

# ENABLING TECHNOLOGY LEADERSHIP



## Best Practices Criteria for World-Class Performance



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



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

## The company demonstrates a strong overall performance

“The United States Enabling Technology Leadership Award in the imaging industry awarded to Seno Medical.

Seno Medical's opto-acoustic technology for breast imaging is non-invasive, has no ionizing radiation, does not use contrast agents or radionuclides, and does not require the compression that is used in mammography. The technology uses the body's own hemoglobin (organic) as a natural contrast agent and is thus safe and effective, with only the safety eyewear required that is similar to what is worn at a spa or a dermatology office for laser treatments.

- Sudhakar Mishra, Senior Director – Growth Advisory HLS

**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 Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.