proov™

2018 EIA PoC-as-a-Service
Visionary Innovation Leadership Award
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Background and Company Performance

Industry Challenges

The 2017 Frost & Sullivan report *Technology Convergence Scenarios* positions disruptive innovation at the core and starting point from which fundamental technological changes will affect all walks of life and business. However, the road from groundbreaking software innovation to enterprise-wide implementation is both long and winding. The first stage is often a proof of concept (PoC) trial in which a startup sets out to prove the validity of its solutions.

Today, the standard practice is for an enterprise to set up a dedicated testing environment for each new startup they consider working with to prevent direct access to the enterprise’s main computing environment. While this ensures the safety of a given environment, Frost & Sullivan notes that it prevents a startup from testing its solution’s compatibility within an actual enterprise IT infrastructure. Additional obstacles include client privacy; due to regulations, enterprises are barred from allowing access to client data, thereby severely limiting the impact of trials for startups — especially within fin-tech or healthcare sectors.

Overall, Frost & Sullivan research confirms that these challenges result in enterprises spending significant time and money setting up trials instead of conducting them, thereby holding back enterprises from cultivating and acquiring the innovations they need to stay relevant and startups from growing.

Focus on the Future and Best Practices Implementation

Israeli start-up prooV, established in 2015, is the world’s first PoC-as-a-service platform that facilitates and streamlines the PoC process for startups and enterprises. Before launching, prooV’s co-founders Toby Olshanetsky and Alexey Sapochnikov traveled the globe and met with over 170 enterprises to gain an understanding of what issues they face during a POC trial and the adverse effect it was having on business.

A Truly Unique Value Proposition

prooV works as an intermediary between startups and enterprises, offering solutions to make these interactions as time and resource effective as possible. Frost & Sullivan observes that the start of creating these relationships begins with prooV’s cloud-based platform offering a more safe and effective POC environment.

prooV’s platform connects approximately 1,000 startups to enterprises such as AIG, GE, and Amazon Web Services. Selective about which startups gain access to the platform, prooV veted all 1,000 startups. For example, over 3,000 startups requested access to prooV’s platform; only one-third made the cut. While prooV provides startups the

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platform, the enterprises are the critical clients for prooV’s success. Startups pay a nominal fee, but enterprises are the main source of revenue for prooV.

An enterprise seeking to evaluate new technology can open a PoC opportunity using prooV’s PoC wizard. This opportunity correlates and reflects the enterprise’s technology and innovation needs. Through a 5 step process the wizard helps articulate the requirements, evaluation criteria and other characteristics of the opportunity, as well as define and configure the corresponding testing environment that is generated.

The PoC opportunity is then posted on the prooV marketplace where registered startups can apply to join it and offer their solutions for testing and review. It is important to note that the enterprise can also invite startups proactively and decide to keep the PoC opportunity in private mode.

Once an enterprise discovers one or several startups with which it is interested in conducting a PoC, it grants them access to the dedicated and secure testing environment, generated by prooV. An enterprise can run an unlimited number of PoC trials simultaneously. Should an enterprise choose to conduct a trial with a startup that is not connected to prooV's platform, prooV will provide the startup access to the dedicated testing environment.

Frost & Sullivan notes that the dedicated POC environment reduces enterprises’ concern that the POC will interfere with their daily operations. The division between the test environment and an enterprise’s computing environment also reduces network security-related concerns.

Additionally, prooV provides Smart Application Programming Interface (API) services that allow a startup to test its solution and integrate the developed solution efficiently with an enterprise’s existing IT infrastructure — shaving time off of the POC process, worth potentially millions to the enterprise.

In addition to the Smart APIs, prooV can supply enterprises with key performance indicators (KPIs) to help them gain an accurate understanding of their POCs. When creating the PoC opportunity the enterprise can choose from a repository of pre-defined technology and business KPIs and/or define its own using prooV’s KPI Editor. The chosen KPIs are then used to measure and compare startups’ performance in real-time. Results and statistics can be viewed on the enterprise’s PoC Dashboard.

Startups in sectors including healthcare and fin-tech are barred, due to regulation, from utilizing real client data, creating an obstacle that can severely reduce the efficacy of the PoC. However, prooV can generate “mock” client data, thereby ensuring that the PoC is of value to enterprises and startups alike. The data that is generated keeps true to the structure and logic of any data-set provided. To enable testing in various scenarios it is also possible to add noise to the data.
Leveraging the Red Team Approach to Solving the Cyber Security Question

prooV strives to improve based on feedback from its enterprise clients to whom cyber security is a major concern; specifically, that a startup’s software could potentially provide an access point for hackers.

To address this pressing concern, prooV recently announced a new product called Red Cloud. This new product’s name originated from the military’s red teams — teams of soldiers that act as the enemy to test a military unit’s capabilities. prooV’s Red Cloud is a private cloud, enabling clients to conduct simulated cyberattacks on technologies undergoing PoCs and effectively measure the technology’s defense and response capabilities before implementing them.

Innovation in a box

Due to the risks related to POC solutions, prooV developed a solution called prooV Labs, referred to as “innovation in a box,” to help address enterprises’ concerns on long-term viability (e.g., will their business model still be viable three years from now). prooV Labs is a hybrid model of prooV’s main platform, hosted on the cloud and on-premises.

The prooV Labs are an extension of the prooV PoC platform and enable robust testing on more-tailored, specific environments, while still utilizing its measuring, comparison and evaluation capabilities. The idea behind this is to enable enterprises that are interested in opening an innovation hub a more quick and streamlined solution for the technical requirements.

Since prooV Labs can host on-premises, an enterprise can utilize their client data without violating any regulatory restrictions.

Conclusion

“Innovate or die” is an ongoing mantra heard throughout today’s corporate world. However, this is easier said than done, as a number of challenges must be addressed before integrating an application into an enterprise's daily operations and existing systems.

Frost & Sullivan applauds how prooV strives to make the meeting between startups and enterprises as smooth and time efficient as possible. prooV develops a variety of solutions to streamline the process, such as including APIs for enterprise systems, KPIs for POC trials, and a cloud dedicated to cyber security testing.

For its unique solutions and dedication to enable others to succeed, prooV earns the 2018 Frost & Sullivan Visionary Innovation Leadership Award.
Significance of Visionary Innovation Leadership

A Visionary Innovation Leadership position enables a market participant to deliver highly competitive products and solutions that transform the way individuals and businesses perform their daily activities. Such products and solutions set new, long-lasting trends in how technologies are deployed and consumed by businesses and end users. Most important, they deliver unique and differentiated benefits that can greatly improve business performance as well as individuals’ work and personal lives. These improvements are measured by customer demand, brand strength, and competitive positioning.

Understanding Visionary Innovation Leadership

Visionary Innovation is the ability to innovate today in the light of perceived changes and opportunities that will arise from Mega Trends in the future. It is the ability to scout and detect unmet (and as yet undefined) needs and proactively address them with disruptive solutions that cater to new and unique customers, lifestyles, technologies, and markets. At the heart of visionary innovation is a deep understanding of the implications and global ramifications of Mega Trends, leading to correct identification and ultimate capture of niche and white-space market opportunities in the future.
**Key Benchmarking Criteria**

For the Visionary Innovation Leadership Award, Frost & Sullivan analysts independently evaluated two key factors — Focus on the Future and Best Practices Implementation — according to the criteria identified below.

**Focus on the Future**
- Criterion 1: Focus on Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Growth Pipeline
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Growth Performance

**Best Practices Implementation**
- Criterion 1: Vision Alignment
- Criterion 2: Process Design
- Criterion 3: Operational Efficiency
- Criterion 4: Technological Sophistication
- Criterion 5: Company Culture
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

<table>
<thead>
<tr>
<th>STEP</th>
<th>OBJECTIVE</th>
<th>KEY ACTIVITIES</th>
<th>OUTPUT</th>
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| 1 Monitor, target, and screen | Identify Award recipient candidates from around the globe | • Conduct in-depth industry research  
• Identify emerging sectors  
• Scan multiple geographies | Pipeline of candidates who potentially meet all best-practice criteria |
| 2 Perform 360-degree research | Perform comprehensive, 360-degree research on all candidates in the pipeline | • Interview thought leaders and industry practitioners  
• Assess candidates’ fit with best-practice criteria  
• Rank all candidates | Matrix positioning of all candidates’ performance relative to one another |
| 3 Invite thought leadership in best practices | Perform in-depth examination of all candidates | • Confirm best-practice criteria  
• Examine eligibility of all candidates  
• Identify any information gaps | Detailed profiles of all ranked candidates |
| 4 Initiate research director review | Conduct an unbiased evaluation of all candidate profiles | • Brainstorm ranking options  
• Invite multiple perspectives on candidates’ performance  
• Update candidate profiles | Final prioritization of all eligible candidates and companion best-practice positioning paper |
| 5 Assemble panel of industry experts | Present findings to an expert panel of industry thought leaders | • Share findings  
• Strengthen cases for candidate eligibility  
• Prioritize candidates | Refined list of prioritized Award candidates |
| 6 Conduct global industry review | Build consensus on Award candidates’ eligibility | • Hold global team meeting to review all candidates  
• Pressure-test fit with criteria  
• Confirm inclusion of all eligible candidates | Final list of eligible Award candidates, representing success stories worldwide |
| 7 Perform quality check | Develop official Award consideration materials | • Perform final performance benchmarking activities  
• Write nominations  
• Perform quality review | High-quality, accurate, and creative presentation of nominees’ successes |
| 8 Reconnect with panel of industry experts | Finalize the selection of the best-practice Award recipient | • Review analysis with panel  
• Build consensus  
• Select recipient | Decision on which company performs best against all best-practice criteria |
| 9 Communicate recognition | Inform Award recipient of Award recognition | • Present Award to the CEO  
• Inspire the organization for continued success  
• Celebrate the recipient’s performance | Announcement of Award and plan for how recipient can use the Award to enhance the brand |
| 10 Take strategic action | Upon licensing, company is able to share Award news with stakeholders and customers | • Coordinate media outreach  
• Design a marketing plan  
• Assess Award’s role in future strategic planning | Widespread awareness of recipient’s Award status among investors, media personnel, and employees |
The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

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.太 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.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.