

FROST & SULLIVAN

GLOBANT

2022
COMPANY
OF THE
YEAR

GLOBAL DIGITAL TRANSFORMATION
SERVICES 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. Globant excels in many of the criteria in the global digital transformation services 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

Demonstrated Leadership through Continuous Innovation

Founded in 2003 and headquartered in Luxembourg, Globant provides a complete ecosystem of information technology solutions and consulting services, supporting and steering companies on their digital transformation journey. By leveraging innovative business models, robust technology stacks, cross-industry expertise, and groundbreaking insights into how the latest technologies and methodologies can revolutionize business operations and customer engagement, Globant helps organizations reinvent

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*- Krishna Baidya,
Director: ICT, Asia-Pacific*

themselves and, ultimately, reshape the industries they serve. With its capability to identify emerging trends coupled with its capacity to scale, the digitally native company combines ideation, innovation, design, and engineering to deliver customized, end-to-end solutions on a global scale, thereby unleashing potential revenue sources and expanding horizons.

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This digital transformation service provider offers the most comprehensive suite of solutions and services in the market, spanning robust features and capabilities. As the convergence of technologies (such as the Internet of Things, artificial intelligence [AI], robotics, augmented reality, and virtual reality) alters the workplace, workforce, and work processes, Globant responds with novel solutions. Its unique line of action blends key differentiators, allowing clients to enhance and augment their businesses, crafting a way forward that creates advantages and maximizes benefits:

- Its Studios, revolving around the latest technologies and trends, offer deep pockets of expertise to deliver tailored solutions focused on specific challenges. Reinvention Studios help clients capitalize on opportunities in fast-moving industries (such as airlines, travel and hospitality, life sciences, gaming, media and entertainment, financial services, education, retail, and automotive), while Digital Studios help clients develop business models and strategies that drive digital transformation through the application of specific technologies (such as metaverse, blockchain, data and AI, Internet of Things, smart venues, cybersecurity, and UI engineering).
- Globant fosters homegrown innovation with its Globant X division, which is an incubator to help productize Globant's most transformative technologies into platforms. Platforms included in Globant X include StarMeUp (a behavioral-science-based, AI-enhanced platform that helps companies optimize their company culture), GeneXus (an enterprise low-code platform for software development, powered by AI), MagnifAI (a product that leverages AI to improve and simplify quality assurance in complex visual testing scenarios), WaaSabi (a Wallet as a Service that enables companies to process payments, collections and open virtual accounts on any digital experience), and more. The service provider's global autonomous culture, underpinned by its agile PODs methodology and deployed across delivery centers in 20 countries, drives effective and efficient teams that deliver successful client outcomes.

With this leadership focus, Frost & Sullivan expects Globant to sustain its leadership in the digital transformation services industry.

Globant: On a Growth Trajectory

In 2021, the company reported an impressive 59.5% year-on-year revenue growth. In 2022 Q1, Globant continued to generate \$401.4 million in total revenue, representing a 48.6 % year-over-year (YoY) and 5.7% quarter-over-quarter increase.¹ The company fuels its robust growth through acquisitions and investments in new capabilities to increase the power of its Studio offerings, augment its Globant X division, and expand its geographic reach. In 2021, Globant's workforce increased YoY by 45%, helping more than 1,100 organizations to grow their businesses. The launch and expansion of talent hubs in other regions enabled significant headcount growth, supporting recruitment in Miami (US), London (UK),

¹ Globant (NYSE: GLOB) Second Quarter 2022 Earnings Call, <https://www.youtube.com/watch?v=ZZEcEsAfunQ>

Monterrey (Mexico), Malaga (Spain), Bariloche and Tierra del Fuego (Argentina), Cali and Barranquilla (Colombia), Arequipa (Peru), Maldonado (Uruguay), Guayaquil (Ecuador), as well as San Jose, Costa Rica.

Furthermore, Globant completed several acquisitions in the last year to advance its Studio capabilities and complement its Globant X platform offerings:

- CloudShift, a leading United Kingdom-based Salesforce partner with expertise in multi-cloud digital transformation
- Habitant, a European consulting firm focused on digital marketing and sales
- Walmeric, a European firm with marketing automation technology capabilities (such as its complete cloud-based lead management platform Delio)
- Atix Labs, an Argentina-founded professional services company specializing in blockchain
- Navint, a lead-to-revenue transformation company based in the United States
- GeneXus, an AI-powered low-code software solution company that generates 30% of its revenue from Japan

“Driven by its eco-responsible mindset, the company deployed the MyFootprint web application to calculate the carbon footprint and electricity consumption (regarding laptop, monitor, heating, and cooling devices) generated by its employees’ commuting and working-from-home choices. Frost & Sullivan commends Globant for advancing the conversation on technology’s role in climate change and, most importantly, leading by example through reducing the climate impact in all its operations.”

**- Riana Barnard,
Best Practices Research Analyst**

Two new Reinvention Studios, the Smart Payments and EdTech Studios, align with specific industry demands, for example, customized payment solutions that deliver seamless user experiences or the need for upskilling and reskilling capabilities through personalized learning pathways. Moreover, Globant’s aggressive acquisition strategy enables geographic expansion (e.g., into Asia) but also addresses specific trends (such as low-code and no-code software that simplifies software development through AI).

Globant’s impressive growth momentum and trajectory are a testament to its product leadership, enabling it to secure its clients’ trust and loyalty and capture market share.

Building Trust through a Client-centric Approach

Globant's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. At the forefront of digital transformation, the company has earned a sterling reputation for supporting its clients' paths to build a sustainable future. For example, the company launched its Sustainable Business Studio in 2020, helping clients to define strategies, plans, and projects by embracing an eco-responsible and carbon-oriented mindset. Globant's software optimization offering helps organizations reduce energy consumption and take action in addressing climate emergencies. Leading by example, Globant became a carbon-neutral company in 2021 and committed itself to reduce its environmental footprint in line with Science-Based Targets. Moreover, its environmental, social, and governance metrics lie within the top 15% of the industry.

Globant holds many certifications that validate the company's ability to identify and address security risks: for example, ISO 27001:2013, ISO 9001:2015, ISO 27000, System and Organization Controls (SOC) 1 and SOC 2-Type 2, as well as Capability Maturity Model Integration.

Annual security awareness training sessions for every employee are compulsory, along with Open Web Application Security Project training for specific roles. Globant helps clients solve their most complex challenges while securing data according to all internal and external stakeholders' requirements. Frost & Sullivan acknowledges that the company's integrated approach and close relationships position it as a preferred vendor, proven by its high Net Promoter Score of 70 (against an industry benchmark that varies between 30 and 40).

Positioned for Sustainable Growth

Since its founding, Globant has grown to more than 25,924 employees. The company recognizes its talent pool's depth and cultural diversity as competitive advantages. For this reason, the company adopted a work-from-anywhere policy to provide flexibility, encouraging staff members to develop their career paths by moving into and learning from different areas of expertise. In 2021, the company's employee engagement survey delivered a 4.45/5 score. Driven by its eco-responsible mindset, the company deployed the MyFootprint web application to calculate the carbon footprint and electricity consumption (regarding laptop, monitor, heating, and cooling devices) generated by its employees' commuting and working-from-home choices. Frost & Sullivan commends Globant for advancing the conversation on technology's role in climate change and, most importantly, leading by example through reducing the climate impact in all its operations. Notably, its brand value showed an estimated 31% growth in 2021.²

Conclusion

Organizations need to interact seamlessly with customers and brand users. For this reason, companies have to leverage all technologies and touchpoints to deliver outstanding experiences. Overall, Globant addresses the digital transformation demand with a strong leadership focus that incorporates client-centric strategies and exemplifies best practice implementation. At the forefront of emerging technologies, with deep domain expertise across industries and led by a highly experienced management team, Globant develops products and platforms that help current and new clients grow revenue. By selectively pursuing strategic acquisitions, the company expanded its talent pool to ensure high-level global delivery. The company remains a trusted partner, earning a reputation for offering the overall best in the digital transformation services industry.

With its strong overall performance, Globant earns Frost & Sullivan's 2022 Global Company of the Year Award in the digital transformation services industry.

² <https://www.fool.com/earnings/call-transcripts/2021/11/19/globant-sa-glob-q3-2021-earnings-call-transcript/>

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)**

