

NEW PRODUCT INNOVATION



Best Practices Criteria for World-Class Performance



Match to Needs

Reliability

Quality

Positioning

Design



Price/Performance Value

Customer Purchase Experience

Customer Ownership Experience

Customer Service Experience

Brand Equity

The company demonstrates a strong overall performance



Logitech leads with the notion that when people look great, sound great, and feel good they can do their best work. The company recognized the unique pain points of hybrid work way before its competitors and has successfully addressed them through innovation and a focus on meeting customer needs.

For this unique and value-added approach, Logi Dock has earned Frost & Sullivan's 2023 Global New Product Innovation Award in the global personal communication devices market.

- Roopam Jain,
VP of Research, Connected Work



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.

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.