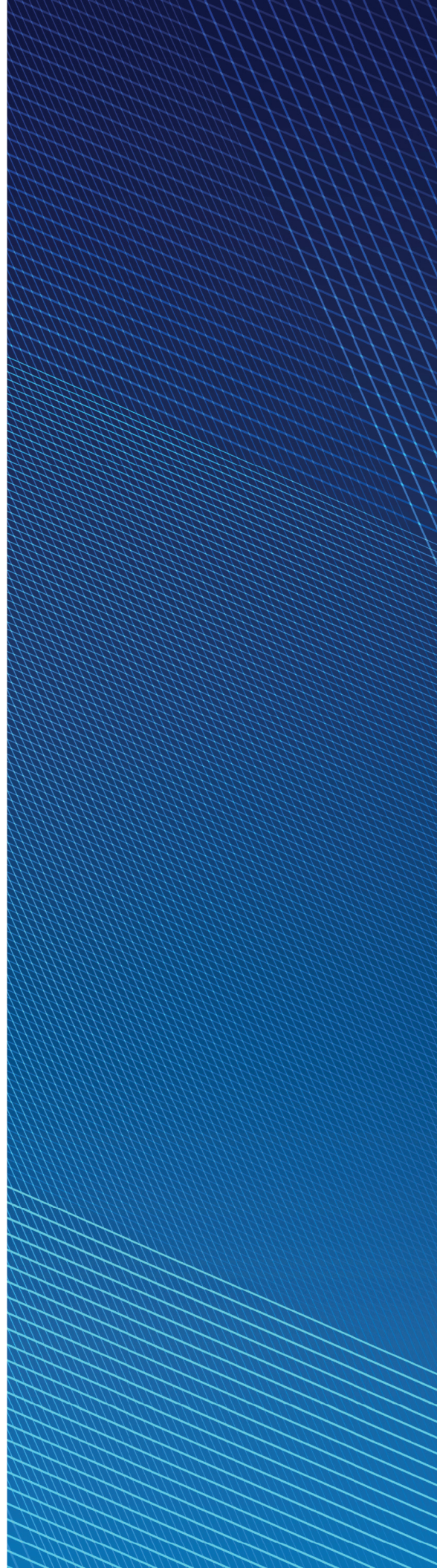


P&W SOLUTIONS RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

*Identified as best in class in the Japanese workforce
management solutions 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. P&W Solutions excels in many of the criteria in the workforce management (WFM) solutions space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Competitive Edge through an Innovative Solution and Unique Strategy

Organizations in Japan are recognizing that employee experience (EX) and customer experience (CX) are interdependent. There is a growing realization that CX cannot be improved without meaningful employee engagement. Contact centers have now become crucial touchpoints for customer interaction, engagement, and exceptional service delivery. Contact center employees are the first line of customer relationship management, so their interaction have a significant impact on business performance and customer retention. Organizations need to effectively engage with and support contact center employees to ensure they deliver superior customer service and experiences. Organizations are also vexed with workforce challenges such as lack of skilled employees, high turnover rates, and recruitment- and training-related costs, and with keeping employees in hybrid work environments engaged. In the contact center industry, enhancing employee engagement and management through workforce management (WFM) is crucial because it translates to improved CX, greater employee productivity, superior experiences, and optimal costs. Large contact centers in Japan are increasingly looking for means to view their operational metrics in real-time. WFM solutions that integrate functions related to recruitment, evaluating, onboarding, training, eLearning, coaching, guided assistance, and motivating the contact center employees are experiencing an uptick in demand. Since its establishment in 2002, P&W Solutions has specialized in delivering comprehensive contact center operations management systems. The company's flagship solution "Sweet Series" offers a highly scalable and customized total management system for contact centers of any size and complexity. P&W Solutions has transformed its WFM solution from a cost

management tool to an integrated core management system for contact centers. The Sweet Series solution addresses many business problems, such as administration, scheduling, forecasting, reporting, and compliance with workplace laws and industry regulations. The solution facilitates dynamic response to changing call volumes, prioritizes tasks, and allocates resources effectively.

The Sweet Series platform helps contact centers navigate today's complex business environment through time tracking and management. It enables contact center call volume prediction, forecasting and scheduling of work, shift creation, and employee plan and performance evaluation. The platform offers valuable solutions for contact centers, including Sweet Performance Portfolio Management (PPM) the contact center resource management software application that helps clients with employee scheduling, time tracking, absence management, and productivity planning, as well as offers reports and a dashboard that shows employee performance assessment and highlights areas for improvement; The Sweet Seat Manager solution application enables automatic seat assignment, based on the scheduling created on

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Sweet PPM, displays seat layout, status, and time, in addition to real-time call status linked with private branch exchange (PBX) and computer telephony integration (CTI); Sweet Quality Management application manages the quality of responses and connections. It supports goal setting and quality improvement in contact centers through call monitoring, productivity check, and training history.; Sweet Messenger is the real-time communication and collaboration tools, and Sweet Test facilitates testing of potential candidates for employment; and Sweet Q application that helps the client understand real-time statistical data and take the right set of actions to realize dynamic management. In addition, the company offers the +Grp solution which uses

groupware software to realize the workflow of employee time and attendance management. The +Design, a business intelligence function, optimizes scheduling by taking into consideration shift and productivity information. It shows statistics and ratios such as age, work experience, and skills, and supports recruitment planning and readjustment of work schedules. This empowers clients to analyze trends, make data-driven decisions based on real-time insights, and identify areas for improvement.

The company continues to align its product portfolio with evolving market needs. Its accurate understanding pertinent contact center business requirements helps it optimally organize business processes and offer customized Sweet Series product functions and features for its clients. The Sweet Series is built on the company's unique strengths and expertise with delivering real value through timely and accurate services. P&W Solutions' emphasis on the cost-effectiveness of its WFM schedule creation and operational planning work is widely recognized. When compared to its competitors, the company's key strength is the capability to deliver not only comprehensive WFM functionality but also features that build into continuous business process improvement in contact centers.

Engaging Clients with a Pragmatic and Consultative Approach

P&W Solutions continues to enhance its offerings, which provides a compelling value proposition to its clients in their changing business environment. Clients value this consultative approach that has contributed to the company's success in the recent years. The company delivers true value by offering project proposals that improve efficiency and by delivering only the WFM functionalities that a client

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requires at a given point of time. Sweet Series solutions are customized and upgraded every year to meet clients' needs. Clients can choose specific features and functionalities from the Sweet Series that they wish to use, allowing them to have unique and customized functions. The company also provides free client support along with maintenance contracts and ensures that the value and business outcomes derived from its WFM solutions are effectively communicated.

The company offers more than a simple explanation of the Sweet Series platform and its functions to its clients; it also

provides online support, such as disseminating the WFM concept and ensuring efficient operation. P&W Solutions utilizes learnings from client problems and requests to quickly update its products to include features that clients want without any time lag. At the same time, P&W Solutions incorporates client feedback into its product roadmap to optimize growth potential. Though the company's technology continues to evolve and meet client requirements, the company never loses sight of its clients' perspective.

Cloud migration and hardware diversification capabilities will render a significant competitive edge to a service provider. Japan's increasing appetite for cloud migration, driven by its pursuit of operational efficiency and scalability, necessitates that service providers be proficient in facilitating a smooth transition from on-premises to cloud-based environments. Concurrently, the diverse technological landscape of Japan, marked by a wide array of existing hardware bases in the clients' deployment environments, demands solutions that are versatile and adaptable across different platforms. The solution's dual capability aligns with Japan's technological trends and its cultural emphasis on reliability and positions the service provider advantageously in a market characterized by stringent data privacy regulations and a diverse economic landscape. P&W Solutions' expertise in navigating these complex facets of WFM delivery is a critical cornerstone of its success and resonates deeply with its clients and their diverse needs.

Proven Track Record

Since 2008, P&W Solutions has enjoyed steady growth and outperformed its competitors in the market. The company enjoyed a high triple-digit year-over-year revenue growth in 2022 driven by success in telecommunications, financial services, and energy and utilities. The company's brand image domination in the WFM solutions industry can be attributed to its product specialization, consultative approach, and a well-established client relationship. The company's WFM solutions are highly customized and localized

for system integration with major contact center solution providers in the Japanese market, including Amazon Connect, Avaya, Cisco, Genesys, NEC, and OKI. Over the years, P&W Solutions has also built a strong and extensive channel partner network to enhance its market reach and has strengthened its alliances with Fujitsu Limited, IBM Japan Services Company, Avaya Japan, and OKI. Though P&W Solutions also sells through its channel partner ecosystem, it maintains a close relationship with its clients. Such strong client ties and a client-centric approach have led to pronounced brand recall and high customer loyalty. Many of its clients attest the fact that the core solution leads to improved employee satisfaction, operational efficiency, and customer satisfaction. This industry recognition and reputation has helped P&W Solutions consistently expand its existing client base and acquire new ones.

Conclusion

P&W Solutions excels at strategy effectiveness as it consistently meets clients' evolving demands. The company develops and implements its strategy with its clients in mind, securing its position as a trusted partner and market leader. The company's deep understanding of the local challenges and demands of its clientele, its hands-on consulting approach, customization capabilities, and quick speed-to-solution help it build lasting relationships with both existing and prospective clients.

With its strong overall performance, P&W Solutions earns Frost & Sullivan's 2023 Japan competitive strategy leadership award in the workforce management solutions industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

