

BIGBEAR.AI **RECEIVES THE 2023** ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the North American
defense decision intelligence 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. BigBear.ai excels in many of the criteria in the defense decision intelligence 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

Commercialization Success

BigBear.ai (BBAI), headquartered in Maryland, Columbia, has been a key provider of decision-support analytics and mission-centric solutions for the defense community for over 20 years. During this time, the company has leveraged its R&D capabilities to bring advanced technology-driven products and services use cases from the federal government (its first main client) to the commercial side.

BBAI’s wide range of major application areas showcases its expertise in artificial intelligence (AI)/machine learning (ML)-powered computer vision, forecasting, and predictive analytics that enable clients to make accurate decisions based on data. The company recently acquired ProModel Corp., a simulation-based predictive analytics software provider, expanding its capabilities in three main industries (aside from the federal sector): complex manufacturing, healthcare, and general manufacturing.

What drives BBAI’s commercialization success is its goal to provide cutting-edge technologies, boost efficiencies, and bring innovation to customers seeking to make data-driven decisions with unmatched accuracy. By introducing them to these technologies, BBAI can replace legacy systems, help them gain efficiency and speed in their decision-making processes, and save on the maintenance costs of obsolete applications. The final result gives the customer an advantage in mission-critical situations, which is vital in defense use cases.

An example is the company’s latest contract with the US Army, posted on September 2022. The award, set to last nine months, is valued at \$14.8 million. Palantir Technologies will join BBAI as a partner in implementing an enterprise-wide intelligent Global Force Information Management System automation

platform that provides the Army with a holistic view of its global force structure. The system empowers senior leaders and combatant commanders to man, equip, train, ready, and resource the Army more effectively. The end-state solution will transition 14 legacy systems into a single solution, enabling risk-informed decision-making capabilities to support training and mission operations.¹

The contract corresponds to the Joint All-Domain Command and Control (JADC2) concept, one of the US Department of Defense's (DoD) most significant focus areas for building the future military.

Restraints to BBAI's growth, in some way, go hand in hand with its drivers. Budget issues can heavily restrain business with the federal government. Defense sector customers also have strict conditions for the product they are looking to acquire. Acquisitions can also be delayed by proposal and security clearance times (the process can last between six and eight months). BBAI rises to these challenges by offering customers cost-efficient solutions and prototypes of its technologies to test before purchasing them.

Application Diversity

BBAI's products and services, such as intelligent automation, decision support analytics, and cybersecurity engineering, apply to multiple industries, such as healthcare, shipbuilding, and manufacturing, including the defense sector.

Data cleaning is essential to make accurate predictions. Today, dirty and sparse data overflows from multiple sources, including sensors and social media. BBAI's AI and ML models fill in the blank spaces in data and adapt it into a "clean" format. This is done using complex algorithms that introduce changes in the data, predict what goes in the empty parts, and identify anomalies, reducing the workload of the ML engineer.

Process simulation, another product in BBAI's catalog, though not a new technology, is still as useful as

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ever. In the past, engineers conducted trial-and-error processes manually to test equipment and identify potential errors. Today, a computer model, like BBAI's, can automate these processes efficiently.

Using such technology makes it possible to anticipate errors before taking action and saves the company millions of dollars in damage control. In the case of the defense industry, BBAI's simulation model can be applied in, for instance, the testing phase of a hypersonic missile or during soldier training for a specific scenario. It can also be applied in other processes and events, such as a supply chain, vaccine center, or satellite launch.

¹ <https://bigbear.ai/newsroom/awarded-14-8-million-army-global-force-information-management-system-contract/> Accessed on 11/23/2022.

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Price/Performance Value

BBAI stands out from its competitors for its unique domain expertise and technical capabilities. The former refers to the company employees’ deep knowledge of their client’s needs (mainly due to previously being employed by them), while the latter indicates how cutting-edge BBAI’s products are. These attributes drive value and time to market since the

product and service deployment can be more agile with a profound knowledge of customers’ needs.

The company distinguishes itself from other market players through its operational results and supports its claims through proof points to demonstrate how its models drive customer results. For example, BBAI won the Artificial Intelligence and Networks Advanced Naval Technology Exercise (AINetANTX) Challenge, hosted by the Naval Information Warfare Systems Command, which focuses on supporting the Navy’s contribution to JADC2: Project Overmatch. Here, BBAI put its data cleaning services into practice using multiple data types such as navigation, weather, and other data to help predict specific events.

BBAI also consistently highlights its transparency in financial performance and customer success stories to help build customer confidence in its products, which results in repeat business.

Customer Purchase Experience

BBAI adheres to stringent standards and processes to meet the needs of its government clients. It allows federal clients to test out prototypes before purchasing. The approach enables BBAI to fine-tune and deliver a value-driven solution. Frost & Sullivan considers BBAI’s market testing phase a key competitive differentiation that a broad range of customers finds appealing.

For instance, BBAI’s US Army contract mentioned above included a 6-month prototype phase before securing the award. Despite delays in the product’s time to market, the process continues to impact the company’s growth positively. BBAI has a highly skilled direct sales team and leverages its growing network of channel partners to enhance customers’ sales experience. For example, the company’s catalog comes with the AutoCAD plug-in, where customers with access to the platform can download BBAI’s products for a more direct purchase experience.

Customer Ownership Experience

For BBAI, customer satisfaction is of the utmost importance. The company’s employees previously worked for its customers (for instance, many are former military officers), which equips them with a deep knowledge of the industry’s challenges and requirements.

BBAI’s customer success is evident from its high customer retention levels. The company also has solid brand recognition among federal government customers, counting more than 19 organizations within the DoD and intelligence agencies as its customers.

Part of its marketing strategy relies on the strong word-of-mouth network within the federal government, through which customers highlight BBAI's proven performance in providing AI solutions that address mission-critical challenges.

Customer Service Experience

BBAI conducts monthly or quarterly meetings with its clients' leadership teams to create a continuous feedback mechanism wherein clients can assess whether its products and services meet their needs. The company also obtains valuable feedback from the government through an official document or a Contractor Performance Assessment Report (CPAR).

The yearly customer analysis report assesses a contractor's performance and provides a record of both positive and negative feedback on a given contract during a specific period.² These are the critical measures BBAI employs to ensure excellence in its customer service experiences.

Conclusion

BBAI's innovative technology boasts a diverse array of application areas. The company's focus on employee expertise and understanding customer needs has enabled it to build a well-deserved reputation as a trustworthy provider that validates its experience with operational results.

Word-of-mouth marketing, prototype testing opportunity, and effective feedback mechanisms are the main elements of its repeat business among multiple industries, including the defense sector. Official government reports also back this positive feedback. Efficiency and state-of-the-art technology are among BBAI's pillars, which sets the scene for its customers to make data-driven, accurate decisions.

For its strong overall performance, BigBear.ai earns Frost & Sullivan's 2023 North American Enabling Technology Leadership Award in the defense decision intelligence industry.

² <https://acqnotes.com/acqnote/careerfields/contractor-performance-assessment-reporting-system#:~:text=A%20Contractor%20Performance%20Assessment%20Report,a%20specific%20period%20of%20time> Accessed on 11/23/2022.

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

