

FROST & SULLIVAN

RAPIDSOS

2022
COMPANY
OF THE
YEAR

NORTH AMERICAN
CONNECTED MOBILITY
SAFETY 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. RapidSOS excels in many of the criteria in the connected mobility safety space.

AWARD CRITERIA	
<i>Visionary Innovation & 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

Redefining Emergency Response

Founded in 2013 and headquartered in New York, RapidSOS develops public safety solutions that provide

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**- Steven Lopez,
Best Practices Research Analyst**

real-time data intelligence for first responders during emergencies. The company offers a robust cloud-based emergency response data platform that is changing the way 911 telecommunicators, public safety, and first responders gather and use data in the wake of an emergency. RapidSOS partners with technology companies that provide connected devices and platforms with crisis detection capabilities. In 2020, Frost & Sullivan recognized RapidSOS for its revolutionary

technology and impressive customer satisfaction and remains impressed with the company’s continuing innovation and sustained leadership.

RapidSOS set out to mediate the challenges surrounding emergencies in the field today. As connected mobility adapts to the digital transformation, the technology evolution for delivering data-rich emergency details is gradually entering the public safety space for first responders. Since the inception of 911, dispatchers and telecommunicators rely heavily on victims for exact locations and details regarding their emergency; however, relaying accurate information is often difficult for callers. The reporting person could be in an unfamiliar place, leading to more time spent trying to get information, unfortunately resulting in unsafe situations. RapidSOS highlights antiquated infrastructure as a key problem in emergencies, leading to verbal relay dependency and inefficiency. Another notable challenge is the ability to provide situational awareness to public safety personnel that can improve response times. These challenges impact the entire process altogether. By providing first responders with the most accurate and real-time information, public safety teams can meet the needs of citizens more efficiently, which ultimately will build a bridge of trust. Quality data will enable first responders to save more lives quickly. Understanding these unmet needs positions RapidSOS to achieve continued success and extend the possibilities of its unmatched platform.

Demonstrated Leadership through Continuous Product Innovation

Traditional emergency dispatch procedures require operators to transfer incoming call data manually using legacy voice-centric technologies, which are prone to errors. Companies have developed next-generation 911 technologies to offer an improved communication channel experience using voice, text, video, and data in recent years. However, such solutions typically fall short. Thus, technology companies and their partners must offer life-saving public safety solutions to meet the industry's efficiency needs, enabling emergency communications centers to gather and relay the correct information to first responders. RapidSOS built its platform to ensure the most impactful emergency intelligence data (location, health data, connected vehicle, alarm, and other IoT data feeds) is available to first responders. The platform sends this information in real-time to 911 emergency communications center screens, and then reaches first responders, providing them with a visual and detailed view of the event. The benefit of this data transmission is that RapidSOS provides the correct order and format of information and the training necessary for public safety teams to incorporate into their existing standard procedures.

How the platform works: RapidSOS transmits data to 911 through software integrations with connected mobility companies, where the information becomes accessible through the RapidSOS Portal. Public safety teams visualize situational awareness of incoming emergency responses through the portal in real-time. Within seconds, first responders have access to data cards with details such as location, vehicle specifications, and, if available, medical information from a person's wearable device. Citizens involved in a roadside incident also have access to live updates notifying them how far away first responders are from their location. All this information is available to ensure faster emergency response times and preparedness of what to expect before arriving. A notable partnership between SiriusXM Connected Vehicle Services and RapidSOS allows immediate vehicle crash data transmission to 911 and first responders following a collision.

RapidSOS' founders, Michael Martin and Nicholas Horelik, foster a company culture based on core values, including urgency, trust and safety, pioneering, and purpose over pride. These core values enable the company to connect the world to public safety. The company's core principles promote and deliver values in action that builds a strong alignment among RapidSOS team members. Its fundamental values create a company culture where employees feel that the company's leaders care about their success and growth. Frost & Sullivan's research analysts find that RapidSOS' company culture supports employee happiness, and happy employees translate to satisfied customers, which facilitates customer loyalty and revenue growth.

Roadmap to Success: Customer-centric, Continuous, Proactive

RapidSOS' approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting public safety and everyday citizens in North America and worldwide, placing them on a path towards benefitting from life-saving emergency response. Unlike competitors, RapidSOS builds its products by collaborating closely with a range of stakeholders and technology partners to evolve alongside market needs and trends. Partners include companies in industries such as security, connected mobility, connected building, healthcare, mobile applications, and wearable devices.

*"The integration of Sirius XM Connected Vehicle's ACN+ service and the RapidSOS emergency response data platform is a game changer for public safety. This technology will help our 911 telecommunicators allocate resources more efficiently and provide our first responders with unprecedented situational awareness when responding to vehicle emergencies."*¹

**- Tyrell Morris,
Director at Orleans Parish**

RapidSOS supports over 165 million emergencies each year with its technology integrated into 400 million connected devices. Its robust platform reaches over 5,200 emergency communications centers (close to 95% population coverage) in the United States with growing international presence on five continents. The company's vision is to drive a more effective incident response and increase analytics to prevent accidents from happening altogether. RapidSOS attributes its rapid rise in deployment to its close partnership with public safety, breakthrough technology, growing partnerships with technology companies, and its brand value and trusted partnership with public safety. The company partners with more than 65 companies, including Google, SiriusXM

Connected Vehicle Services, What3Words, TrueMotion, Apple, and Uber. Its transparent and frictionless approach and close relationships position it as a trusted partner of choice.

Positioned for Growth

Since its inception, RapidSOS' reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added new customers and partnerships to its established base across use cases. As of 2022, the company raised over \$200 million in venture and strategic funding. A recent partnership with Honeywell, announced at the beginning of 2022, is a significant investment for the company. With the help of RapidSOS, Honeywell reinforces its efforts to modernize the public safety communications infrastructure for more accurate emergency response by enabling the integration of buildings' fire alarm systems.¹ Furthermore, RapidSOS partnered with Lydia Security Monitoring and recently launched its RapidSOS Monitoring, targeting the security sector and helping to identify and reduce false alarm rates with around-the-clock monitoring by focusing on developing a positive human experience. This latest innovation provides telecommunicators with the rich data necessary to verify incidents and deploy the right resources faster. As the company expands its focus on enhancing other

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industries with its products, RapidSOS highlights the growing opportunities between the connected mobility and healthcare segments; more connected devices result in more patient data. The RapidSOS platform uses patient data to help find the right care they need based on the shared data gathered from healthcare payers, providers, digital health devices and solutions, and healthcare organizations.² This opportunity will help RapidSOS to increase its market footprint even further on an international level.

RapidSOS' customer-centric approach benefits public safety and its business-to-business (B2B) clients. On the public safety side, RapidSOS Portal is a free product for emergency communications centers and RapidSOS, focuses on field-level engagement through its public safety team consisting of former 911 telecommunicators who spend over 20,000 hours in the field annually working with public safety on training, interrogation, support, and new product development.

From a B2B sales model, RapidSOS has a traditional yet effective approach that involves inbound and outbound marketing channels specific to use cases, such as connected vehicles, home and commercial security, digital health monitoring/wearables, and personal safety/ride-sharing. RapidSOS emphasizes its commitment to post-sales interaction; its customer success team engages with customers through dedicated support and quarterly business reviews with land-and-expand business opportunities across use cases. The company remains mission-driven and brand-focused, impacting millions of people's lives daily. It focuses on being a leading partner for public safety and transforming emergency response through data intelligence technology. RapidSOS places importance on the level of personal safety, ensuring connectivity to users in critical situations. With much of its client base and partnerships in North America,

¹ <https://rapidsos.com/our-latest/honeywell-rapidsos-strategic-investment/> (Accessed April 2022)

² <https://rapidsos.com/healthcare/> (Accessed April 2022)

the company shows unmatched growth potential and expansion on a global scale. Frost & Sullivan believes the company is well-positioned to drive the emergency response space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Legacy voice-centric technologies for emergency communications center dispatching during emergencies are outdated and decrease the chance of saving lives. The antiquated infrastructure of relaying information during a 911 emergency is inefficient and prone to errors while manually documenting event details. In addition, the lack of contextual awareness of emergencies hinders the chances of quick response times. RapidSOS addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company provides emergency communications centers with the necessary tools and training to enable first responder preparedness amid an emergency crisis. In addition, RapidSOS develops its comprehensive technology by partnering with more than 60 leading technology companies such as Google, SiriusXM Connected Vehicle Services, What3Words, TrueMotion (Cambridge Mobile Telematics), Apple, and Uber. The company remains a trusted partner, earning a reputation for offering the overall best in the public safety and connected mobility markets. With its strong overall performance, RapidSOS earns Frost & Sullivan's 2022 North American Company of the Year Award in the connected mobility safety industry.

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

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™.

[Learn more.](#)

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)**

