

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

THE COMPANY SETS A NEW STANDARD FOR SITUATIONAL AWARENESS AND INTEROPERABILITY IN THE INDOOR MAPPING INDUSTRY BY EMPOWERING CLIENTS WITH UNPARALLELED DATA ACCURACY AND SEAMLESS INTEGRATION WITH ON-PREMISE SECURITY SOLUTIONS AND 9-1-1 CENTER TECHNOLOGIES.

- **BRENT IADAROLA**
VICE PRESIDENT

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.



Frost & Sullivan commends DATAMARK for its innovative approach to real-time GIS data management and integration, significantly enhancing decision-making and response times in public safety operations. The company sets a new standard for data accuracy and interoperability in the indoor mapping market by leveraging advanced technologies and ensuring comprehensive, scalable, and secure solutions.

DATAMARK earns Frost & Sullivan's 2024 North American New Product Innovation Award for its strong overall performance in the indoor mapping industry.