

COMPANY OF THE YEAR



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

Visionary Innovation and Performance

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

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 CISCO IOT CONTROL CENTER DEMONSTRATES CISCO'S COMMITMENT TO ADDRESSING UNMET NEEDS IN THE DYNAMIC DOMAIN OF IOT AND WIRELESS CONNECTIVITY.

**- RENATO PASQUINI,
RESEARCH VICE PRESIDENT**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company's future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.



With over 17 years of industry leadership in IoT, Cisco has garnered robust brand equity. Cisco's IoT Control Center platform is used by 60+ telecommunications operators worldwide, including AT&T, Telstra, Telkom, Tele2, Three Group, and British Telecom. Frost & Sullivan's projections highlight the immense potential of the IoT connectivity management platform market, with market revenue anticipated to rise from \$13.09 billion in 2022 to \$20.67 billion in 2025.

With its strong overall performance, Cisco earns the 2024 Frost & Sullivan Global Company of the Year Award in the Mobile IoT Platforms industry.