

EMERSON RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the global power and
energy automation 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. Emerson excels in many of the criteria in the power and energy (P&E) automation space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Commitment to Innovation

The P&E automation sector is undergoing a significant transformation as industry participants shift toward evolving technology to assist them in meeting their environmental goals while investing in automation solutions to address their most pressing commercial concerns. In this context, Emerson’s Ovation™ Green — a cutting-edge renewable asset management and SCADA software — solves various problems in the P&E automation industry.

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**- María Agustina de Sarriera,
Energy & Environment Senior Research Analyst**

Ovation™ Green is a platform that unifies Emerson’s entire renewable energy business solutions portfolio into a single automation framework, integrating several software applications that help Emerson’s customers interpret the vast amount of information from their P&E facilities.

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equipment health and optimization potential. This practical feature solves one of the main challenges in P&E: the difficulty in accessing, interpreting, and managing large amounts of data received during power and energy production. Frost & Sullivan recognizes how Emerson's latest disruptive technology can help P&E customers along their data processing journey, resulting in annual production optimization, revenue maximization, and operational cost reduction.

Emerson's extensive expertise in the P&E sector and its cutting-edge automation technologies position the company as a global industry leader. To keep up with its standards of leadership and disruption, the company promotes innovation in its pipeline by implementing a new systematic approach that targets four critical areas for innovation: disruptive measurement technologies (high-margin core products with reoccurring revenue elements); software-defined automation systems (a dramatic shift to software-defined enterprise operations platform); self-optimizing asset software (high-value recurring software that transforms enterprise asset management); and sustainability (sustainability technology solutions to help customers address the dual challenges mentioned earlier). Additionally, Emerson properly invests in R&D to drive innovation across its global offices.

Frost & Sullivan notes that Emerson's Ovation™ Green platform positions the company as one of the leading innovators in the P&E automation market, displaying both creativity and practicality in the sector with this cutting-edge, adaptable software.

Commitment to Creativity

The key to Ovation™ Green is full operational visibility and data integration: disruptive technology and industry expertise in P&E assets combined with the best quality-automation solutions in the market to optimize Emerson customers' production yields. Integrating technology expertise with in-depth knowledge of platform management, maintenance, reliability, and safety in a single and straightforward holistic approach creates a significant difference for P&E customers; the ability to automatically integrate and contextualize process and equipment data and functionality into one framework to maximize energy production is the most unique and creative feature of Ovation™ Green.

Frost & Sullivan notes that the platform's open design and flexibility fulfill one of the main P&E market demands: availability, adaptability, and integration between different systems. The company's adaptable software can be installed as a stand-alone solution or as part of a more extensive automation retrofit system.

Given these achievements, Frost & Sullivan recognizes that Emerson constantly strives to be ahead of the curve in technological innovation, talent acquisition, and thought leadership in P&E; the company is truly determined to drive change and transformation within the sector.

Application Diversity

With the goal of amplifying and developing their technologies portfolio, Emerson has recently acquired several renewable automation companies and has become a majority stakeholder (55%) of AspenTech, a global leader of industrial software. The synergy between both companies' technologies has created a completely cross-industry framework allowing various applications in and between different industries and sectors. Emerson's Ovation™ Green platform is currently in high demand across a wide range of

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industries, including P&E, O&G, renewable energy, and water, among others, due to global energy transition trends and sustainability goals – the platform, a versatile, adaptable technology, works across industries. Additionally, the company is collaborating with a range of crucial players and customers in the energy and power industry (but interest from different sectors of the industrial space has been growing exponentially).

Commercialization Success

The platform's ecosystem is built on various current-brand portfolio technologies, so many of the platform's solutions have already been commercialized. Emerson's Ovation™ Green's

pipeline of prospects is quite large and has much potential for expansion.

Emerson's best-in-class technologies and long history of automation and industry experience in the O&G and power generation markets have spread to other areas of its activity, such as renewable energy and sustainability. The company's market position and expertise are strong drivers for Ovation™ Green's commercialization, as is its technology's versatility (since it can apply to every step of the value chain of the customer's business). Introducing a new technology to the market always proves challenging; however, Emerson is currently actively involved in pilot projects with most critical players in P&E, indicating strong levels of early commercialization success.

Customer Service Experience

Emerson maintains high client loyalty due to its exceptional customer service. The company worked with customers to create the Ovation™ Users' Group, (which includes Ovation™ Green customers), a forum in which customers share their insights, feedback, and concerns about the technology, enabling fluid communication between customers and the company. Furthermore, Emerson conducts yearly gatherings to discuss and address technology and user experiences. These initiatives are an efficient, fluid way to provide valuable feedback and dialogue: customers and the organization's leadership have a solid relationship, and client feedback indicates high satisfaction regarding customer experience.

Brand Equity

Emerson's central business causes and values include diversity, inclusion, safety, corporate social responsibility, and sustainability. These initiatives provide the foundation of the organization's strategic-framework-based pillars: Greening of Emerson, Greening by Emerson, and Greening with Emerson. The company takes its values seriously and promotes them throughout the organization by cultivating a trusting environment, supporting its employees, fostering innovation, and encouraging sustainability by developing eco-friendly solutions — ideals carried through the brand and the Ovation™ Green portfolio. High-quality customer feedback presents Emerson as a well-built and reputable brand known for its technology and thought leadership and for being both innovative and proficient in leading solutions.

Conclusion

Frost & Sullivan applauds the way that Emerson has properly solved a variety of the challenges present in the P&E industry with the Ovation™ Green portfolio, including data management inefficiencies, interoperability between devices, and lack of integration between solutions. The company has demonstrated exceptional levels of innovation in developing Ovation™ Green solutions, as well as originality, disruption, versatility, and reliability. Emerson's Ovation™ Green technology will enable P&E vendors and customers to meet their sustainability requirements while optimizing production. As a result, Ovation™ Green software and technology has propelled the company to the forefront of the P&E automation sector.

With its strong overall performance, Emerson earns the 2023 Frost & Sullivan Global Enabling Technology Leadership Award in the power and energy automation industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's 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.

Best Practices Award Analysis

For the Enabling Technology 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

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

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- **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)**

