

## COMPETITIVE STRATEGY LEADERSHIP



### Best Practices Criteria for World-Class Performance



- Strategy Effectiveness*
- Strategy Execution*
- Competitive Differentiation*
- Executive Team Alignment*
- Stakeholder Integration*



- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

### The company demonstrates a strong overall performance



The European Competitive Strategy Leadership Award in the mobile field service management industry is awarded to Comarch.

Comarch's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative.

Overall, Comarch develops and executes its strategy with its clients in mind, securing its position as a trusted partner and market leader.

- Vikrant Gandhi, Vice President: ICT Research

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 Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.