The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 19 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Frost & Sullivan is a leading 58-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.

As manufacturing evolves to produce more complex components, traditional inspection mechanisms, such as coordinate measuring machines and optical measurement systems, are struggling to keep up. Computed tomography (CT) metrology equipment, although often associated with the medical and research field, is on the rise to fulfill the new quality and throughput requirements on the production floor. Frost & Sullivan recognizes how industrial CTs are in a unique position and are emerging as the single most empowering solutions for the increasingly complex product designs and compositions. GE Inspection Technologies’ automated inline CT suite is the future of the industry, and the company is ready to assist customers’ production line transition to CT systems.

With its strong overall performance, GE Inspection Technologies, part of Baker Hughes, achieves a leadership position in the industrial CT solutions market, with a market share of 22%; Frost & Sullivan is thus proud to bestow the 2019 Global Market Leadership Award to this innovative NDT specialist.

WHO IS FROST & SULLIVAN?
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WHAT ARE BEST PRACTICES AWARDS?
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Receiving the Frost & Sullivan Market Leadership Award is a compelling third-party validation of a company’s growth strategy and execution. GE Inspection Technologies’ Best Practices Award is a strong indicator to employees, investors, customers, and the public that it has superior solutions that have enabled it to garner more market share in the industrial computed tomography solutions industry.

WHY GE INSPECTION TECHNOLOGIES?
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WHAT IS MARKET LEADERSHIP?

Market Leadership Award recipients have attained loyal customers who then became brand advocates, allowing the company to grow and achieve a market leadership position. By committing to the customer at each stage of the buying cycle and continuing to nurture the relationship, companies increase market share over time.

KEY BENCHMARKING CRITERIA

For the Market Leadership Award, Frost & Sullivan analysts note that organizations must commit to the customer at each stage of the buying cycle and continue to nurture the relationship to build their market share over time.

Criteria Evaluated

Criterion 1: Growth Strategy Excellence  
Criterion 2: Implementation Excellence  
Criterion 3: Brand Strength  
Criterion 4: Product Quality  
Criterion 5: Product Differentiation  
Criterion 6: Technology Leverage  
Criterion 7: Price/Performance Value  
Criterion 8: Customer Purchase Experience  
Criterion 9: Customer Ownership Experience  
Criterion 10: Customer Service Experience

SIGNIFICANCE OF THE AWARD

To receive the Frost & Sullivan Market 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.

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return. Loyal customers become brand advocates; brand advocates recruit new customers; the company grows; and then it attains market leadership.

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?

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