

# NEW PRODUCT INNOVATION



## Best Practices Criteria for World-Class Performance

### New Product Attributes

*Match to Needs*

*Reliability*

*Quality*

*Positioning*

*Design*

### Customer Impact

*Price/Performance Value*

*Customer Purchase Experience*

*Customer Ownership Experience*

*Customer Service Experience*

*Brand Equity*

## The company demonstrates a strong overall performance

To create an innovative product, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that Nanoprecise Sci Corp (Nanoprecise) embodies this concept.

Furthermore, Nanoprecise integrates a customer-centric approach to ensure that its offerings address users' wants and needs. With its strong overall performance, Nanoprecise earns Frost & Sullivan's 2022 North American New Product Innovation Award in the AI-based predictive maintenance industry.

- Steven Lopez, Best Practices Research Analyst

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**

## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.