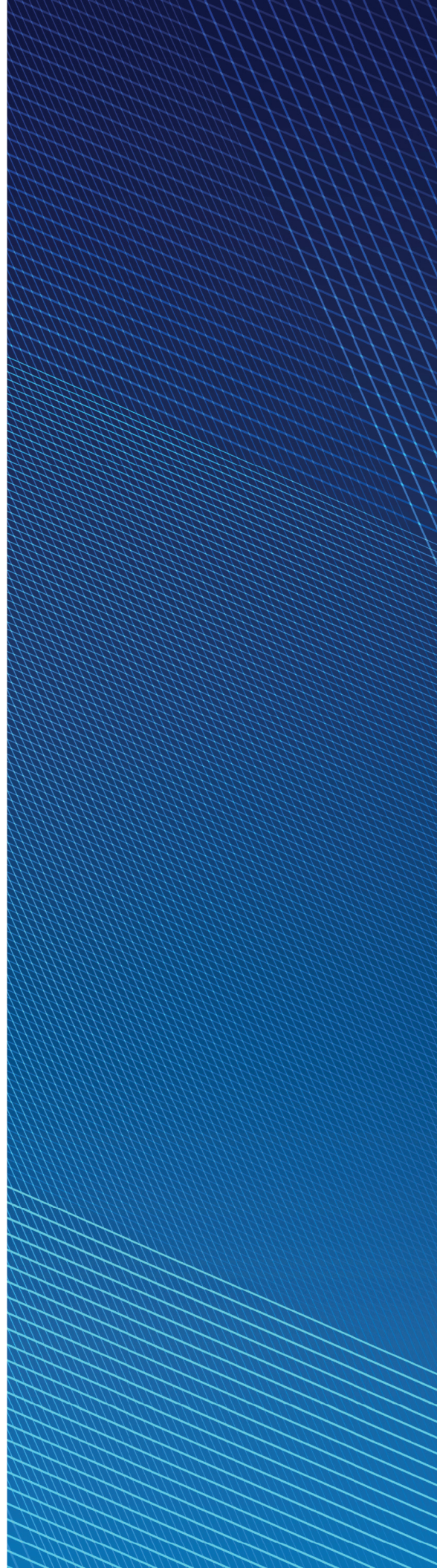


# DELTA CONTROLS RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

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*Identified as best in class in the global IoT and  
AI-enabled smart building solution 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. Delta Controls excels in many of the criteria in the IoT and AI-enabled smart building solutions space.

AWARD CRITERIA	
Strategy Innovation	Customer Impact
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

### A Rich History of Customer-Centric Development

Founded in 1982 and headquartered in Surrey, Canada, Delta Controls provides industry-leading Internet

*“Despite diverse market hurdles and a challenging economic environment, Delta Controls demonstrates positive financial performance, reaching 29% organic growth in the United States and 19.1% worldwide.”*

**-Viswesh Vancheeshwar**  
**Industry Principal, E&E Growth**  
**Opportunity Analytics**

of Things (IoT)- and artificial intelligence (AI)-enabled smart building solutions, allowing building facility operators and owners to gain access to building management activities and analytics. These solutions help these operators get holistic data on building performance and remotely manage all assets from the office.

The company outpaces its competitors in the IoT and AI-enabled smart building solutions market by leveraging its expertise and maintaining an excellent standing

among users across various verticals, such as commercial, healthcare, hospitality, education, and leisure buildings.

### Excelling in Growth Strategy

Today, Delta Controls has approximately 300 employees with a robust global partner network in over 80 countries and 150 partners worldwide.<sup>1</sup> The company has a strong presence in North America and works

<sup>1</sup> Frost & Sullivan and Delta Controls Interview, October 2023

actively to expand it in Europe, the Middle East, China, and Australia.

Despite diverse market hurdles and a challenging economic environment, Delta Controls demonstrates positive financial performance, reaching 29% organic growth in the United States and 19.1% worldwide.<sup>2</sup> The company achieved double-digit growth due to its exceptionally efficient supply chain strategy and doubled its inventory despite global disruptions.

*“Delta Controls’ industry-leading solutions enable clients to optimize building functions, achieve effective building asset management, and position the company for further market growth.”*

**-Maksym Beznosiuk**  
**Best Practices Research Analyst**

This sizeable revenue growth enables Delta Controls to focus on advancing its solutions while expanding its workforce. In this regard, the company emphasizes stepping up its research and development strategy to introduce innovative products and services that meet the diverse needs of its customers. The company allocates 18% of its revenue to research and development efforts while leveraging its combined 800 years of working experience.<sup>3</sup>

At the same time, Delta Controls’ effective go-to-market strategy focuses on deploying its solutions via partnership networks worldwide to ensure unparalleled customer value. The company provides swift shipping within a month for 99% of its product line.<sup>4</sup>

Frost & Sullivan acknowledges that Delta Controls not only meets the needs of its customers but consistently surpasses their expectations. Numerous clients and partners currently place high value on the company’s solutions for their top-notch performance and significant business impact:

*“We’ve been impressed with how Advanced Automation Systems solved our problems using Delta Controls and are happy we made the switch. We are looking forward to similar success through our next renovation phase.”*

- Timothy Hotter, Senior Director of Engineering, Grand Hyatt Tampa, Florida, USA<sup>5</sup>

### ***Bringing Best-in-class IoT and AI-enabled Smart Building Solutions to Customers***

With its customer-focused strategy, Delta Controls offers O3 Edge and O3 Sense, two best-in-class IoT and AI-enabled smart building solutions that provide clients with the most precise data on the monitored interior space while improving connectivity and efficiency. Specifically, these solutions offer the following benefits:

**Ease of use.** Clients can install and configure the company’s solutions easily via their smartphones utilizing the O3 application. Moreover, they serve as an open platform for IoT devices, providing practical support for the message queuing telemetry transport, Bluetooth low energy, and BACnet protocols, allowing users to integrate them with different building systems.

- **Versatility.** The company’s solutions obtain data on various indicators such as temperature,

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<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> [https://deltacontrols.com/wp-content/uploads/GrandHyattTB\\_CS101719.pdf](https://deltacontrols.com/wp-content/uploads/GrandHyattTB_CS101719.pdf)



humidity level, light, sound, and motion sensing. This way, clients can monitor and adjust these indicators depending on specific circumstances.

- **Connectivity.** The O3 solutions provide a dual Ethernet connection, allowing high-speed data transfer and constant pass-through communication with customers during power outages. Simultaneously, these solutions comprise light-emitting diode rings and audio outputs providing swift user feedback and changing environmental conditions.

Furthermore, Delta Controls constantly delivers new solutions that help clients get more secure and scalable IoT connectivity and more effective management of critical building assets. For example, in 2023, the company introduced Red5, the next generation of native building automation and control networks (BACnet) controllers. These controllers seamlessly integrate secure and scalable IoT connectivity with BACnet routing capabilities, offering high-speed processing, expanded memory, and modular input/output options. It has various retrofit options and open protocols, allowing clients to enhance building control systems by incorporating new technologies.

At the same time, this solution offers open protocol integration, allowing clients to utilize it for versatile purposes such as ventilation, heating, and air-conditioning controls. In this regard, Red5 comes in several configurations in terms of size and scope depending on specific building control requirements. This solution also offers the Provisio application, which allows users to adjust network settings and check sensor information. Additionally, this application enables clients to calibrate sensors via Bluetooth or near-field communication and customize IoT applications.

At the same time, Delta Controls works on securing the BACnet Testing Laboratories (BTL) certifications that independently test the reliability and efficiency of solutions in compliance with the high industry-accepted test packages. For instance, in January 2022, the company secured the BTL certification for enteliWEB, its premier web-based building management software.<sup>6</sup> This achievement is a testament to Delta Controls' commitment to open standards and interoperability in its solutions and its determination to support clients in advancing building automation worldwide.

Delta Controls' industry-leading solutions enable clients to optimize building functions, achieve effective building asset management, and position the company for further market growth.

### ***Offering Diverse Customer Support***

Delta Controls' website offers crucial resources (e.g., case studies, newsletters, white papers, and critical consumer information) that help users acquire current information on its solutions' essential advantages and features (e.g., connectivity and visibility).

At the same time, Delta Controls focuses on meeting and exceeding diverse customer needs. The company's specialists are available around the clock for online and in-person consultations to explore ways to enhance the use of its solutions. Customers can open online tickets or initiate live chats with the company's representatives to get information on the full capabilities of its solutions. Delta Controls also provides remote site connection to ensure customers have prompt support.

Additionally, Delta Controls offers classroom courses held in person globally regularly. The company also

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<sup>6</sup> <https://deltacontrols.com/news-and-events/enteliweb-4-20-receives-btl-certification/>

provides comprehensive virtual training options and eLearning via George University. Clients can also enroll their employees in the company's expert training program to ensure they have a complete understanding of the advantages of its IoT and AI-enabled smart building solutions.

Delta Controls delivers industry-leading solutions accompanied by unparalleled customer support. The company's services provide clients with up-to-date information on solutions and help address any customer requests quickly.

### ***Best Practices Example Confirms High Performance and Ultimate Reliability***

Frost & Sullivan's analysts applaud Delta Controls for the high-quality performance and efficiency of its solutions, as demonstrated by the following use case:

**Best Practices Example:** Delta Controls helped Tampa Bay Hotel, a branch of the Hyatt, an international hotel network located in Tampa, Florida, to ensure complete temperature control of rooms by occupants while ensuring humidity control in all rooms without utilizing supplemental heat.<sup>7</sup> Specifically, the client faced an issue of high humidity across rooms due to the tropical climate in Florida and sought tools to ensure a fully hypoallergenic sleeping environment. Tampa Bay Hotel leadership wanted to ensure guests could enter rooms without feeling the moisture in soft furnishings. To this end, the hotel applied Delta Controls's DNS-H24 space sensors, enteliBUS controllers within the central plant, and DAC-322 controller in each room's fan coil unit to ensure complete temperature control of rooms while removing excess moisture. As a result, the client successfully maintained a comfortable 60% relative humidity level in all its rooms, leading to annual savings of \$37,000.<sup>8</sup>

Frost & Sullivan believes Delta Controls is poised to accelerate the development of the IoT and AI-enabled smart building solutions market into its next growth phase while capturing new customers worldwide.

## **Conclusion**

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Delta Controls excels in the market, offering an industry-leading Internet of Things (IoT) and artificial intelligence (AI)-enabled smart building solutions portfolio that spans a broad smart building value chain. The company outpaces its competitors in the market by maintaining an excellent standing among users across different segments of the economy, such as healthcare, hospitality, and education.

Overall, Delta Controls develops and implements its smart building strategy with its clients in mind, enhancing its position as an effective partner and market leader. At the same time, the company constantly introduces new solutions to support evolving customer needs. For instance, in 2023, Delta Controls launched Red5, cutting-edge native building automation and control networks (BACnet) controllers that ensure secure and scalable IoT connectivity with BACnet routing capabilities, providing high-speed processing, advanced memory, and modular capabilities.

With its strong overall performance, Delta Controls earns Frost & Sullivan's 2023 Global Competitive Strategy Leadership Award in the IoT and AI-enabled smart building solutions industry.

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<sup>7</sup> [https://deltacontrols.com/wp-content/uploads/GrandHyattTB\\_CS101719.pdf](https://deltacontrols.com/wp-content/uploads/GrandHyattTB_CS101719.pdf)

<sup>8</sup> Ibid.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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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

## 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)**

