

**2017 European  
Production Analytics  
Enabling Technology Leadership Award**

**Softing Industrial Automation GmbH  
PRESS STATEMENT**

## **Who is Frost & Sullivan?**

---

Frost & Sullivan is a leading 56 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

## **What are the Best Practices Awards?**

---

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Enabling Technology Leadership Award is a compelling, third-party validation of a company's growth strategy and execution. Softing's Best Practices Award is a very strong indicator to employees, investors, customers, and the public that Softing delivers quality products in the production analytics industry.

## **Why Softing Industrial Automation GmbH?**

---

Leveraging more than 35 years of experience in the industrial sector, Softing offers best-in-class improvements and implementation for digital exchange processes in industrial applications. As the analysis of industrial data becomes crucial to optimize assets and improve reliability, productivity, and overall organizational efficiency, Softing successfully leverages this while providing industrial data intelligence solutions that drive operational efficiency with advanced analytics. The company recently introduced its dataTHINK analytics solution for real-time data-based production optimization, allowing for on-site streamed production insight. Users benefit from dataTHINK as it solidly eliminates unsolved disruptions by reducing scrap optimizing plant performance, and contributing to increased revenue and cost efficiency.

optimize!  
**softing**

By enabling lower cost and risk reduction while analyzing all systems and data needed to make optimal operational decisions, Frost & Sullivan is pleased to present Softing with the 2017 European Enabling Technology Leadership Award in the production analytics market.



## What is Enabling Technology Leadership?

Enabling Technology Leadership Award recipients are driven by product quality and innovative technology. These awardees have differentiated themselves from the competition by delivering a unique and enjoyable experience for customers, giving the customers confidence in the company, its products, and integrity.

## Key Benchmarking Criteria

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated two key factors — Technology Leverage and Customer Impact — according to the criteria identified below.

### Technology Leverage

- Criterion 1:* Commitment to Innovation
- Criterion 2:* Commitment to Creativity
- Criterion 3:* Stage Gate Efficiency
- Criterion 4:* Commercialization Success
- Criterion 5:* Application Diversity

### Customer Impact

- Criterion 1:* Price/Performance Value
- Criterion 2:* Customer Purchase Experience
- Criterion 3:* Customer Ownership Experience
- Criterion 4:* Customer Service Experience
- Criterion 5:* Brand Equity

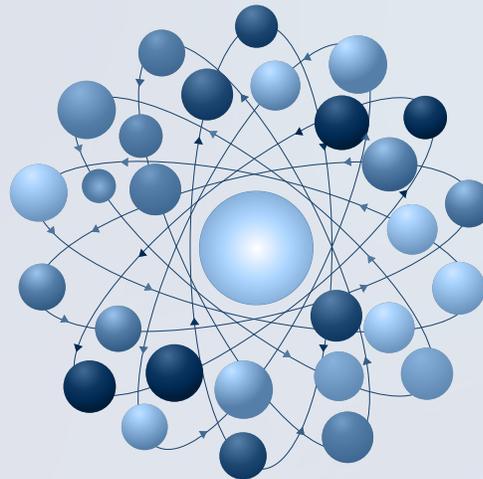
## Significance of the Award

To receive the Enabling Technology Leadership Award, an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Ultimately, growth in any organization depends upon customers purchasing from your company, and then making the decision to return time and again. In a sense, then, everything is truly about the customer—and making those customers happy is the cornerstone of any long-term successful growth strategy.



## The 360-Degree Research Approach



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses.

The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

## Questions?

Peter Seeberg  
Business Development Manager  
Industrial Data Intelligence  
+49 89 45 656 - 385  
peter.seeberg@softing.com

