

TECHNOLOGY INNOVATION LEADERSHIP



Best Practices Criteria for World-Class Performance



**Technology
Leverage**

Commitment to Innovation
Commitment to Creativity
Stage Gate Efficiency
Commercialization Success
Application Diversity



**Business
Impact**

Financial Performance
Customer Acquisition
Operational Efficiency
Growth Potential
Human Capital

The company demonstrates a strong overall performance



Mitchell 1 employs dedicated content editors who continuously upload information about new repairs into TruckSeries and its other software solutions. Its employees are enthusiastic about the latest advancements.

It has in-house experts that can quickly address complex repair questions for all truck types. Other software companies or truck manufacturers cannot provide this degree of information across all vehicle platforms to service professionals in the aftermarket.

- Stephen Spivey, Program Manager

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 Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.