

COMPETITIVE STRATEGY LEADERSHIP

Best Practices Criteria for World-Class Performance

Strategy Innovation

Strategy Effectiveness

Strategy Execution

*Competitive
Differentiation*

*Executive Team
Alignment*

Stakeholder Integration

Customer Impact

Price/Performance Value

*Customer Purchase
Experience*

*Customer Ownership
Experience*

Customer Service Experience

Brand Equity

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.



OPTIV

The company demonstrates strong overall performance

As one of the top players in the Americas managed and professional security services space, Optiv's success in the industry is clear. Such achievements stem from the company's distinctive strategy that constantly unlocks new growth opportunities and allows it to go toe-to-toe with any competitor.

With its strong overall performance, Optiv earns Frost & Sullivan's 2023 Americas Competitive Strategy Leadership Award in the managed and professional security services market.

- Lucas Ferreyra, Industry Analyst



Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.