

NEW PRODUCT INNOVATION



Best Practices Criteria for World-Class Performance



Match to Needs

Reliability

Quality

Positioning

Design



Price/Performance Value

Customer Purchase Experience

Customer Ownership Experience

Customer Service Experience

Brand Equity

The company demonstrates a strong overall performance



Xylem's sophisticated Water One service solution, Sophis™ Digital Services combine innovative technology, data analytics, engineering expertise, and proactive service to manage the entire product lifecycle for peak performance efficiently, leveraging data insight, foresight, and hindsight. Ultimately, Sophis Digital Services utilize data to quantify business value, reducing the total cost of ownership by optimizing system performance and maintenance.

Xylem's customer-centric approach is recognized with Frost & Sullivan's 2023 North American New Product Innovation Leadership Award in the smart pharmaceutical water management market.

-Fredrick Royan,
Global Lead: Sustainability and Circular



Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.