



2014 North American Building Automation Systems Customer Value Leadership Award



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50 Years of Growth, Innovation & Leadership

Background and Company Performance

Industry Challenges

The possibilities of connectivity are only now becoming apparent. Our understanding of the implications of a smart infrastructure is constantly expanding, and the synergies that will ultimately arise from the efforts of current industry participants strain the imagination. Taking the long-term view, a non-interoperable infrastructure cannot be considered “smart”. In a world where most objects are networked and provide some degree of two-way communication and control, only those objects that can interface with each other will contribute to the smart infrastructure value proposition. All systems operating on proprietary, non-interoperable control protocols will be completely left out.

Lynxspring understands this. The need for interoperability is the most important challenge facing the building automation systems industry. Interoperability will allow for competitive bidding at every point of the smart-building lifecycle, thereby improving the quality of products and services while simultaneously decreasing price. These forces will drive the demand for building automation systems dramatically upward, and firms that embrace interoperability early on will be rewarded.

Customer Value and Implementation Excellence

Total Customer Experience

Lynxspring has created its solutions from the perspective of the client, for the client. The company has tackled all areas of inefficiency and unified the design process with the needs of the user, a rare feat in the building automation systems industry.

Lynxspring solutions are truly plug-and-play and in for market where systems integration and interoperability concerns can cost as much as all other aspects of acquisition combined. This allows for a multi-vendor approach to procurement, allowing the building owner to evaluate competitive bids on their own merits, rather than simply choosing the best option given the limiting constraint of protocol compatibility.

Product/Service Value

In the market for building automation systems, product value is traditionally low. Building owners do not typically understand the value proposition of smart buildings or what is possible given the existing technology for a competitive price point. Many manufacturers have exploited this lack of education by providing fairly basic systems posing as smart systems.

Lynxspring has done the exact opposite. It has worked to address industry challenges ahead of the curve and maintain an increasing level of client value at all stages of the procurement and ownership process. By greatly simplifying the building automation systems information architecture communication and control, Lynxspring is able to deliver value far ahead of the industry standard.

Ownership Experience

Lynxspring has brought many aspects of building automation under one umbrella and provided a seamless and intuitive ownership experience. With its JENEsys® Building Operating System connectivity, integration, control, and supervision are all brought together using data, and visualization to provide actionable insight for facilities manager's and building operators. The platform is dynamic and scalable, so as the needs of the organization change, the system remains relevant to its new uses. Organizations can continually build off the same network deployment.

There is no need for lengthy and expensive training and integration efforts as all aspects of the ownership experience are developed to deliver value immediately including a single toolset, multi-vendor interoperability, extensibility all based on an open system and open standards.

Process Design

The real value in a building automation system lies in the actionable insights provided by the system and the automatic optimization of building systems. The process design was created with the knowledge that too much information tends to confuse rather than enlighten and that simplicity is a virtue in building automation systems.

Providing easy access to relevant data from a centralized location allows a facilities manager to remotely monitor building systems with a holistic perspective and break down siloes that could otherwise hinder the true optimization of the total facility ecosystem.

Operational Efficiency

Operational efficiency, performance and financial optimization is the name of the game in building automation systems today. The synergies and efficiencies that arise by unifying building systems can save millions of dollars in operating expenses over the course of the building's useful life. The operational optimization of this system—whether for HVAC, lighting, or energy—will pay for the system's costs many times over.

Improvements in occupant comfort may contribute as much to the value of the system as the tangible energy savings. In the case of emergencies, fire and life safety systems are automatically optimized and can be controlled and monitored remotely for maximum response efficiency.

Technological Sophistication

One standout area of technological sophistication for Lynxspring is its work in cybersecurity for building automation, energy management systems and other networked Internet of Things devices. In a world of increasing connectivity and integration, cybersecurity breaches can cause even more harm. If a fully integrated smart building has any connection between its business processes and its building automation system, then another avenue of attack for hackers to access critical company data exists.

Lynxspring's LYNX CyberPRO™ hardens and augments the existing firewall by adding a continuous layer of cyber protection to the systems while protecting the authority, transport, outcome and the trust of the systems and devices while allowing them to perform as intended.

This system allows facilities manager's, service providers and operators to remotely access the building automation system while secure in the knowledge that no unauthorized access can be granted because of the system's remote capacities while documenting sessions through audit logging.

Conclusion

Lynxspring is a clear leader in building automation systems. Its solutions demonstrate the knowledge of major industry challenges and the initiative and expertise needed to overcome those challenges. Its work to educate and inform building owners of the possibilities and benefits of building automation systems will increase the addressable market for smart buildings. The focus on client experience by providing powerful insights in a lightweight format makes its solution easy to use. The company's focus on cybersecurity displays a degree of forethought and holistic design that is lacking across vendors. It is for these reasons that Frost and Sullivan is proud to award the 2014 Customer Value Leadership Award in building automation systems to Lynxspring.

Understanding the Total Customer Experience

As discussed on the previous page, demand forecasting, branding, and differentiation all play a critical role in delivering unique value to customers. This three-fold focus, however, is only the beginning of the journey and must be complemented by an equally rigorous focus on the customer experience. Best-practice organizations therefore commit to the customer at each stage of the buying cycle and continue to nurture the relationship once the customer has made a purchase.

During the buying cycle, successful companies identify prospects, engage them through resonant communications, and manage to a successful close through superior service and targeted incentives to buy. Once the purchase is complete, customer-focused organizations continue to nurture relationships with ongoing service, transparency, and integrity. In this way, they build a loyal customer base with low attrition rates and high lifetime value. This ongoing, cyclical dynamic is further illustrated below.



Frost & Sullivan's Global Research Platform

Frost & Sullivan maintains more than 50 years in business and is a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective, a holistic research methodology that encourages us to consider growth challenges, and the solutions companies employ to solve them, from every angle. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the results of our research in customer value leadership, Frost & Sullivan is proud to present the 2014 North American Customer Value Leadership Award in Building Automation Systems to Lynxspring.

Key Benchmarking Criteria

For the Customer Value Leadership Award, we evaluated the total client experience and strategy implementation excellence according to the criteria detailed below.

Customer Value Excellence

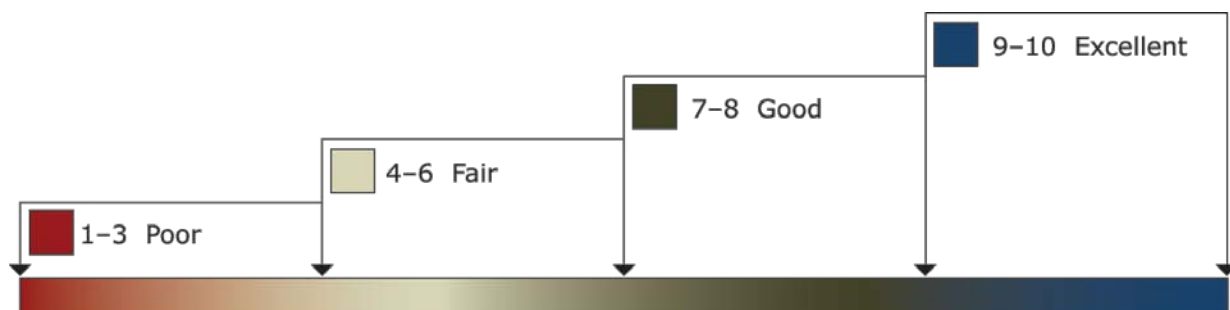
- Criterion 1: Total Customer Experience
- Criterion 2: Product/Service Value
- Criterion 3: Purchase Experience
- Criterion 4: Ownership Experience
- Criterion 5: Service Experience

Implementation Excellence

- Criterion 1: Vision Alignment
- Criterion 2: Process Design
- Criterion 3: Operational Efficiency
- Criterion 4: Technological Sophistication
- Criterion 5: Company Culture

Decision Support Scorecard and Matrix

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard and Matrix. This analytical tool compares companies' performance relative to each other. It features criteria unique to each award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. This tool allows our research and consulting teams to objectively analyze performance, according to each criterion, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are illustrated below.



Best Practice Award Analysis for Lynxspring

Decision Support Scorecard: Customer Value Excellence

The Decision Support Scorecard, shown below, includes all performance criteria and illustrates the relative importance of each criterion and the ratings for each company under evaluation for the Customer Value Leadership Award. The research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Finally, to remain unbiased and to protect the interests of all organizations reviewed, we have chosen to refer to the other key players in as Company 2 and Company 3.

DECISION SUPPORT SCORECARD FOR CUSTOMER VALUE LEADERSHIP AWARD (ILLUSTRATIVE): CUSTOMER VALUE EXCELLENCE

<i>Measurement of 1–10 (1 = poor; 10 = excellent)</i>	Award Criteria					
	Total Customer Experience	Product/Service Value	Purchase Experience	Ownership Experience	Service Experience	Weighted Rating
Customer Value Excellence						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Lynxspring	9	9	8	9	9	8.8
Company 2	5	8	8	7	5	6.6
Company 3	4	6	9	5	4	5.6

Criterion 1: Total Customer Experience

Requirement: Customers receive exceptional impression at every stage of the purchase cycle

Criterion 2: Product/Service Value

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

Criterion 3: Purchase Experience

Requirement: It is as simple for salespeople to sell the product or service as it is for the customer to buy the product or service

Criterion 4: Ownership Experience

Requirement: Customers are proud to own and use the company's product or service

Criterion 5: Service Experience

Requirement: Customer service is accessible, fast, and stress-free

Decision Support Scorecard: Implementation Excellence

DECISION SUPPORT SCORECARD FOR CUSTOMER VALUE LEADERSHIP AWARD (ILLUSTRATIVE): IMPLEMENTATION EXCELLENCE

<i>Measurement of 1–10 (1 = poor; 10 = excellent)</i>	Award Criteria					
	Vision Alignment	Process Design	Operational Efficiency	Technological Sophistication	Company Culture	Weighted Rating
Implementation Excellence						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Lynxspring	9	9	9	9	8	8.8
Company 2	5	8	7	7	6	6.6
Company 3	4	5	7	7	7	6.0

Criterion 1: Vision Alignment

Requirement: The executive team is aligned on the organization's mission and vision

Criterion 2: Process Design

Requirement: Processes support the efficient and consistent implementation of tactics designed to implement the strategy

Criterion 3: Operational Efficiency

Requirement: Staff performs assigned tactics seamlessly, quickly, and to a high quality standard

Criterion 4: Technological Sophistication

Requirements: Systems enable companywide transparency, communication, and efficiency

Criterion 5: Company Culture

Requirement: The executive team sets the standard for commitment to customers, quality, and staff, which translates directly into front-line performance excellence

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