

# 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



VinCSS has received the 2023 Asia-Pacific New Product Innovation Award for its outstanding performance in the passwordless authentication industry.

Pioneering the adoption of FIDO2 standards, the company has developed a robust system that aims to eliminate the need for traditional passwords. Their approach combines hardware and software, compatible with mobile devices, to enhance cybersecurity and operational efficiency. Its commitment to R&D, customer-focused strategies, and forward-thinking products have allowed them to gain international industry recognition.

- Anh Tien Vu, Industry Principal,  
Global Cybersecurity Practice



## 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.

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