

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



The global New Product Innovation Award in the hiring platforms industry awarded to Upwork.

Upwork's growing popularity is attributable to having hybrid teams globally in its organization. More than seventy percent of Upwork's workforce is comprised of independent talent in over 90 countries. This allows Upwork to show customers the operational model's resilience and reduced risks and costs as workforce and macroeconomic dynamics shift.

Organizations like Microsoft, Airbnb, Nestle Health Science, and Nasdaq have pursued a flexible workforce

- Ankita Singh, Senior Industry Analyst

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 New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.