Who is Frost & Sullivan?

Frost & Sullivan is a leading 56 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.

What are the Best Practices Awards?

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan New Product Innovation Award is a compelling, third-party validation of a company’s growth strategy and execution. Akonni Biosystems’ Best Practices Award is a very strong indicator to employees, investors, customers, and the public that it has superior solutions and a viable strategy in the microarrays in molecular diagnostics market.

Why Akonni Biosystems?

Akonni Biosystems is a leader in the emerging MDx field recognized for its focus on designing and delivering innovative, market-leading integrated MDx systems. The company’s TruDiagnosis platform is a unique, unparalleled platform founded on a comprehensive IP portfolio that enables target detection from a variety of sample types used to construct multiplex assays for applications in pharmacogenomics, chronic human diseases, and infectious diseases, including MDR-TB, extensive drug-resistant tuberculosis (XR-TB), upper respiratory infections, viral encephalitis, and hospital-acquired infections. Over the next few years, Akonni is likely to continue on its growth trajectory and outperform most of its closest competitors in the MDx space.

With its strong overall performance, Akonni Biosystems is recognized with Frost & Sullivan’s 2017 New Product Innovation Award in the microarrays in molecular diagnostics market.
What is New Product Innovation?
The New Product Innovation Award is about finding a productive outlet for creativity and consistently translating ideas into high-quality products that have a profound impact on the customer.

Key Benchmarking Criteria
For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors — New Product Attributes and Customer Impact — according to the criteria identified below.

New Product Attributes
Criterion 1: Match to Needs
Criterion 2: Reliability
Criterion 3: Quality
Criterion 4: Positioning
Criterion 5: Design

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

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 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 players and for identifying those performing at best-in-class levels.

Questions?
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