



2018 Global Stratecast Enterprise Data
Platforms Product Leadership Award



2018
BEST PRACTICES
AWARDS

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Background and Company Performance

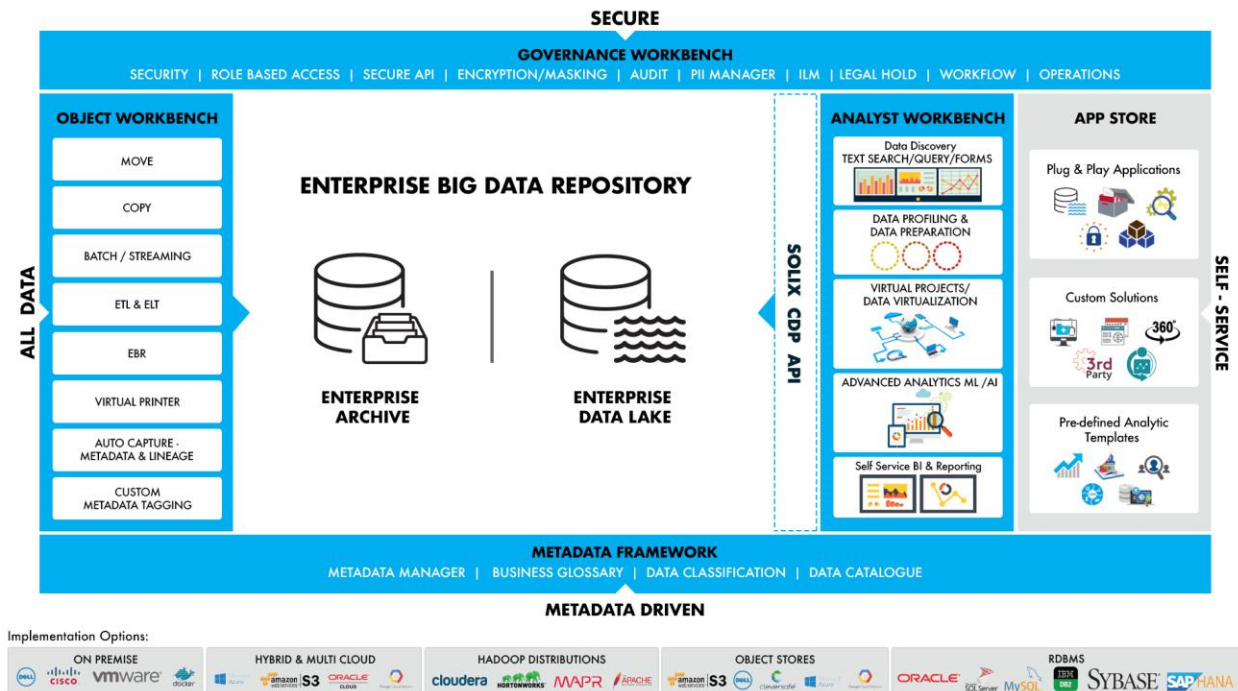
Industry Challenges

We have seen the future of IT, and it is big data. The IT shop of the future has a big data lake on the front end, which it constantly updates with the freshest available data, making that data accessible to business and technical users alike, to help optimize all areas of the business. As we note in virtually every report we write, and in every Growth Consulting engagement we undertake for clients, organizations are beginning to reap a welcome range of quantified business, operational, and technical benefits from leveraging big data.

Big data goes beyond data in traditional databases. It includes emails, instant messages, spreadsheets, text documents, PDFs, images, videos, data from social media, and more. This data is being used for profiling, spotting market trends, performance analysis, forecasting future outcomes, fraud detection and prevention, network security, and more, and is becoming central to the success of organizations. Companies that do not actively transform themselves to become data driven will be left behind, and their very existence in doubt.

Product Family Attributes and Business Impact

Match to Needs



The Solix Common Data Platform (CDP) is a highly scalable and robust next-generation Big Data management platform that features uniform data collection, metadata management, data governance, ILM, data security, data discovery, and a full set of interfaces to support plug-and-play stack creation and modernization. It leverages the high-performance and

low-cost characteristics of the open source Apache Hadoop framework to allow economical storage and real-time processing of petabytes of structured and unstructured data. With a built-in enterprise data lake, enterprise archiving, application retirement, and eDiscovery solutions, Solix CDP provides organizations with an unparalleled enterprise data management and governance framework. Now with its enhanced capabilities for GDPR compliance, Solix CDP accelerates GDPR compliance and helps sustain it even in the most complex and demanding data environments.

SOLIX's Common Data Platform (SOLIX CDP) employs Information Lifecycle Management (ILM) to support all enterprise data throughout its lifecycle. The SOLIX ILM framework classifies data at creation and implements a retention policy with legal hold support for all enterprise data until deletion. Additionally, SOLIX CDP with its Enterprise Metadata repository provides relevant stake holders with a single pane of glass view of data across production and non-production environments. To ensure data security, the SOLIX Common Data Platform discovers and classifies sensitive data automatically, either masks or encrypts it based on business rules and restricts unauthorized data access and processing through role based access controls. The Role-based access control can be applied at a dataset, row or column level thus providing greater control on data access and usage. The ILM capabilities also enable automated tiered storage for cost savings and automated deletion of data past consent expiration to eliminate compliance risks.

Best Practices Example:

Applying this high level of expertise and functionality against datasets enables a customer, whose enterprise data management platform is based on SOLIX CDP, to exert the granular data control required for the broadest array of requirements and functions, including things like compliance with the General Data Protection Regulation (GDPR).

Reliability and Quality

SOLIX has been around since 2002, and the technologies with which it arms companies for enterprise data management and the GDPR are deployed in the market—and backed by—not just SOLIX itself but by what reads like a who's who of proven big data and analytics (BDA) and IT providers.

Best Practices Example:

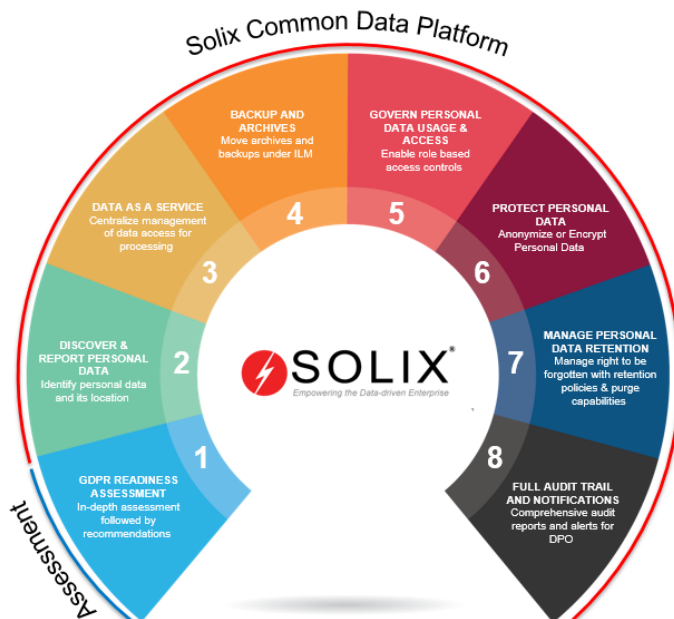
The SOLIX CDP is offered by a blue-chip roster of companies including Dell EMC, CSC, Wipro, Tech Mahindra, HCL, Cap Gemini, L&T, Kronos, and Carahsoft. Its technology partners include Cloudera, Hortonworks, AWS, Microsoft Azure, EMC, Oracle, SAP, Hitachi, EMC and many more. Stratecast believes in the value and stability SOLIX brings to the table in its own right—but having this lineup of capable providers standing behind any SOLIX solution reinforces the quality and reliability of what SOLIX offers.

Positioning

The GDPR, intended to protect the privacy of EU citizens, threatens the viability of business initiatives in the region—all of which depend on data. One challenge with the GDPR is that so much misinformation is flying around in the market that few companies truly understand it, and those who do are often in the form of consultants with big ideas and loud opinions about what to do about it. Companies must make serious preparations and adjustments to get out ahead of the GDPR—in truth, they should have long since been doing so.

SOLIX's granular end-to-end approach to managing data ideally positions the company to help customers address the GDPR.

Best Practices Example:



One of SOLIX's many offerings addresses this area: a GDPR Readiness Assessment, which provides an in-depth analysis of a client's data practices; risk and remediation-focused insights; and actionable guidance. We believe customers should also be confident of working with SOLIX because the company did not suddenly launch "GDPR Compliance Product X" to ride the wave of worry and spending. The product corollary to the Readiness Assessment—the technology SOLIX uses to actually implement GDPR Readiness—is its existing CDP. The SOLIX hits the GDPR right in stride, doing what it does, with a solution that was not tailor-made for the GDPR but plays that way.

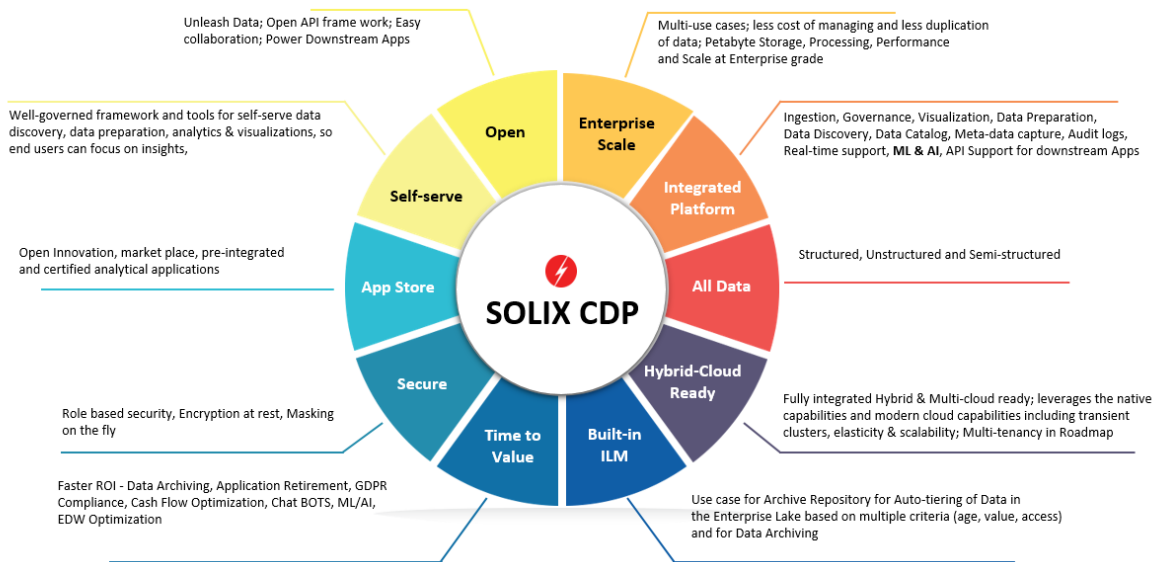
Design

The key to a system design being well-suited to helping companies manage all of their data—and be able to locate, access, and leverage it all at a moment's notice—is that it provides granular data knowledge and control of every data record from the moment it

enters the system until the moment it is retired (put in extended backup storage, or purposefully deleted). Having a general command of dataflow and the ability to handle many different types of data are fine qualities in some other technologies that contribute to the big data ecosystem. Not so here. This is the data equivalent of “precision and attention to detail” cited in some job descriptions and not others.

Best Practices Example:

The SOLIX CDP provides full information lifecycle management (ILM) from data creation through discovery and classification; retention, storage, encryption, and other security measures; access and disposal. With built-in solutions that include enterprise data lake, enterprise archiving, application retirement, data security, and compliance, SOLIX CDP offers a unified approach to enterprise data management thus blurring the lines between BDA (Big Data Analytics) and traditional data management. Specific features pertinent to GDPR compliance include Discover and Report PII, Data as a Service, Usage and Access controls, Archives and Backups, Data Protection, Retention and Deletion, Audit Trail, and Process Configuration and Notifications.



Customer Acquisition

SOLIX CDP empowers enterprises with many solutions including Enterprise data lake, Enterprise archiving, Enterprise analytics, Application retirement, Data security, Compliance, and others. The fact that SOLIX CDP offers multiple solutions through one platform has been a key criterion for many large global enterprises to choose SOLIX CDP for all their enterprise data management needs. SOLIX essentially empowers enterprises to be data-driven.

Best Practices Example:

SOLIX's solutions and ability to leverage them to address crucial business problems has won it marquee name clients including Honeywell, Cornell University, Duke Energy, DHL, ROSS/Dress For less, Kronos, Diebold, US Social Security Administration, Stanley Black & Decker, Juniper, Nextel, BAE Systems, Rheem, Bombardier, Ghirardelli, KT (Korea Telecom), Fiat, Schneider National, Level 3, Mattel, Cablevision, LG, TIBCO, and more.

Growth Potential

The market for BDA solutions is growing at a healthy clip, nearly 13% per year and that rate is accelerating as more and more organizations overcome the barriers to entry and make the move to adopt a BDA strategy that will enable them to survive and prosper in the years to come.

Best Practices Example:

The BDA market reached \$48.4 billion in 2016, and Stratecast has forecast that to top \$53 billion once final tallies are in for 2017, as the market heads toward a lofty perch somewhere just south of \$68 billion in 2019. The functional category where SOLIX competes, Big Data and Analytics Core Products and Service, currently accounts for approximately 28.8% of total market, which would represent \$15.26 billion in 2017 and reach \$19.6 billion in 2019, and with the GDPR coming to a head in 2018, the sky, as the saying goes, appears to be the limit for the company. SOLIX has plenty of upside and its biggest challenge may be simply to attain its fullest market potential.

Conclusion

Following and implementing sound fundamental principles of how to deal with data from the moment it enters a system until the moment it is retired was always important, but on the eve of GDPR enforcement, it may never have been as in-demand as it is right now. By intelligently blending consultative expertise with a deep, highly capable solution set, SOLIX has also elevated itself from mere technology provider to business partner with its customers. By applying these things to the most crucial and sweeping privacy changes in any of our lifetimes to date, SOLIX has earned the Stratecast | Frost & Sullivan 2018 Award for Product Leadership in Enterprise Data Platforms.

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.

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>.