

# FROST & SULLIVAN

## BEST PRACTICES RECOGNITION

### 2018 GLOBAL NPM AND APM PRICE/PERFORMANCE VALUE LEADERSHIP AWARD

**MARTELLO**

## WHO IS FROST & SULLIVAN?

Frost & Sullivan is a leading 57-year-old market research and consulting firm that tracks multiple industries including automotive, healthcare, information and communication technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

## WHAT ARE BEST PRACTICES AWARDS?

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Price/Performance Value Leadership Award is a compelling third-party validation of a company's growth strategy and execution. Martello Technologies' Best Practices Award is a strong indicator to employees, investors, customers, and the public that it has superior solutions and a viable strategy in the NPM and APM market.

## WHY MARTELLO TECHNOLOGIES?

Martello's ability to offer a wide array of real-time network performance monitoring and bandwidth management solutions powered by ZTP and link balancing empowers customers to address all their UC-related needs on an SD-WAN infrastructure through the easy integration and leveraging of only one single solution. As a result, customers enjoy a one-stop shop experience, which prevents integration issues and vendor lock-in situations.

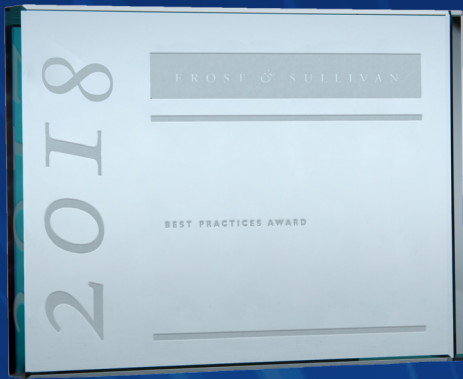
Martello's modular, subscription-based model ensures customers only pay for what they need. It is accessible for small-sized enterprises that have limited budgets and do not have a sophisticated IT infrastructure, yet still need to ensure network uptime for uninterrupted real-time UC services. Overall, this ensures a superior quality of customer and end-user experience, as ISPs witness an improvement in the quality of services they render. Enterprises enjoy uninterrupted business communications, and end users are able to stay connected to the Internet and their peers.

For its strong overall performance, Frost & Sullivan is proud to bestow the 2018 Price/Performance Value Leadership Award to Martello Technologies.





# BEST PRACTICES AWARD ANALYSIS FOR MARTELLO TECHNOLOGIES



## WHAT IS PRICE/ PERFORMANCE VALUE LEADERSHIP?

Recipients in this category have successfully helped customers get the most out of their products, thereby ensuring customers perceive a demonstrable difference in the performance features. Ultimately, this balance allows companies to profitably deliver a variety of product options to customers, differentiate the product suite, and compete at every level of the market.

## KEY BENCHMARKING CRITERIA

For the Price/Performance Value Leadership Award, Frost & Sullivan analysts independently evaluate two key factors—Price/Performance Attributes and Customer Impact—according to the criteria identified below.

### Price/Performance Attributes

- Criterion 1: Functionality*
- Criterion 2: Ease of Use*
- Criterion 3: Product/Service Quality*
- Criterion 4: Performance Reliability*
- Criterion 5: Prioritization of Features*

### Customer Impact

- Criterion 1: Perceived Value*
- Criterion 2: Customer Purchase Experience*
- Criterion 3: Customer Ownership Experience*
- Criterion 4: Customer Service Experience*
- Criterion 5: Brand Equity*

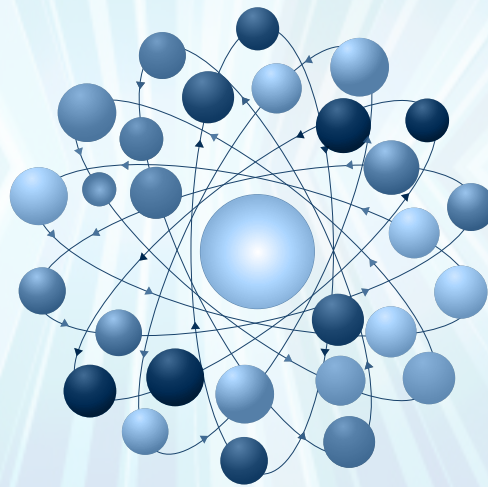
## SIGNIFICANCE OF THE AWARD

To achieve the Price/Performance Value Leadership Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Best-in-class organizations are particularly successful in two critical areas: first, helping customers to appreciate and enjoy the product at every price point; and second, ensuring that customers perceive a demonstrable difference in performance features at every price point.



## THE 360-DEGREE RESEARCH APPROACH



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 seven 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 players and for identifying those performing at best-in-class levels.

## QUESTIONS?

Tracy King  
Director of Marketing  
tking@martellotech.com  
613.271.5989  
www.martellotech.com

