Microsoft Recognized as the

2021

Platform of the Year

Global IoT Industry
Excellence in Best Practices
Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Microsoft excels in many of the key criteria in the IoT space.

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Industry-leading, end-to-end IoT Solution Portfolio

The Internet of Things (IoT) is a highly complex market with thousands of vendors providing different types of solutions for the enterprise. While this creates a wealth of choices for customers, it can also lead to confusion during the vendor selection process. Many enterprises make the mistake of adopting point solutions for applications based on a distinct business requirement. However, if/when these enterprises want to expand features, add applications, and/or scale their systems, challenges typically emerge with the integration process.

Enter Microsoft. The company has long been a leading provider for integrated IoT solutions using its Azure IoT platform. While enterprises typically associate Azure with the cloud, Microsoft has a large ecosystem of partners that can be leveraged to deploy these solutions both in the cloud and at the edge. IoT should not be called a ‘technology’, but an ‘ecosystem’ of devices, systems, solutions and software that must be integrated seamlessly to transform an enterprise. Very few companies in the industry have the ability to support such a massive undertaking. Frost & Sullivan recognizes that no market participant in the current IoT environment has the ability to provide the

"IoT is highly complex, and this complexity is not going away for most enterprises, vendors or service providers. Microsoft simplifies IoT deployments with its innovative, end-to-end portfolio of best-in-class products and solutions and, consequently, has emerged as a leading solution provider in the IoT market."

- Dilip Sarangan, VP of Research, IoT & Digital Transformation

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breath of IoT solutions as well as Microsoft

Microsoft provides its customers with an end-to-end portfolio of technologies and services to make an IoT deployment successful. Its range of technologies includes edge computing, artificial intelligence, machine learning, digital twins, security solutions, and much more. The company boasts one of the largest ecosystems of developers and partners that can integrate their systems into Azure IoT and leverage Azure IoT services to create their own IoT offerings and services to enable the enterprise to manage all their IoT systems from one pane of glass. All this makes Microsoft a clear leader in IoT, and often the first company enterprises call in their journey towards digital transformation.

**Superior Customer Experience**

IoT solutions cannot operate in a vacuum. Any enterprise that deploys an IoT solution must also engage a vendor that can help them integrate other enterprise systems with the IoT solution. Microsoft Azure is one of the leading cloud providers that most enterprises use for their enterprise management. Microsoft leads the world in cloud-based enterprise management solutions and this helps the organization stay at the forefront of the IoT revolution.

Working with its ecosystem partners, Microsoft has developed a wide range of vertical-specific solutions that address the needs of most customers. This helps the company demonstrate solutions to enterprises that need a deeper understanding of the breadth of Microsoft capabilities. With deep expertise in edge computing, coupled with inherent in-house technology advantages over competitors, the company is revolutionizing the world of operations technology (OT) to allow enterprises to have more control over their data and business processes.

Microsoft’s end-to-end portfolio has helped the company tackle a wide range of IoT deployments with large and small partners and customers globally. The company has developed and deployed solutions across almost all vertical markets, with a particularly large number of success stories in the Industrial IoT segment. In addition, the company has continued to expand into the consumer goods market, which will help the company maintain its leadership position in IoT.

**The Microsoft Azure Brand**

Any discussion about Microsoft as a leading vendor is incomplete without discussing the brand. Microsoft is the leading provider of computing solutions globally. From computer software to the cloud, Microsoft is dominant in the industry and its brand has been enhanced due to its ability to develop tailored solutions to address the needs to each user and enterprise. From a marketing perspective, Microsoft's presence in IoT has emerged with the rise of Azure, but they've played a major role in the industry for decades.
Microsoft Leads the Industry through Innovation

Innovation is the key pillar on which Microsoft’s IoT strategy is built. The company is innovating with solutions around artificial intelligence, digital twins, and machine learning to enable customers to develop a comprehensive technology adoption roadmap throughout their digital transformation journey. While no one vendor can develop every product that goes into an IoT deployment, Microsoft has fostered an ecosystem of developers and partners to integrate a wide range of technologies to achieve business objectives. The company offers a suite of security solutions to identify, provision, and secure all devices on the network and undertake comprehensive vulnerability management to ensure that all IoT devices and networks are completely secure. The security focus has helped the company lead the industry in industrial deployments – a market where security has become the most significant challenge to adoption.

Conclusion

Microsoft is leading the IoT industry with its best-in-class technologies ranging from its IoT platform, machine learning, artificial intelligence, digital twins, analytics, edge computing and much more. The company has one of the largest developer and partner ecosystems that has built and deployed a wide range of IoT solutions. For its strong overall performance, Microsoft is recognized with Frost & Sullivan’s 2021 Global Platform of the Year Award in the IoT industry.
What You Need to Know about the Platform of the Year Recognition

Frost & Sullivan’s Platform of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis
For the Platform of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**Visionary Innovation & Performance**

**Addressing Unmet Needs:** Customers’ unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Impact**

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company’s product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

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Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline**: Continuous Flow of Growth Opportunities
- **Growth Strategies**: Proven Best Practices
- **Innovation Culture**: Optimized Customer Experience
- **ROI & Margin**: Implementation Excellence
- **Transformational Growth**: Industry Leadership

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)