

# LYNXSPRING, INC. RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

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*Identified as best in class in the North American digital transformation in smart buildings 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. Lynxspring, Inc. excels in many of the criteria in the digital transformation in the smart buildings 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

### *Smart Buildings: Past, Present, and Future*

Building optimization, energy efficiency, intelligent and green technology breakthroughs, and the rise of smart city efforts have contributed to an uptick in the building automation global industry during the past few years. However, the 2020 COVID-19 pandemic has increased the demand for added scrutiny and efficacy from building automation systems while raising many concerns among industry players unprepared for the significant change in dynamics, which goes beyond technological developments. According to Frost & Sullivan, the global building technology market is undergoing a paradigm shift that significantly impacts product offerings, competitive environments, distribution methods, and business structures.<sup>1</sup>

The COVID-19 pandemic has accelerated the need to automate buildings to manage them remotely, which promotes the convergence of advanced analytics, artificial intelligence (AI), and emerging technologies enhancing building automation systems (BAS). Today, 90% of the industry is in the early stages of digital transformation, so buildings will soon have to undergo rapid shifts to cater to the evolving landscape.<sup>2</sup>

Market trends are driving new investments, business model changes, and a focus shift from individual products to holistic occupant experience. BAS must be vendor-agnostic to achieve high levels of building optimization. Disruption, innovation, and market upheaval demand digital transformation.

<sup>1</sup> *The Future of Smart Buildings—Top 10 Growth Opportunities in the Global Building Automation Market* (Frost & Sullivan, 2021)

<sup>2</sup> *Ibid.*

Internet of Things (IoT), AI, and cloud technologies continue to make buildings smarter. Major industry participants are already strengthening the technology, maintaining their solution portfolios to prepare for changing building operations scenarios. Some forging partnerships, others acquiring innovative start-ups to boost their technological capabilities.

Frost & Sullivan estimates that the smart buildings market will reach a compound annual growth rate of about 3.4% from 2019 to 2026.<sup>3</sup> Lynxpring uniquely leverages its product portfolio, solutions, and services to meet its customers' needs. It is well-positioned to capitalize on new growth opportunities, cementing its leadership in smart buildings' digital transformation.

Founded in 2002, United States (US)-based Lynxpring, Inc. (Lynxpring) leverages open software and hardware platforms to develop, manufacture, produce, and distribute:

- Edge-to-enterprise (E2E) solutions
- Internet Protocol (IP) technologies
- Intelligent buildings
- Energy management systems
- Equipment control
- Specialized machine-to-machine applications

The company's technologies make connecting, integrating, communicating, and trading data easier.

*"It [Lynxpring] provides technologies, solutions, and services that provide connectivity, control, integration, interoperability, data access, management, and analytics to enable users to extract insight, value, and outcomes from operational and workplace data."*

**- Natalia Casanovas,  
Best Practices Research Analyst**

Lynxpring is at the forefront of moving buildings from "smart to smarter."<sup>4</sup> In June 2022, the company reached 20 years of unwavering commitment and extensive knowledge and experience within the built environment.

In 2017, Frost & Sullivan recognized Lynxpring for its Competitive Strategy Innovation and Leadership and its Customer Value Leadership in 2014, 2019, and 2020. This year, Frost & Sullivan recognizes the company for its customer-focused approach. Frost & Sullivan remains impressed with its continuous innovation and sustained leadership.

### ***Comprehensive Services to Promote Customer Satisfaction***

Lynxpring's solutions go 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 customers' path toward running smart buildings efficiently. It provides technologies, solutions, and services for connectivity, control, integration, interoperability, data access, management, and analytics, enabling users to extract insight, value, and outcomes from operational and workplace data.

<sup>3</sup> *The Future of Smart Buildings—Top 10 Growth Opportunities in the Global Building Automation Market* (Frost & Sullivan, 2021)

<sup>4</sup> *Lynxpring Backgrounder*, accessed December 2022

Lynxspring caters to four primary target markets: original equipment manufacturers (OEMs), enterprise and corporate real estate accounts, channel, and mechanical, electrical, and plumbing (MEP) consultants. It efficiently meets diverse customer requirements, including real-time connectivity and remote access, system data accessibility, operational cost reduction, energy savings, risk management, and regulatory compliance.

Customers in these target markets also demand greater visibility and control of their facility environment, reliable operations, uptime, and compliance with corporate reporting. In addition to building controls and advances, MEP consultants specialize in automation, structural integration, energy management, and advanced building technology.

Lynxspring seeks to expand its service offerings to include building controls, commissioning, and data analytics.

### **Unrivaled Edge-to-Enterprise Portfolio**

E2E is a building operating enterprise solution, automation control framework, and independent data layer consisting of three primary components:

- Edge device connectivity
- Automation framework for integration and interoperability
- Cloud-based data curation, Project Haystack tagging and semantic modeling, exchange, and storage

Lynxspring's end-to-end E2E platform comprises the edge layer connector, edge controller, , connection data layer, and cloud enterprise user interface. It features an IP protocol stack, core building blocks, and edge hardware with a pre-installed E2E Data Connector™ for cloud services. While based on an open-source software environment, embedded hardware and gateways protect the platform solution.

The company offers its customers a robust ecosystem for edge computing using a unified control platform that accommodates a range of applications for all equipment and devices. The platform provides the advantages of an open system while introducing additional capabilities such as standard application programming interfaces (APIs), development tools, open access and hardware platforms, and a development ecosystem. It enables the access, connection, and conversion of facility operational and equipment data into useful information, addressing key objectives and performance indicators, data-driven insights, and deliverables to help facility, operations, and corporate management achieve optimal performance.

Lynxspring's complete E2E offer includes the following:

- Edge-enabled programmable building and equipment controllers, devices, sensors, and gateways portfolio built on open platforms with representational state transfer (REST) APIs supporting multiple applications and protocols.
- The Niagara Framework®, an open automation and integration platform for buildings.

- Connexion®, a cloud-based, independent data layer solution for the collection, standardization, transparency, and exchange of operational data for buildings. Access and connection to leading cloud and web applications (apps).
- Apps/Drivers-Access to available drivers and apps such as analytics, work order management, feature-driven development, predictive/preventive maintenance, remote monitoring, network monitoring, and occupant experience apps.

Unlike competitors, the company builds its services by collaborating closely with various stakeholders and partners to evolve alongside market needs and trends. Its partnerships and extended ecosystem include

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**- Natalia Casanovas,  
Best Practices Research Analyst**

technology solution providers, system integrators, value-added resellers, and OEMs. Lynxspring’s technology solution provider worldwide partners focus primarily on North America, with some selected international areas, such as Europe, Australia, and the Middle East. With solutions and best-in-class products across common platforms, the company empowers its partners and customers to take control of technology and make informed choices while enabling partner success by offering technology, education, training, and marketing support.

Lynxspring’s non-adversarial, seamless, and frictionless approach and close relationships position it as a preferred vendor and partner for OEMs, building owners, operators, and enterprise clients.

### **Supporting Customers With a "Horizon-to-Edge-to-Enterprise" Strategy**

With its customer-focused strategy, Lynxspring consistently brings to market best-in-class services. As a technology solutions developer, the company remains close to its clients, listening to their concerns, challenges, and requirements, and fostering relationships with building owners and operators. It gains a pulse on the market and a good understanding of a building’s domain, how it works and how it must operate for optimal management.

In addition to its standardized enterprise building operation solution and automation control framework, Lynxspring provides connectivity, integration, interoperability, data sharing, and visibility for building systems and equipment. Thus, the company empowers customers to improve business outcomes, meet regulatory and compliance requirements, and mitigate risks. Customers prefer it over other vendors in the market because of its accountability, knowledge of facilities and building environments, and ability to work directly with Lynxspring’s technology and solution providers.

At the same time, the company incorporates customers' feedback into its strategic decisions and implementation plans to maximize short-term growth opportunities while providing a path to future revenues. It tracks customers daily through its support mechanism and proactively conducts periodic *Voice of the Customer* research to receive feedback.<sup>5</sup> Company executives also visit customers to discuss and get feedback. Lynxspring has direct relationships with key enterprise and corporate real estate organizations, large multi-site office buildings, retail, and data centers worldwide.

The company's long-term success relies heavily on its "horizon-to-edge-to-enterprise" strategy, which involves developing and supporting open technology, solutions, and services that make buildings and equipment smarter. This strategy connects hardware, software, apps, and tools with an IP horizontal architecture.

Lynxspring plans to further its vision with initiatives focused on open hardware, open software, and apps and expand its existing product portfolio. These advancements will extend value to its IP programmable JENEsys Edge<sup>®</sup> and app-specific controllers, allowing for data normalization and interoperability, and expand its JENEsys Edge brand of controllers and devices to the "Horizon" (JENEsys Horizon), extending its ecosystem of alliance partners.<sup>6</sup>

### ***Customer-centric Approach and Constant Innovations for Continuous Growth***

Since its inception, Lynxspring'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, transforming millions of square feet of commercial buildings worldwide through its products, services, and technology. With its E2E approach, the company can resolve complex customer interoperability challenges and integration issues.

Among its most recent innovations, Lynxspring developed, created, and brought to market the first **IP Horizontal Topology and Architecture** for the built environment based on the Niagara Framework<sup>®</sup>, the industry's most ubiquitous building automation and integration platform. This innovation enables faster, easier integration for new device addition and connection to the network and data normalization at the device level and in the cloud, making for scalability for a single building or a portfolio of buildings.

Developed and introduced the industry's first Niagara IP Programmable *Variable Air Volume (VAV) controller* conforming to ASHRAE's G36 Guidelines.

The company also announced Onyx<sup>®</sup> LX<sup>™</sup>, a new product portfolio of BACnet<sup>®</sup> Master-Slave/Token-Passing (MS/TP), configurable controllers, smart thermostats, and digital room sensors, including built-in configuration tools, pre-built graphics scheduling, and an accompanying user interface. Onyx<sup>®</sup> LX<sup>™</sup> products adapt their control logic to meet the requirements of most terminal heating, ventilation, and air conditioning equipment, such as variable air volume systems, heat pumps, rooftop units, fan coil units, and small air handling units.

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<sup>5</sup> Lynxspring Interview with Frost & Sullivan, December 2022

<sup>6</sup> *Lynxspring Backgrounder*, accessed December 2022

Furthermore, Lynxpring introduced JENEsys® NSX, a Niagara 4 workstation and supervisory platform that provides easy access to the latest features while ensuring high security. Moreover, it launched Connexion®, a cloud-based, independent data layer platform that collects, standardizes, and exchanges building operational data from disparate systems into a single data layer, providing users with a single source for transparency and actionable insight into systems.

There are around seven million buildings in North America alone without automation integration.<sup>7</sup> The company firmly believes that its IP initiative suits these small and medium-sized buildings of about 50,000 square feet with automation requirements.

Considering internal projections from an industry perspective, Lynxpring estimates a 16% year-over-year market growth and is currently evaluating other segments, such as industrial distribution, agriculture facilities, and most small and medium-sized buildings that continue to present a sizeable untapped opportunity.<sup>8</sup>

Frost & Sullivan believes the company is well-positioned to drive the digital transformation in smart buildings space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Lynxpring incorporates customer-focused strategies and exemplifies best practice implementation. With its 20-year history, the knowledgeable, dedicated, and inventive company has helped customers run smart buildings more efficiently.

Through its end-to-end approach and robust enterprise-to-enterprise portfolio, Lynxpring provides connectivity, control, integration, interoperability, data access, management, and analytics. It also offers technologies and solutions that support users in extracting insight, value, and outcomes from operational and workplace data. By providing technology, education, training, and marketing support, the company enables its partners and customers to take control of technology and make informed decisions. This overall customer-first approach offers immense value to existing and new customers and solidifies Lynxpring's reputation in the market.

For its strong overall performance, Lynxpring earns Frost & Sullivan's 2023 North American Customer Value Leadership of the Year Award in the digital transformation in smart buildings industry.

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<sup>7</sup> Ibid

<sup>8</sup> Lynxpring Interview with Frost & Sullivan, December 2022

## What You Need to Know about the Customer Value Leadership Recognition

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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

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)**

