

FROST & SULLIVAN



**2017 North American
Converged Surveillance Systems
Product Leadership Award**

FROST & SULLIVAN

BEST
2017 **PRACTICES**
AWARD

**NORTH AMERICAN
CONVERGED SURVEILLANCE SYSTEMS
PRODUCT LEADERSHIP AWARD**

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Background and Company Performance

Industry Challenges

Although many businesses embrace the growth of the Internet of Things (IoT) and its technologies and capabilities, many overlook the benefits it can provide regarding safety and security. Those that do recognize the advantages often depend on physical security information management (PSIM) systems for situational awareness and physical security needs. However, PSIMs do not provide real-time notifications to security operators, hindering near instant responses to security events that can result in the loss of assets or lives. Additionally, PSIM systems cannot communicate with other systems, requiring operators to maneuver through different systems when investigating an incident. The ever-growing world of IoT increases the already massive amounts of available data collected, requiring more advanced technologies to analyze quickly and accurately. Converged security and information management (CSIM) systems empower organizations to integrate their existing PSIM infrastructures with many more platforms that typically operate independently of one another—e.g., RSS feeds, social media, and security platforms—than PSIMs can support, allowing organizations to gain an advantage in a crisis or other security event, potentially mitigating costly damages or losses.

Vendors providing CSIM systems often require integration with specific hardware and software brands and remain inflexible for legacy or new technologies. For businesses needing CSIM systems, the issues of cost and operational downtime are not appealing factors; thus, organizations often delay upgrading their systems until a life-threatening or fatal event occurs. Vendors that support existing and new infrastructures, usually leave enterprises to piecemeal CSIM systems that are inoperable with other components, creating multiple monitoring channels rather than a single platform. CSIM systems that operate within one platform offer a superior environment for event communications while simultaneously reducing labor costs. Vendors that can overcome these challenges will achieve success in the converged surveillance systems industry.

Product Family Attributes and Business Impact of Vidsys

Founded in 2005, Vidsys is a pioneer in the global converged surveillance systems industry, offering solutions that allow clients to utilize their existing infrastructure while providing superior situational awareness and situation management through integration with over 300 different platforms. Organizations across industry verticals employ Vidsys' solutions, including customers in financial and education institutions, insurance and healthcare companies, energy and utility providers, governments and enterprises for public safety and homeland security, transportation, and critical infrastructure entities.

Superior Capabilities and Features that Empower Organizations

Vidsys' Enterprise (Enterprise) CSIM software platform offers clients easy integration with legacy and new systems and is scalable for businesses of all industries and sizes. The vendor-agnostic and comprehensive platform incorporates essential features of situational awareness solutions, such as video management systems, security investigations, analysis, and reporting capabilities, allowing organizations to make informed decisions to manage a potentially threatening situation proactively, rather than evaluating data post-incident.

For example, if Enterprise connects with a customer's gunshot detection system and surveillance cameras, the software will enable a company to determine the situational risk—is it an active shooter situation or just a car backfiring? Every day, organizations with insufficient security solutions call law enforcement emergency centers for harmless situations that waste police resources and potentially hinder them from assisting with urgent matters. Sadly, in critical cases, businesses hesitate to call the police when they are unaware of an unfolding disaster. The more information a company gathers during these potential incidents, the more educated their decisions.

Enterprise's dashboard allows end-users to collect, analyze, verify, resolve, and report on multiple sites and data streams from one platform—achieving unmatched situational awareness. The platform integrates with security systems, social media, CCTV, weather forecasts, cell phone photos and videos, security cameras, identity management and access control systems, alarms, analytics, and numerous other technologies.

Customer-centric Innovations

Vidsys maintains an open channel of communication with its customers through various mechanisms. First, the company's customer advisory board meets with clients three times per year globally to run through a roadmap and receive feedback on any features and capabilities they want Vidsys to focus its efforts. Second, the company conducts quarterly business calls with customers in a one-on-one environment to ensure Enterprise continues to meet their specific and industry needs. If any specific need arises between these calls, customers can email or call the company directly for support.

Vidsys bases its innovations directly on customer feedback and then checks back to ensure the new solution features or capabilities meet the client's needs. Recognizing that new technology implementation can often cause inconveniences and loss of revenue for businesses, Vidsys designed Enterprise to operate as a "top layer" for a client's current ecosystem, resulting in no operational downtime during implementation. Additionally, the company consistently updates its compatible systems library—e.g., legacy and new technologies, and cloud-based and in-house servers as well as any updates to such systems.

Company Growth and Customer Acquisition

The company acquires customers through webinars, actively calling leads, and its outbound sales team; many organizations approach Vidsys because they recognize it as a leader in the converged surveillance systems industry. For example, the city of Houston contracted Vidsys to deploy Enterprise to connect numerous surveillance devices for a 10-day project to secure the stadium and surrounding area for Super Bowl LI in early 2017.

Moreover, Vidsys' representatives attend events and tradeshows to share with potential clients how it can provide superior situational awareness and situation management through its Enterprise software platform. The company's extensive partner network further expands its reach globally.

Enterprise offers a unique value and reliability that competitors cannot easily or effectively duplicate. The platform enables companies to save labor costs through condensing sophisticated features and capabilities into an easy-to-use platform that businesses identify as a superior end-to-end solution that earns the trust and confidence of end-users.

Conclusion

Many organizations lack sufficient situational awareness and situation management solutions, relying on second-rate technologies that do not support multiple integrated platforms or make it easy-to-use for customers—often these solutions will demand specific hardware and software prerequisites, which some customers cannot afford or are unwilling to integrate. Vidsys Enterprise provides a comprehensive, vendor-agnostic platform that offers security event communication, collaboration, and coordination while reducing labor cost and risk as well as increasing situational awareness, operational efficiency, and safety. Vidsys' focus on seamless integrations and ease-of-use resonates with customers in all industries, while also informing the market on the latest security technologies available. With its future-facing technology, customer-centric innovations, and strong overall performance, Vidsys earns Frost & Sullivan's 2017 North America Product Leadership Award for its converged surveillance systems.

Significance of Product Leadership

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return time and again. A comprehensive product line, filled with high-quality, value-driven options, is the key to building an engaged customer base. To achieve and maintain product excellence, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding Product Leadership

Demand forecasting, branding, and differentiating all play a critical role in finding growth opportunities for your product line. This three-fold focus, however, must be complemented by an equally rigorous focus on pursuing those opportunities to a best-in-class standard. Customer communications, customer feedback, pricing, and competitor actions must all be managed and monitored for ongoing success. If an organization can successfully parlay product excellence into positive business impact, increased market share will inevitably follow over time.

Key Benchmarking Criteria

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Product Family Attributes and Business Impact—according to the criteria identified below.

Product Family Attributes

Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire the design and positioning of the product family.

Criterion 2: Reliability and Quality

Requirement: Products consistently meet or exceed customer expectations for performance and length of service.

Criterion 3: Product/Service Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 4: Positioning

Requirement: Products or services address unique, unmet need that competitors cannot easily replicate or replace.

Criterion 5: Design

Requirement: The product features an innovative design, enhancing both visual appeal and ease of use.

Business Impact

Criterion 1: Financial Performance

Requirement: Overall financial performance is strong in terms of revenues, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition

Requirement: Product strength enables acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential

Requirements: Product quality strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to product quality and customer impact, which in turn enhances employee morale and retention.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates 	Matrix positioning of all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized Award candidates
6 Conduct global industry review	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible Award candidates, representing success stories worldwide
7 Perform quality check	Develop official Award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> • Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 Take strategic action	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning 	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.