OCTOPUS
control and command

2018 Global Integrated Command and Control Platforms Customer Value Leadership Award

FROST & SULLIVAN

2018

BEST PRACTICES AWARD

GLOBAL INTEGRATED
COMMAND AND CONTROL PLATFORMS
CUSTOMER VALUE LEADERSHIP AWARD

2018

BEST PRACTICES

AWARDS

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Organizations need to implement more integrated, converged physical and information technology (IT) security solutions as they seek to manage acute security incidents better - while still protecting the flow of an organization's daily operations. Command and control solutions bring together a business' physical and IT security technologies; however, they typically require operators to switch between various systems to analyze and monitor data streams.

In recent years, companies have developed situational awareness technologies to monitor flights, severe weather conditions, building automation, surveillance cameras, traffic congestion, and other data streams to provide decision-makers with up-to-date information and to reduce business disruptions. Situational awareness technologies enable enterprises to increase productivity and revenue, while maintaining a safe and secure environment. However, Frost & Sullivan notes that solution purchasing and monitoring processes prove problematic for organizations; thus, Frost & Sullivan believes that a command and control system that can seamlessly integrate such technologies with IT solutions and provide a comprehensive view of the data on a single platform will capture significant market share.

A significant challenge for businesses is the need to purchase advanced command and control systems piecemeal from various providers to monitor what affects their business operations. Many systems cannot integrate seamlessly with legacy or third-party technologies, compelling enterprises to operate some systems separately, which decreases safety, security, and productivity quite significantly - all while increasing operational costs. Furthermore, such systems require security center personnel to examine relationships between different data sets manually to understand events and how they can affect their organization. However, many times operators evaluate information post-incident (rather than managing situations proactively).

Many command and control solutions require additional hardware, which escalates an organization's real estate and initial costs. Moreover, new technology implementation and configuration is a time-consuming process that spans across weeks or months, creating a lengthy and frustrating deployment experience for businesses, while decreasing operational uptime and revenue. Frost & Sullivan research reveals that command and control solutions that can allow for a simple integration and installation period - without requiring significant technology or system overhauls - will clearly appeal to a broad range of customer organizations and deliver a higher return on investment in the long-term.

Customer Impact and Business Impact

Founded in 2013 in Tel Aviv, Israel, Octopus Systems is a "one-stop shop" for organizations implementing command and control solutions, leveraging extensive experience and a robust partner network to augment the innovation of its technologies. Frost & Sullivan recognizes how the company provides clients with a myriad of real-time data sources unmatched in the industry, allowing customers to attain a comprehensive view of events that could potentially disrupt their organization's daily operations. Organizations in any market can benefit from Octopus' solutions, such as smart cities, physical security companies, public safety, logistics/fleet, utilities, and law enforcement. Frost & Sullivan recognized Octopus as the 2016 Global New Product Innovation Leader in the CNI Command and Control market and continues with be impressed by the company's innovative technology, partnerships, customer service, and other best practices.

"One-stop Shop" Platform: Octopus Command and Control

Octopus' Command and Control platform enables customers to access all their physical and IT security and situational awareness needs from a single, unified solution — whether local or global. The company goes beyond typical command and control platforms by offering clients a holistic view of events that could impact their operations via a greater richness of data sources than any other platform on the market. The company provides information from multiple data streams, such as cameras (Octopus offers analytics, e.g., object/person tracking), weather satellites, gunshot detection, building automation systems, ecosystem cybersecurity, and other tracking technologies and sensors. The solution allows clients to monitor events in real time or through a timeline feature, enabling them to make informed decisions to prevent incidents from affecting their business and investigate past events. Moreover, operators can access the platform, monitor events, and receive alerts on workstations, laptops, tablets, and smartphones, empowering organizations to make decisions remotely and proactively; Octopus' solution is the only wholly cloud-based command and control platform on the market. For instance, if a business has an employee making a delivery, but there is a traffic accident on their typical route, operators can either redirect the driver or expect a delay in the driver's arrival. Likewise, if an employee travels to a location across the world, but the area is receiving heavy rains and flooding, the operator can warn the employee and make sure the individual does not get stuck in the harsh weather conditions, which could potentially harm the employee.

Octopus also offers a myriad of situational awareness capabilities — ranging from weather conditions and seismic activity, to riots to gunshot detection, and airplane delays. Frost & Sullivan's analyst team believes the company offers the most comprehensive command and control solution on the market through these advanced situational awareness components and positions itself for significant continued growth in the industry through its innovative spirit.

Robust Partner Network and Exceptional Customer Service

Octopus provides an extensive data set to clients via its robust partner network, empowering clients to focus on running their business (rather than piecing together information from various sources). The company's all-encompassing data streams stem directly from the strong partnerships Octopus has with its technology partners, enabling third-party data sources and solutions to integrate seamlessly with Octopus' Command and Control platform. The solution's integration capabilities span across more than 300 integration possibilities, and Octopus continues to expand this number.

The company partners with Brinks Security to enable customers to realize when one of their safes is opened; clients can then look at their cameras to ensure the appropriate person is accessing the safe, or the platform can alert them to an unrecognized person near the safe while it is opened. The main differentiator between Octopus' platform and competing technology is that Octopus can create a three-dimensional (3-D) view of a client's buildings — at a customer's request — showing the locations of cameras, access control technologies, and other sensors. The 3-D feature allows operators to visualize where events occur within a building, enabling them to dispatch the appropriate personnel immediately and remediate an issue from becoming a larger problem.

Clients can create a calendar of routine activities — e.g., escorting individuals to their vehicles at closing time, arrival times of employees, and client/team meetings — allowing the platform to recognize that people should be in a specific area at a particular time. The calendar feature enables customers to ensure their buildings are safe and secure by alerting operators of people in an unauthorized location. The platform can follow such individuals on the client's cameras, so security personnel have eyes on that person at all times and can investigate the situation, if necessary. Additionally, to prevent false alerts, the Command and Control platform can allow an individual to attempt their credential — e.g., fingerprint or personal identification number — a pre-determined amount of times before the solution will flag the attempts as suspicious and alert security operators. This feature enables security personnel to focus on actual fraudulent activities while allowing employees, who unintentionally enter a credential incorrectly, a few chances to get it right and gain access.

Octopus' partner network enables the company to provide superior integration features (such as those listed above) and earns Octopus an annual growth rate each year of 50% to 100%. Frost & Sullivan research analysts are impressed with the company's complete solution, ability to secure a robust partner network, and attention to customer needs by providing custom solutions.

Conclusion

Typically, command and control solutions prompt users to piece together physical and information technology platforms from different vendors in an attempt to create a holistic solution. However, this requires personnel to monitor multiple screens and try to build a view of events manually that occur in their ecosystem, which can take hours, leaving security personnel unable to prevent incidents from escalating.

Frost & Sullivan applauds how Octopus provides the most comprehensive integrated security solution on the market, Command and Control, through a single, unified platform. The company's technology is the only entirely cloud-based command and control solution available. Octopus customizes its platform per customer request to ensure that clients receive the most out of the platform- and that solution capabilities are truly in line with customer needs.

With its innovative technology, customer service, partnerships, and strong overall performance, Octopus earns the 2018 Frost & Sullivan Global Customer Value Leadership Award.

Significance of Customer Value Leadership

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return time and again. Delighting customers is, therefore, the cornerstone of any successful growth strategy. To achieve these dual goals (growth and customer delight), an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Understanding Customer Value Leadership

Customer Value Leadership is defined and measured by two macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel both valued and confident in their products' quality and long shelf life. This dual satisfaction translates into repeat purchases and a high lifetime of customer value.

Key Benchmarking Criteria

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

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

Business Impact

      Criterion 1: Financial Performance
      Criterion 2: Customer Acquisition
      Criterion 3: Operational Efficiency
      Criterion 4: Growth Potential
      Criterion 5: Human Capital

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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS

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.