FROST & SULLIVAN

SEEQ
RECEIVES THE 2023
MARKET LEADERSHIP
AWARD

Identified as best in class in the global industrial analytics 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. Seeq excels in many of the criteria in the industrial analytics solutions space.

AWARD CRITERIA

Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

A Market Snapshot

The manufacturing sector is in flux as more industrial organizations focus on implementing novel, intelligent solutions to streamline operations and increase productivity and profitability. With the help of algorithms and software, factories are integrating advanced technologies into their production systems and processes, enabling predictive maintenance, cognitive computing, and swarm intelligence. Artificial intelligence and machine learning (ML) are driving innovations across various industries and functional areas, and the focus is shifting and opening more opportunities to manufacturing organizations, introducing new levels of efficiency and cost-effectiveness. Moreover, manufacturers are realizing that a powerful analytics strategy is the foundation of

"By leveraging its core competency with time series data and focusing on advanced analytics for process manufacturing, as opposed to many general-purpose applications, Seeq can deliver better results, solutions, and connections with the right audiences in the world's largest manufacturing companies."

- Samantha Fisher
Best Practices Research Analyst

digital transformation, driving the adoption of advanced solutions. Combining industrial analytics with digital technologies and domain expertise maximizes automation technology's potential.

Building upon a Strong Foundation

Headquartered and founded in Seattle, Washington, Seeq is one of the world's top advanced
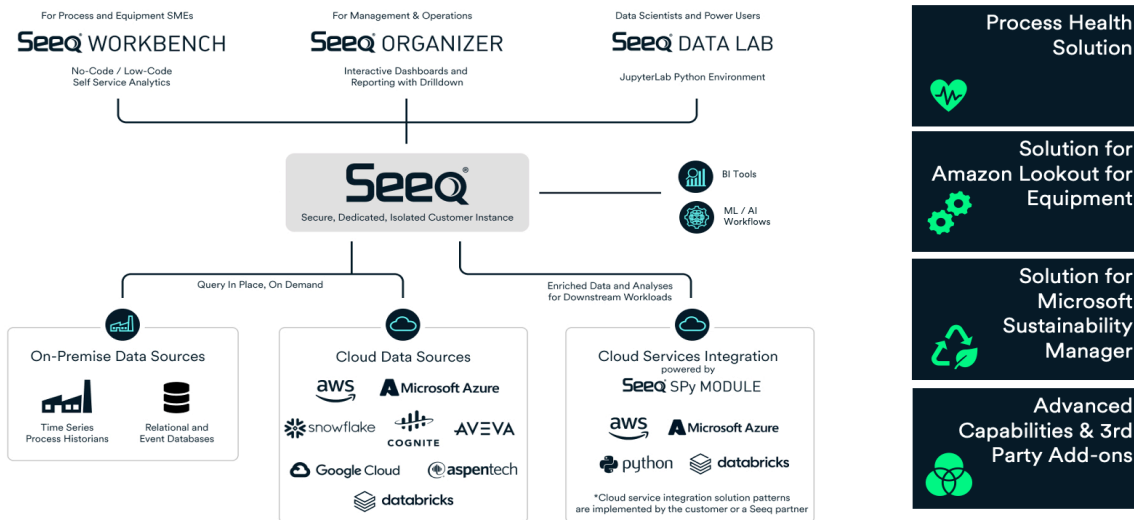
manufacturing analytics providers, developing and launching best-in-class solutions for engineers and scientists in the process industries to improve efficiency and productivity.

The company has participated in the manufacturing analytics market since founders Dr. Steven Sliwa and Brian Parsonnet started the company in 2012. Dr. Lisa Graham serves as a chief executive officer and the company has grown to more than 200 employees, hundreds of large global process manufacturing customers and raised over $115 million in funding. Over this time, Seeq experienced significant global growth fueled by its partnerships and commitment to cloud-based computing. A key facet of the company's success is its high-level partnerships with both Amazon Web Services (AWS) and Microsoft Azure clouds. Seeq maintains deep technical integration/engagements, co-marketing/shared marketing programs, and executive relationships with these technology giants. In addition, both Microsoft and Amazon are investing in Seeq to build features specific to their offerings, and Seeq anticipates many joint activities soon. This brand strength ensures a steady stream of incoming growth opportunities.

- **AWS:** Seeq is a top member of the AWS Partner Network with availability in the AWS marketplace since 2019. As an AWS Industrial Software, Energy, and Life Sciences Competency Partner, Seeq supports many data storage services, including Amazon Redshift and S3, plus ML in SageMaker, Lookout for Equipment, and others.

- **Azure:** Seeq became available as a Software-as-a-Service (SaaS) application in the Microsoft Azure marketplace in 2019, supporting many Microsoft Azure cloud services, including Sustainability Manager, Synapse, Azure Data Lake, and Active Directory. The company also supports connectivity to Azure Data Explorer and Power BI.
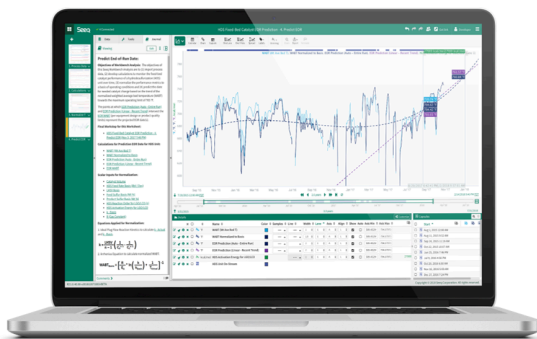
Seeq Architecture

Source: Seeq

Seeq supports this growth with a strong and robust go-to-market strategy that enables the company to grow at a faster rate than the industry average. By leveraging its core competency with time series data

and focusing on advanced analytics for process manufacturing, as opposed to many general-purpose applications, Seeq can deliver better results, solutions, and connections with the right audiences in the world's largest manufacturing companies. Additionally, Seeq's emphasis on customer success enables it to successfully retain and expand customer accounts in addition to attracting new customers. Furthermore, in the short term, Seeq plans to continue focusing on and growing its customer base in its four core markets: oil and gas, chemicals, pharmaceuticals, and mining, metals, and materials, which include some of the largest global manufacturing companies. Conversely, in the long term, Seeq is looking to expand its target markets and geographies, as well as increase the average customer company size.

Seeq WORKBENCH
Analyze data at the speed of, well, data.

Highlights
- Browser-based SaaS application
- Low / no code interface makes everyone an analyst
- Collaborate on analyses across teams and time zones

Data Access
- View disparate data sets in one spot
- Cleanse and contextualize voluminous data quickly
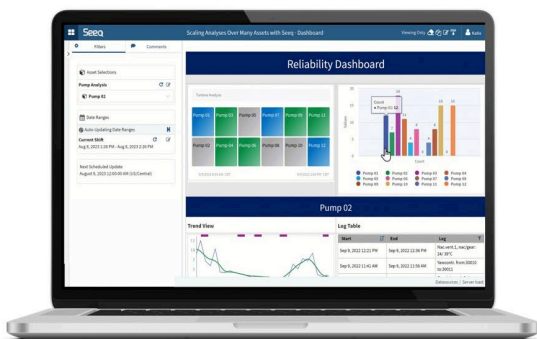- Identify ideal and anomalous time periods

Visualize
- Tell the story visually with charts, tables, plots and more
- View time series signals overlaid with batches, cycles & runs
- Slice and dice based on calendar or relative timeframes

Extend
- Integrate custom applications and visualizations
- Operationalize ML & AI workflows
- Foster operations (OT) and data science (IT) collaboration

Seeq ORGANIZER
Translate your genius for the rest of the team.

Highlights
- Browser-based application
- Create reports and webpages
- Publish to colleagues and stakeholders

Monitor
- Near real-time data, reports, & dashboards
- Live or scheduled updates
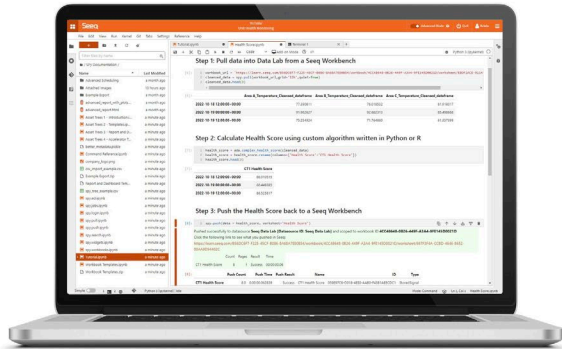- Automate publication as a URL or PDF

Interact
- Choose / change date ranges
- Drill down to underlying data
- Select different equipment

Collaborate
- Document findings / insights
- Provide comments / questions
- Preserve knowledge for the future

Seeq DATA LAB
For the insights behind the insights.

Highlights
- Browser-based SaaS application
- Jupyter notebook
- Seeq/Python (SPy) library

Develop
- Scale functions en masse
- Implement Python libraries in Jupyter
- Create custom visualizations

Integrate
- Deploy tools and visualizations
- Apply ML algorithms (Ours, yours, or theirs)
- Access data from other Python libraries

Automate
- Schedule complex analyses and jobs
- Create and share calculations
- Streamline monitoring workflows

Source: Seeq

A Leading Position

Seeq's self-service analytics platform equips manufacturing enterprises with the essential capabilities to unlock the true potential of their operational time series data. Empowering operational experts to extract valuable insights independently, fostering collaboration, and integrating with downstream workflows, Seeq helps organizations accelerate their digital transformation efforts and achieve unparalleled operational excellence, drive profitability, and champion a sustainable future within the ever-evolving manufacturing landscape.

Seeq's core offering consists of the Seeq platform, which seamlessly connects to operational and transactional data sources to provide near real-time access to previously underutilized data. The core platform also powers Seeq's calculation engine and provides the foundation for Seeq's core applications, solution accelerators, and third-party developers.

Seeq's self-service applications include:

- **Workbench:** simplifies and streamlines search features, advanced diagnostics, predictive analytics, and advanced monitoring and alerts while providing data cleansing and contextualization, pattern recognition, and scalable calculations.
- **Organizer:** facilitates cross-departmental collaboration and communication. Users can create custom reports, dashboards, annotations, and more and share them with colleagues on an ad-hoc basis or on user-defined schedules.
- **Data Lab:** enables users to combine Workbench and Organizer with any analytical library available in Python and R, including AI/ML libraries, proprietary libraries, or publicly available libraries. Users can prototype and build scalable and sustainable solutions to solve for a variety of data science and automation problems, improve workflows and derive value.

Continuous Enhancement

Through market research and customer feedback, Seeq consistently upgrades its existing solutions while

developing and launching novel products, ensuring it exceeds customer needs and performs optimally compared to the competition. As a result, Seeq incorporates and leverages leading-edge technologies into its portfolio to enhance overall performance and value. Thus, with its Seeq Solution for the Microsoft Sustainability Manager and Process Health Solution, Seeq addresses unmet needs not easily replicated by competitors.

Seeq Solution for Microsoft Sustainability Manager

In April 2023, Seeq launched a solution that extends the Microsoft Sustainability Manager (i.e., a Microsoft Cloud for Sustainability product), enabling it to integrate time series process data preparation, analytics, and continuous improvements, reducing the environmental impact of operations. This solution allows manufacturing teams to collaboratively analyze data at the asset level to identify areas for improvement in energy efficiency and emissions reductions at the corporate level. This collaboration analyzes data from various sources and identifies areas for improvement in energy efficiency and waste and carbon footprint reductions. The solution also allows for synergy across teams to drive sustainable practices and track progress toward emissions goals.

"Seeq adds value to our mutual customers by integrating their solutions with Microsoft Cloud for Sustainability. The Seeq Solution for Microsoft Sustainability Manager addresses a variety of pain points related to emissions' data availability recording, reporting, and reduction and enables customers to accelerate the success of their sustainability initiatives."

- Dominik Wee, Corporate Vice President, Manufacturing and Mobility, Microsoft[1]

Seeq Process Health Solution

In February 2023, Seeq announced its Process Health Solution, which leverages advanced analytics and ML to address high-value, complex process manufacturing challenges in production, quality, and optimization. As more industrial organizations start their digital transformation journeys, the demand for easy-to-use, innovative solutions that derive value from time series data is also growing. The new solution, which includes Seeq ML (i.e., a no-code, multivariate pattern learning, and diagnostic technology), empowers organizations to monitor and optimize their processes in real-time.

"The Seeq Process Health Solution enabled our team to switch from a rules-based approach, which was difficult to implement and maintain at scale, to an engineer-friendly and transparent, multivariate machine learning approach. This identified various process upsets, generating significant savings for our large gas gathering operations."

- Oscar Lewis, Senior Process Operations Leader and Technical Specialist, Williams Company[2]

Assured Product Performance

With a concentration on product quality, Seeq strengthens its status as a market leader. To achieve its primary goal of enabling self-service analytics, the company focuses on creating simple-to-use, fast, and

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[1] "Seeq Announces the Seeq Solution for Microsoft Sustainability Manager." *Seeq*. Press release. 11 April 2023. Accessed 10 June 2023. https://www.seeq.com/resources/press-releases/Seeq-Announces-the-Seeq-Solution-for-Microsoft-Sustainability-Manager.
[2] "Seeq Announces Process Health Solution at 2023 ARC Industry Forum." *Seeq*. Press release. 6 February 2023. Accessed 10 June 2023. https://www.seeq.com/resources/press-releases/Seeq-Announces-Process-Health-Solution.

highly reliable software that evolves quickly to meet the manufacturing sector's ever-expanding needs. Thus, the company integrates a robust approach that assures high quality and consistent performance throughout the product lifecycle. To this end, Seeq designed and created a high-velocity engineering team that delivers product improvements rapidly. In preparation for this team, the company wrote tens of thousands of tests (e.g., unit, integration, system, load, performance, and more) and designed a best-in-class software architecture with high-quality code. As a result, Seeq presently offers quarterly product releases with the goal of continuous delivery within the next one to two years.

During this initial product development phase, Seeq engaged with several market participants, gathering feedback on existing solutions. The consensus was that time series data solutions must be simplified, updated, and user-friendly. Seeq translated these conversations into its product development strategy, creating a laser-focused analytics platform that delivers all the benefits of time series data without the complexity. Moreover, the company integrates with existing customer software (e.g., plant historians, data lakes, cloud services, ML pipelines, business intelligence tools, data science notebooks, and more), driving up the value of their existing investments. Seeq continues to receive feedback that its cloud-native software architecture and ease of use differentiate it from competitors, setting it apart as a leader in the space.

Roadmap to Success: Customer-centric, Continuous, Proactive

With its customer-centric corporate philosophy, Seeq operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices, from research and development to customer support. Seeq meets with customers to assess their needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the product's lifecycle.

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- Sebastián Trolli
Senior Industry Analyst, Industrial Technologies

Seeq combines its thought leadership and technical expertise to offer a valuable end-to-end customer experience. Throughout the purchase process, Seeq brings its knowledge to the table via best practices by sharing documented use cases for customers to use before and after purchase. The company's industry experts and customer success teams guide clients through onboarding and data science/software learning programs, increasing adoption across a customer's organization. The company reports that many of its customers see very high returns on investment in a short period, even for just one use case (e.g., millions of dollars saved or gained from efficiency improvements, increased production capacity, and quality and reliability).

The company's customer success teams comprise engineers with industry experience that understand the software's applications, not just the software. Seeq's sales and solutions experts engage with customers throughout the discovery, education, and scoping process, focusing on the customer's best interest while

laying the groundwork for a long-term partnership. Moreover, the company offers different programs and solutions for customer support, including daily office hours, on-demand access to analytics engineers, convenient and customizable e-learning training, and a mentoring program with a Seeq analytics engineer. Moreover, since Seeq's primary solution is SaaS, the company proactively maintains it through performance monitoring, with software engineers responding to alerts to address issues, sometimes before the customer is aware.

Seeq is an undisputed market leader, applauded by Frost & Sullivan for their customer-focused solutions tailored to meet individual needs. Their expertise, knowledge-sharing, and exceptional customer-oriented teams are unparalleled. By adopting a proactive SaaS model and cultivating long-term relationships with the industrial ecosystem and manufacturers, Seeq not only builds trust but also guarantees significant returns. This approach is integral to their successful roadmap for continuous improvement and customer satisfaction.

Conclusion

A company does not become a market leader overnight. It takes dedication to develop growth strategies paired with excellent implementation. A market leader must earn and maintain customers' trust while impacting and improving the overall market. Seeq embodies Frost & Sullivan's definition of a market leader by leveraging finely tuned strategies, which include partnerships, internal teams, and customer engagement. Whether the company is collaborating with industry giants, creating new teams to better serve customers, or meeting with clients to gather feedback on products and services, Seeq maintains a holistic look at the market and its challenges. The company continues to exceed customer expectations via new upgrades and products, further differentiating itself in the market. Due to these reasons and more, the company is respected, recognized, and remembered, elevating it to a market leader position.

For its strong overall performance, Seeq earns Frost & Sullivan's 2023 Global Market Leadership Award in the industrial analytics solutions industry.

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What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

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

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

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 are proud to 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 of high quality

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)**