

# NEW PRODUCT INNOVATOR



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

## New Product Attributes

- Criterion 1: Match to Needs
- Criterion 2: Reliability
- Criterion 3: Quality
- Criterion 4: Positioning
- Criterion 5: Design

## Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

EASE OF USE IS A HALLMARK OF THE LATEST FEATURES THAT APPTIO HAS BUILT INTO TARGETPROCESS. THE IT TEAMS AT BUSINESSES THAT PURCHASE THE APPTIO SOLUTION CAN EMPLOY THE OUT-OF-THE-BOX TOOLSET IN THE TARGETPROCESS SOLUTION LIBRARY TO CONFIGURE, CUSTOMIZE, AND IMPLEMENT DEPLOYMENTS OF THE SAFE 6.0 STANDARDS QUICKLY AND EASILY.

**- KASTHURI JAGADEESAN  
RESEARCH DIRECTOR**

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges. Innovation is about finding a productive outlet for creativity—for consistently translating ideas into high-quality products that have a profound impact on the customer.



**APPTIO®**

Apptio comprehends the significance of agile transformation for enterprises, enabling them to slash operating costs, enhance customer relationships, and foster employee engagement. Recognizing the hurdles involved in integrating current IT networks and assets into dynamic agility frameworks, the company has tailored its Targetprocess agility platform to streamline this integration process.

With its strong overall performance, Apptio earns Frost & Sullivan's 2024 North America New Product Innovation Award in the enterprise agility industry.