

FROST & SULLIVAN

SWAT MOBILITY

2022
COMPANY
OF THE
YEAR

SOUTHEAST ASIA
VEHICLE-ROUTING
TECHNOLOGY 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. SWAT Mobility excels in many of the criteria in the vehicle-routing technology

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 Product Innovation

Founded in 2016 and headquartered in Singapore, SWAT Mobility is an innovative developer of vehicle-routing technology solving complex transportation challenges. The company creates disruptive products through artificial intelligence (AI)-driven technology and high-accuracy routing algorithms. It developed and refined its processes, constantly perfecting its approach. As a result, SWAT Mobility has emerged as a pioneer and a robust service provider while driving advances in the niche vehicle-routing market space due to its highly accurate, patented routing algorithm and constant innovation.¹

The company offers the market’s most comprehensive solutions suite, spanning robust features and capabilities. Highlights include algorithms pooling users’ demands in real-time and calculating the most efficient routes to reduce transportation costs, improve city connectivity, and reduce traffic congestion woes. Unlike its competitors, SWAT Mobility runs high-capacity vehicle pooling services that are both on-demand and dynamically routed. Its technology provides on-demand transportation solutions, commuting solutions for large employers adopting flexible work, dynamic first- and last-mile transit and logistics, and digitization of fixed routes.²

With its road-planning optimization, the company differentiates itself from most telematics software providers that only offer tracking features. Its AI-powered product portfolio includes,

¹ Frost Radar™: Demand-responsive Transport, 2022, (Frost & Sullivan, July 2022)

² Ibid

On-Demand. Dynamic and flexible route optimization product based on real-time commuter demand ensures a personalized experience based on the current needs, full visibility and control, and hassle-free payment. Passengers can book rides in advance or anytime during operating hours in a defined service area while routes constantly update to include new passengers and optimized rides.

Just-in-Time. The efficient, high-capacity, demand-driven solution allows passengers to book a ride up to 10 minutes before departure. The system then generates optimized routes for the entire vehicle fleet. It ensures configurable service levels with adjusted journey times and other parameters, support for multiple shift configurations, and streamlined operations.

Commute Pass. Solution dedicated to regular, recurring commutes based on customer demands. It offers configurable service levels, periodic route optimization, greater employee convenience, and subscription features.

Digital Fixed Routes. Enables easy and efficient digital transport management by automating transport planning, scheduling, and payment processes, increasing operational efficiency, and improving the passenger experience.³

“The company understand its customers need scalable ways to optimise operations, e.g., improve routing and adapting to changing transport demands. Hence, its software allows them to optimise assets according to current needs and reduce transport costs.”

*- Pavel Zhebrouski,
Best Practices Research Analyst*

SWAT Mobility’s management and customer service teams closely monitor emerging market trends and evolving customer needs, then respond with novel solutions. The company understands its customers need scalable ways to optimize operations, e.g., improve routing and changing transport demand., Hence, its software allows them to optimize assets according to current needs. SWAT Mobility runs a successful business model while improving efficiency and being transparent to its customers.

With this leadership focus, Frost & Sullivan expects SWAT Mobility to sustain its leadership in the vehicle-routing technology space.

Roadmap to Success: Customer-centric, Continuous, Proactive

SWAT Mobility serves customers across various industry verticals, including logistics, delivery, and people (employee, public, school) transport. The company helps more than 20,000 employees monthly in seven countries, with the core markets in Singapore, the Philippines, Thailand, and Japan. Moreover, it provides exceptional 24/7 customer service through its dedicated team of client success experts that support customers with any issues or requests.

SWAT Mobility believes that successful customer relations come from informed purchases and customers’ confidence in its solutions. Thus, it works closely with the customers to ensure it understands their current market gaps and provides the optimal services to respond to unmet needs.

³ <https://www.swatmobility.com/>, accessed November 2022

The company starts the customers' interactions by introducing the product benefits while showing proof of value and how it can solve their challenges. Only after that will SWAT Mobility move to commercial discussions. Furthermore, the company participates in regular thought leadership opportunities. It engages in the most prominent market events and symposiums on relevant market trends and topics to educate existing and potential clients on the benefits of its disruptive technology.

SWAT Mobility uses client feedback and industry trend monitoring to guide its product roadmap and continuously evolve its solutions to maintain its innovative edge. Since it constantly collects data and feedback, it brings insights into clients' operations. As a result, these insights contribute to the high level of clients' services and quick reactions to possible issues. Furthermore, the company conducts surveys and client check-ins to ensure high customer satisfaction.

A Foot in the Present and an Eye on the Future

Since its inception, SWAT Mobility's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new customers to its established base. With its remarkable market performance and customer-centric approach, SWAT Mobility gains wide recognition from its customer, earning a world-renowned reputation among industry leaders.

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Best Practices Research Analyst**

One of the prominent examples of implementing SWAT Mobility's solutions comes from KMC Solution (KMC), a provider of flexible workspace solutions and staff leasing services in the Philippines. KMC aimed to expand its staff shuttle services and increase operational efficiency. Leveraging SWAT Mobility's Just-in-Time solution, KMC experienced significant benefits with 100 hours saved monthly in transport planning, 1,500 trips fulfilled each month, and a 90% vehicle utilization rates.⁴

*"SWAT's technology has allowed our employees that manage transport to rest on nights and weekends and focus on their work. It's reduced the work required versus our previous manual process that had employees waiting for hours for vans and arriving very late."*⁵

- Alex Gomez, Vice President for People and Culture at KMC Solutions

The company is the technology provider for Singapore's first commercial electric and autonomous bus trial. Also, it recently signed a memorandum of understanding with Thailand Post Distribution, Thailand's leading courier company. As a part of the collaboration, SWAT Mobility provides an AI-powered system to automate route planning management and optimize vehicle load utilization for Thailand Post Distribution.⁶

⁴ Saving 100 Man Hours a Month on Manual Transport Planning, <https://www.swatmobility.com/case-studies/saving-100-man-hours-a-month-on-manual-transport-planning>, accessed November 2022

⁵ Ibid.

⁶ Thailand Post Distribution and SWAT Mobility Collaborate to Drive Sustainability Through AI Innovation in Deliveries, <https://www.swatmobility.com/news/press-release-thailand-post-distribution-collaboration-200722>, accessed November 2022

The company recently launched a project with the Tokyo Metropolitan Government Bureau of Environment to promote public bus usage through carbon emissions visualization. SWAT Mobility will provide carbon-dioxide emissions visualization and traffic analysis tools along with proposals for improvements to public bus operations in Tokyo.⁷

The company continues its robust growth and aims to scale and strengthen its solutions portfolio to make it available to a broader set of users. It leverages its global geographical footprint with deployments of its technology across many Asian countries.

Frost & Sullivan believes SWAT Mobility is well-positioned to drive the vehicle-routing technology space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Companies across logistics and people transport space face various challenges related to increasing pressure on transport infrastructure and inefficient planning and operations. Often, these companies need scalable ways to optimize operations, e.g., improve routing or change transport demands. Overall, SWAT Mobility addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation.

Leveraging artificial intelligence-driven technology and a high-accuracy routing algorithm, the company has emerged as a pioneer and a robust service provider while driving advances in the niche vehicle-routing market space because of its highly accurate, patented routing algorithm and constant innovation. It runs high-capacity vehicle pooling services that are both on-demand and dynamically routed. SWAT Mobility remains a trusted partner, earning a reputation for offering the overall best in the vehicle-routing industry.

With its strong overall performance, SWAT Mobility earns Frost & Sullivan's 2022 Southeast Asia Company of the Year Award in the vehicle-routing technology industry.

⁷ SWAT Mobility Launches Project With Tokyo Metropolitan Government Bureau of Environment to Promote Public Bus Usage Through Carbon Emissions Visualisation, <https://www.swatmobility.com/news/japan-machida-city-emissions-visualization-260922>, accessed November 2022

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™.

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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)**

