



2022 CUSTOMER VALUE LEADER

*ASIA-PACIFIC
INDUSTRIAL PROCESS
SAFETY SYSTEMS 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. HIMA excels in many of the criteria in the industrial process safety systems space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Customer Acquisition

For HIMA, customers are central to its growth strategies, including customers in the process and discrete industries. Major corporations across industry sectors, including the rail industry, with safety-critical requirements rely on HIMA’s safety solutions. At HIMA, customer acquisition and retention are always part of the long-term strategy, and the company adheres to Quality, Health, Safety and Environment (QHSE) management system requirements and maintains a separate quality assurance system for manufacturing products that are used in potentially explosive atmospheres. This quality assurance system guarantees the proper manufacturing of ATEX-certified products.

The company realized that to acquire and sustain customers, it needed to embrace technology at all levels, including digitalization. The company has developed the Smart Safety Platform, which is the first scalable safety platform worldwide with built-in automation security. The platform’s Planar4 and HIMatrix controllers are approved up to SIL 4 and have a high degree of tolerance. Few competitors in the industry offer such a degree of protection, which is typically up to a SIL 3 rating, as is usually mandated. HIMA’s Planar4 is popular in end-user environments where extreme safety is required. All these attributes make HIMA’s controllers and safety systems more scalable and thus a preferred choice when it comes to safety for customers, such as Chevron, ExxonMobil, Daimler, and Bayer.

Customer Purchase Experience

With the increasing need for infrastructural development, industries, especially process industries such as oil and gas, chemicals and petrochemicals, and power, are experiencing the pressing need for improved safety norms. While energy management systems and technologies related to the efficient use of resources is high on the agenda for such industries, the safety of personnel and other key resources is a priority as well.

HIMA ensures a good customer purchase experience through its qualified personnel across Asia-Pacific (APAC), thereby enabling the company to meet important client requirements. The company is adept at handling the latest technologies to facilitate the growing customer demands post-purchase, thereby becoming a complete solutions partner rather than only a vendor.

Customer Ownership Experience

HIMA understands that offering continued support to clients is necessary because downtime can impact productivity and thus profitability. Most process industries are looking to achieve higher capacity utilization, which is only possible when systems run continuously. Vendors offering solutions to the above challenges, therefore, are preferred in the industry. In some cases, end users are

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**- Krishnan Ramanathan,
Industry Principal**

unaware of the potential benefits from advanced process safety systems and although governments in APAC have introduced regulations to promote energy efficiency in the industrial sector, their implementations have experienced delays in implementation.

Frost & Sullivan commends HIMA for successfully leveraging its strong product portfolio and expertise to expand its market reach. HIMA actively promotes its

solutions across critical industries from its regional headquarters in Singapore and is well positioned to tap into the growing APAC market. The company recognizes that technological developments are required to stay relevant to end users and to compete with other notable vendors/manufacturers that are major global suppliers as well. A robust customer base of over 35,000 clients worldwide highlights HIMA’s commitment to the customer ownership experience.

Customer Service Experience

One of HIMA’s priorities is reliability, which forms the basis for growth. Its systems deployed in critical industries have made a mark in the industry for their reliability. Another capability that reflects HIMA’s growth potential is compatibility. HIMA designed its safety systems to stand alone, wherein they can be deployed independent of any distributed control system (DCS). The company, however, has perfected a key requirement that enables other brands to use its safety systems, even when using a different brand DCS. This attribute is vital because it allows other brands to use HIMA’s safety systems, thereby making the end user less dependent on the DCS supplier. One example of HIMA’s superior customer experience is with APA Group, Australia’s largest natural gas infrastructure business. The company collaborated with HIMA to provide advisory services for its Mondarra Gas Storage Facility (MGSF). The objective was to ensure that functional safety management systems remain robust, effective, and aligned with industry best practices. Such projects are a testament to HIMA’s project execution capabilities. The

result is that APA Group achieved maximum functional safety for all systems in the facility, thus enhancing staff safety and plant integrity the facility complies with all regulations and standards, making it a world-class gas storage facility.

Growth Potential

HIMA's safety instrumented systems (SIS) security check enables client's security environment to be aligned with its reference architecture and this has enabled the company to become a preferred vendor of standalone process safety solutions. Realizing the potential in the oil and gas domain, HIMA offers the most technologically advanced safety systems. The need to adhere to regulations has also necessitated the need to adopt technology to ensure safety. For instance, HIMA's SILworX allows engineers to

"HIMA's uniqueness lies in its commitment towards ensuring complete solutions in the process safety domain, which makes it easier for end users during project management and planning activities."

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program and configure the safety-related controllers under changing ecosystem. Frost & Sullivan research shows that such flexibility is gaining prominence and is expected to offer increased business opportunities in the future, resulting in growth.

Another indicator of revenue growth potential is the degree of customization a vendor offers. The company has executed several customized projects

among the 40,000 projects it has commissioned globally, with an unwavering focus on cost and timeframes. The company's growth opportunities are accentuated based on its approach to project execution in future cyber security. HIMA leverages its extensive experience to develop applications that offer the highest degree of protection against cyberattacks.

Brand Equity

Over the years, HIMA has become one of the most recognized brands in the global process safety systems domain. The company leverages its quality products in the market through channel partnerships, and its efforts have been well recognized and expressed through end users' confidence in the systems. To increase brand equity, specialists from HIMA's headquarters in Germany collaborate with local subsidiary companies on technical expertise.

According to Frost & Sullivan research, several clients across APAC recognize the high quality of products from German vendors, with HIMA among the leaders in terms of brand value. HIMA has established a solid reputation in the industry based on its ability to supply its systems to several notable companies, such as Shell, BP, BASF, and ExxonMobil.

Conclusion

HIMA successfully leverages its strong product line, expertise, and technology to expand its market share in the process systems domain. The company recognizes that such developments are required to stay relevant to end users and to compete with other notable vendors/manufacturers that are major global suppliers as well.

Innovation and strategic partnerships have helped HIMA grow and expand its capabilities while securing a robust customer base. These achievements make HIMA a key market supplier, and despite the competition, the company delivers solutions without compromising on product quality and reliability.

With its strong overall performance, HIMA earns Frost & Sullivan's 2022 Asia-Pacific Customer Value Leadership Award in industrial process safety systems market.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

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

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going 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)

