long-term self-sufficiency. They maintain regular communication with customers, continually refining and enhancing the tools in response to shifting customer needs. At the beginning of each quarter, clients share their objectives for the upcoming quarter, allowing Augmentir to assist in benchmarking performance and providing recommendations for further progress. This dynamic engagement occurs in real-time and incorporates direct client feedback, which often encompasses feature requests or concerns regarding performance.

By sustaining strong relationships with its customers, Augmentir guarantees ongoing satisfaction and maintains a vital connection to the market, empowering the company to respond effectively to emerging trends and pain points.

### ***Partnerships Empowering Enhanced Value***

Augmentir partners with high-quality, complimentary solutions providers to deliver more comprehensive value to customers. The company's partnerships and deep integrations with leading providers of ERP, Quality Management (QMS), Asset Management and CMMS, and Learning Management Systems (LMS) systems ensures that its customers can realize the benefits of a workforce that is truly connected into the business.

### ***Overcoming Macroeconomic Disruptions Through Best Practices Implementation***

In 2022, the world has experienced critical macroeconomic and geopolitical issues. The manufacturing sector was one of the hardest hit, with employee turnover and skilled labor shortages creating significant workforce challenges. Despite these difficulties, Augmentir helps manufacturing customers to “do more with less”, directly designed to overcome these issues. Its advanced platform allows for workflow and training optimization, empowering customers to onboard new workers faster and meet safety, quality, and productivity goals with less staff. For example, Bio-Chem Fluidics reports that the Augmentir platform's ease of use and broad application led to high value, including helping the company reduce training time by over 80% (from three months down to two weeks). Furthermore, it reports that Augmentir's solution resulted in a 21% increase in worker productivity and the ability to identify and target upskilling and reskilling opportunities based on Augmentir's AI-based workforce insights.

Additionally, due to these geopolitical issues, many competitors in the connected worker solutions industry have been downsizing. Augmentir has experienced large growth, signing dozens of new customers through the first quarter of 2023 alone, several switching from competitors as their solutions

could not meet their goals. As a result of this growth, Augmentir has hired additional employees to support its expanding customer base.

*“In 2022, Augmentir announced new enhancements to its suite of connected worker capabilities, which now encompass, skills management, digital work execution, industrial collaboration, and knowledge management. These enhancements serve to bridge the gap between training and work execution, providing the essential data and real-time insights required for the continuous improvement of operational excellence on a daily and annual basis.”*

***- Sebastián Trolli,  
Sr. Industry Analyst, Industrial Technologies***

### ***Unmatched Customer Support***

Augmentir prioritizes customer satisfaction from the outset. In conjunction with its customer success teams, which assist clients in identifying their objectives and devising solution roadmaps, Augmentir offers easy-to-implement, risk-free proof-of-concept pilots. These pilots enable potential customers to evaluate the platform before committing to a purchase, ensuring they have realistic expectations and can witness the platform's

value firsthand.

This dedication to satisfaction extends throughout the entire client relationship. While numerous solutions aim to optimize workflows, Augmentir's platform evolves alongside its customers, consistently enhancing value as their businesses grow and requirements shift, demonstrating its long-term value proposition. Moreover, Augmentir actively involves customers in its product innovation roadmap, allowing it to develop new capabilities and generate additional insights for continuous workflow optimization.



Source: Augmentir

Although the company has been informally collaborating with customers in this regard, Augmentir plans to announce the establishment of a formal customer advisory board in May of 2023.

### **Innovation Focus**

Since its inception, Augmentir has consistently demonstrated a successful track record of monitoring and embracing industry megatrends. For instance, upon the release of ChatGPT, Augmentir recognized the potential to harness this technology to expand its capabilities to suit the industrial workforce. The company recently broadened its AI platform to include Generative AI and natural language processing capabilities, incorporating some of the foundational technologies from ChatGPT.

These additional features facilitate increased data collection, language translation, and content generation, and turn unstructured information and large repositories of documents into usable knowledge for workers as they perform their jobs. The platform's ability to help workers tap into corporate tribal knowledge is a force multiplier in the time when most industrial companies are forced to do more with less.

Augmentir's solution assists clients in better comprehending their data, thereby optimizing workflow processes in response. Furthermore, these expanded capabilities empower workers to access information that enhances their job performance and helps with troubleshooting. For example, Augmentir's generative AI can create training content to support workers struggling with specific routines, equipment maintenance, or task execution.

Augmentir perceives this technology as a transformative capability that bolsters the company's reach into learning and development (L&D) and HR departments. Numerous organizations strategically combine L&D and HR operations to develop future work initiatives; Augmentir's integrated AI capabilities foster greater worker productivity and efficiency. Moreover, Augmentir plans to continue incorporating these capabilities into other tools within its platform, persistently increasing value for customers.

Lastly, Augmentir is introducing pioneering engagement measurement capabilities that assess worker engagement using various signals. This innovative technology is a first-of-its-kind for frontline workers, as

existing engagement technologies primarily target workers directly engaged with computers. Augmentir's AI-driven algorithms enable the measurement of operations staff engagement, facilitating enhanced career development and skill recommendations to improve upskilling and reskilling opportunities.

### **Brand Loyalty**

Augmentir's unparalleled ability to facilitate continuous improvement and generate future value for customers is fueled by AI-driven transformational technologies. This has led to significant brand recognition in the market, not only for innovation and customer satisfaction but also for the value delivered. Additionally, Augmentir's platform integrates seamlessly with the broader business ecosystem and complements other enterprise solutions, enabling customers to effortlessly incorporate new tools into existing workflows as they are developed by Augmentir.

The ease of implementation ensures minimal disruption to existing workflows, allowing customers to swiftly achieve high ROI in as little as two to three months. This rapid deployment enables customers to concentrate on enhancing worker productivity rather than grappling with technological integration, reflecting Augmentir's unwavering commitment to delivering value. The introduction of expanded transformational capabilities, such as ChatGPT, will further bolster its brand recognition.

As a result of its comprehensive dedication to value, Augmentir enjoys substantial customer loyalty and is widely recognized for its quality offerings.

## **Conclusion**

---

Traditional connected worker solutions are often designed as standalone software applications that do not integrate seamlessly with existing platform technologies, with artificial intelligence (AI) capabilities merely serving as supplementary value. This approach hinders workforce optimization, as data remains siloed within individual systems. In contrast, Augmentir's AI-powered connected worker suite is built as an AI-first technology, enabling effortless integration with existing enterprise technologies to optimize workflows and workforce management.

As a result, customers experience significant enhancements in performance, optimized processes, heightened safety, and increased compliance with regulatory requirements. Augmentir's unwavering commitment to customer value, innovation, and quality solutions has propelled the company to substantial growth, despite recent macroeconomic and geopolitical challenges. The firm tripled its revenue last year, acquired dozens of new customers, and secured several multi-year contracts with existing clients. Overall, Augmentir's strong leadership focus incorporates customer-centric strategies and exemplifies best practices implementation.

For its strong overall performance, Augmentir is recognized with Frost & Sullivan's 2023 Global Company of the Year Award in the connected worker solutions industry.



## What You Need to Know about the Company of the Year Recognition

---

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

#### *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)**

