

F R O S T   &   S U L L I V A N

*DECISIV*

# 2022 COMPANY OF THE YEAR

*NORTH AMERICAN  
SERVICE RELATIONSHIP  
MANAGEMENT INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Decisiv excels in many of the criteria in the service relationship management space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### ***Comprehensive Service Relationship Management Solutions***

Founded in 2002 and headquartered in Virginia, United States, Decisiv provides asset service management solutions in the commercial vehicle space. The company leverages industrial Internet of Things (IIoT) technology to provide a connected service relationship management (SRM) ecosystem for original equipment manufacturers (OEM), fleets and asset managers, service providers, component suppliers, and partners. The Decisiv SRM platform delivers dynamic service event management solutions, enabling collaboration between ecosystem participants and driving efficient asset utilization, tracking, and performance.

### ***Decisiv SRM Platform: Delivering Consistency, Connectivity, Control, and Communication***

Decisiv's vision centers on transforming the acquisition, management, and servicing of commercial assets to increase the value, broaden the SRM ecosystem's scope and drive the next growth phase of the asset service management space. It connects deep-seated domain and operational knowledge with advanced IoT and cloud-based technologies to connect people, places, systems, and things to enable collaboration, communication, and workflows for an industry-leading asset service management solution.

*“Decisiv connects deep-seated domain and operational knowledge with advanced IoT and cloud-based technologies to connect people, places, systems, and things to enable collaboration, communication, and workflows for an industry-leading asset service management solution.”*

**- Elizabeth Whynott,  
Best Practices Research Analyst**

The Decisiv SRM platform is compatible with legacy systems, asset agnostic for broader applicability, and scales easily for quick connectivity and monitoring. A key differentiator of the Decisiv SRM Ecosystem is its facilitation of collaboration between partners, improving performance, availability, and asset utilization efficiency.

Decisiv’s core service platform, a domain-specific software solution built on Amazon Web Services infrastructure, powers the SRM Ecosystem is powered by its core service platform. Embedded in the platform is the Decisiv Key Design System, including third-party and

Decisiv applications (app) (e.g., connected service management, proactive maintenance management, and asset service history) and data tools (e.g., SRM Vision-management dashboard, SRM Insite-reporting capabilities, and SRM Explore-data exploration) that delivers an innovative and responsive software experience. Additionally, its robust application programming interface connects apps, telematics, IIoT, and other connected systems, enabling the unification and management of service events.

Together, the Decisiv SRM Ecosystem and Core Services Platform provide clients with four underlying pillars of asset service management:

- **Consistency:** Clients monitor their distribution channel, engage with their dealer and service networks, and provide a consistent and improved customer experience, reducing risk while increasing efficiency and decision making.
- **Connectivity:** Integration of telematics and remote diagnostics for in-context information at the point of service without isolating asset data from OEMs, fleets, and service points for improved efficiency.
- **Control:** Provides full transparency into the service process by establishing direct communication between fleets and dealers for improved accountability and operations.
- **Communication:** With a unified SRM platform, all sources of information are together, reducing administrative overhead, improving collaboration at the point of service, and streamlining the approval process.

With a legacy of SRM leadership, the company’s compelling value proposition underpins its sustained success. Throughout the SRM ecosystem, Decisiv decreases downtime, increases asset utilization, and drives efficiencies to deliver an improved customer experience.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

With its customer-centric corporate philosophy, Decisiv operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Decisiv provides direct training and train-the-trainer education on an ongoing basis, as well as in-app tools with a repository of videos and resources to its clients. Additionally, the company's dedicated Customer

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Solutions Organization strives to ease the adoption and implementation process from the dealer and service provider network to the fleet level, ensuring the platform's seamless execution and full utilization.

Decisiv regularly monitors client utilization to assess their performance using the Decisiv SRM Ecosystem. Insight from this data allows the company to deliver tailored support and solutions, helping clients get the most out of the platform. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the SRM service lifecycle.

### ***A Promising Outlook for 2022 and Beyond***

Since its inception, Decisiv's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new partners to its established base. The Decisiv SRM Ecosystem includes 5,000 dealers and service providers, over 74,000 fleets and asset owners, managing over seven million operating assets with more than 25 million service events.<sup>1</sup> Industry leaders in the Class 4 to Class 8 space recognize the unique value proposition in providing a consistent branded experience to customers. Decisiv delivers this consistency and improves its partners' brand equity, making it a preferred partner of choice for major commercial vehicle OEMs, dealers, maintenance service networks, and fleets, including Volvo, Mack, Kenworth, Peterbilt, Freightliner Trucks, and Western Star.

Frost & Sullivan believes the company is well-positioned to drive the SRM space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

### ***Decisiv: An Innovation Hub with Continuous Enhancements***

Decisiv offers robust SRM solutions, delivering connectivity, communication, control, and consistency throughout the asset service management ecosystem. The company is future-proofing the Decisiv SRM Ecosystem to align with industry trends toward connected, autonomous, shared mobility, and electrification (CASE) of commercial vehicles.

<sup>1</sup> <https://www.decisiv.com/srm-ecosystem/#>, accessed October 2022

To this end, the company initiates continuous enhancements to its SRM platform, strengthening current market drivers and integrating innovative solutions to address industry challenges. For example, for its CASE solutions, the company aims to provide continual connectivity for connected vehicles, support autonomous vehicles' reliance on data, enable back-end data governance for service and repair of shared vehicles, and make it easier to locate and implement service and repair processes for electric vehicles. Decisiv's dynamic and evolving SRM platform is an ideal ecosystem for enterprises that want industry-leading and future-proof asset service management solutions.

## Conclusion

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The commercial vehicle industry is far-reaching and includes original equipment manufacturers, fleet and asset managers, service providers, component suppliers, and other partners. With so many market players involved, the industry requires robust solutions to monitor the acquisition, management, and servicing of commercial assets. Overall, Decisiv addresses these unmet needs with a strong leadership focus that incorporates client-centric strategies and exemplifies best practice implementation. It connects deep-seated domain and operational knowledge with the advanced Internet of Things and cloud-based technologies to connect people, places, systems, and things. Decisiv's service relationship management (SRM) Ecosystem enables consistency, connectivity, control, and communication for an industry-leading asset service management solution. The company remains a trusted partner, earning a reputation for offering the overall best in the SRM solution.

With its strong overall performance, Decisiv earns Frost & Sullivan's 2022 North American Company of the Year Award in the service relationship management industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

