

# 2022 Frost & Sullivan Institute | **Enlightened Growth Leadership Award**





## Congratulations!

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Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present AVer Information Inc. with the Enlightened Growth Leadership Award.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes AVer Information Inc. for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



## Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's 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 for each nominated company. AVer Information Inc. excels in multiple criteria.



### Introduction

AVer Information Inc. is a leading manufacturer, designer, and service provider in the global optoelectronic industry. Established in 2008, the company is based on Taiwan with presence in countries like Japan, Vietnam, Netherlands, France, and the USA. The company offers video collaboration solutions that specifically caters to address business communications and educational conferencing needs. With around five hundred employees, the company is moving towards fulfilling its corporate mission of contributing to society by enhancing humanity's ability to communicate and learn.

### 'Innovating to Zero' on Global Priorities

AVer's core corporate value is to serve the community. With a presence in over a hundred countries, the company realizes that if it is not responsible, its activities can have massive carbon footprints that would be extremely harmful to the environment. AVer actively tackles this problem by sourcing products locally wherever possible. It puts great emphasis on designing their products to consume as little energy as possible. In line with AVer's people-oriented steps, the company takes a strong and clear stand on issues related to human rights and equality. The company is always looking to leverage its products to improve access to quality education and bridge the gap between rural and urban centers. Furthermore, the company is committed to always act in the best interests of all its stakeholders. The company has a clear vision of being a part of a global business environment that has zero emissions, zero discrimination, and zero inequality.



AVer is committed to innovating emissions to zero by combining technology innovation and supply chain improvements. The company designs its products to meet all environmental regulations in the countries it operates in. Apart from prioritizing locally available resources whenever possible, the company also encourages its workforce to actively participate in environment clean-up programs like “Clean up the World” and various other ecological activities.

AVer also takes steps to ensure that its supplies are ‘green’ and have the best interest of environment at heart. In addition to complying with EU regulations related to the content level of hazardous materials,

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**-Abhash Raj Subedi, Research Analyst,  
Frost & Sullivan Institute**

AVer is also open to being frequently audited by its larger customers to ensure their environmental credentials. Additionally, the implementation of the ISO 14001 ensures that the company is not only following existing regulations, but the groundwork for any future changes is laid well ahead of time to ensure compliance. The company is also putting in place ISO 5001 energy management systems to innovate emissions to zero while reducing energy consumption and improving competitive efficiency.

AVer puts its people at the heart of every activity of the company. The company hosts the ‘Taiwan Innovative Teaching Contest’ with a goal of inspiring creative and innovative education delivery methods. Additionally, it encourages its employees to participate in afterschool study programs designed to uplift the standards of children from disadvantaged communities. Additionally, the company makes use of the Employee Welfare Committee, regular meetings and surveys, and other channel of communications to be on a constant journey towards zero discrimination and zero accidents. In the United States, the AVer Americas Corporate Citizens Team is committed to serving the education community through gratifying and meaningful volunteer opportunities supporting K-12 schools. The company has an eclectic history of volunteer efforts in our local community to include the Elevate Education Program, Nike Animal Rescue Foundation, Emmanuel House, Tutoring in local Elementary schools, The Family Giving Tree, Earth Day Beach Cleanup, Adult day care, Arastradero Preserve Community Cleanup, Invision Women's Shelter, the Susan G. Komen Breast Cancer Walk, Walk a Mile in Her Shoes and the Ronald McDonald house at Stanford among others.

Frost & Sullivan Institute lauds AVer’s active steps in ensuring compliance with environmental and social regulations across multiple jurisdictions. The company’s practice of welcoming external scrutiny is a bold step to ensure that it is a responsible corporate citizen with genuine concern for the planet as well as its stakeholders. Further, the Institute admires the focus on reducing energy consumption and the efforts made to improve the ease of access education to all children. Frost & Sullivan Institute commends the strides made by company in areas of employee well-being, discrimination, and occupational health and safety.



### ***Growth Excellence***

AVer has been able to sustain an extraordinary cumulative Average growth rate of 13.6% over the past five years despite a slowdown in the global economy caused by massive events like the coronavirus pandemic and turbulent political environment. The company was significantly able to increase revenue from services rendered, especially in its European markets. Integrated education products saw a rise, and so did the company's video conferencing solutions.

The company's astounding revenue growth was driven significantly by strategic partnerships formed with giants like Yamaha and Audinate. Furthermore, the company has now expanded its portfolio to include cameras for the healthcare industry. While video conferencing hardware remains a priority for the company, their strategic expansion into the broadcast, medical, and education sector is bearing fruit. Distance learning and classroom experience continues to increase along with on-premises video conferencing solutions. The company's lean production philosophy, combined with the six-sigma philosophy enables it to produce low volume, high quality, high variety products. This strategy not only mitigates production risks, but it also ensures a diverse portfolio spanning multiple market segments.

Frost & Sullivan Institute applauds AVer's excellent growth performance, driven primarily by innovation, smart partnerships, and an eye for geographical expansion. The company's recent entry into the healthcare industry is a testament to its ability to maximize growth via new market segments while remaining faithful to their existing customers.

### ***Technology Innovation and Customer Value Chain***

With a total of 195 patents, AVer is an innovation leader in the optoelectronic industry. The company has successfully used its expertise in the videoconferencing industry to make a breakthrough in the healthcare sector. The company has steadily been increasing its research and development budget, with an increase of 24% in R&D expenses compared to 2020. The company's aggressive approach towards

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***-Abhash Raj Subedi, Research Analyst,  
Frost & Sullivan Institute***

research and development is bearing fruit. The company recently launched a detachable head camera as well as other products with noise cancellation technology, infrared cameras, and 4K resolution products. Additionally, AVer has joined Google Cloud Partner Advantage Program, with its education solutions like document cameras, distance learning cameras and the accompanying software now integrated with Google Classroom and Google Meet. The company has also partnered with Microsoft Azure to enhance the work-from-home experience, a trend which will aid the reduction of carbon emissions resulting from everyday commute to work.



AVer is rethinking the way its clientele thinks about collaboration and video conferencing. AVer's technologies have enabled new and innovative learning methods, be it in a primary school in the UK or a university lecture in one of India's foremost engineering institutions. The company's focus on user experience, ease of use, and speed of its products has ensured that AVer has slowly been increasing its presence in the videoconferencing industry. To further enhance customer experience, AVer has set up customer service hotline, webmail and other quick service platform dedicated to handling customer issues and conducting customer-satisfaction surveys on products, services, delivery, maintenance, and technical support.

Frost & Sullivan Institute applauds AVer's commitment to innovation and the ability to find new ways to create value for customers via a combination of strong research investment and a creative rethinking of the ways in which its expertise may be expanded.

## Conclusion

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AVer has navigated an extremely challenging external business environment with a combination of sound strategy, excellent leadership, and perseverance. The company has shown that a strong people first approach will bear fruit. Furthermore, it has shown how a strong research and development program in combination with carefully thought-out strategic partnerships can lead businesses to a journey of sustained growth. The company's policy of allowing external scrutiny is as admirable as it is important in their journey to be a responsible corporate citizen.

Frost & Sullivan Institute awards the "2022 Frost & Sullivan Institute Enlightened Growth Leadership Award" to AVer Information Incorporative for their sustained commitment to the people and the environment while maintaining a strong business acumen and an insatiable appetite for innovation and improvement.



## What You Need to Know about the Enlightened Growth Leadership Recognition

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Frost & Sullivan Institute's Enlightened Growth Leadership Award recognizes the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

### Best Practices Award Analysis

For the Enlightened Growth Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**'Innovating to Zero' on Global Priorities:** The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

**Growth Excellence:** The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

**Customer Value Chain:** The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and





provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

**Integrated Coopetition - Industry Partner Ecosystem:** The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

**Technology Leverage/Innovation:** The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.





## About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

## 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™.

### 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

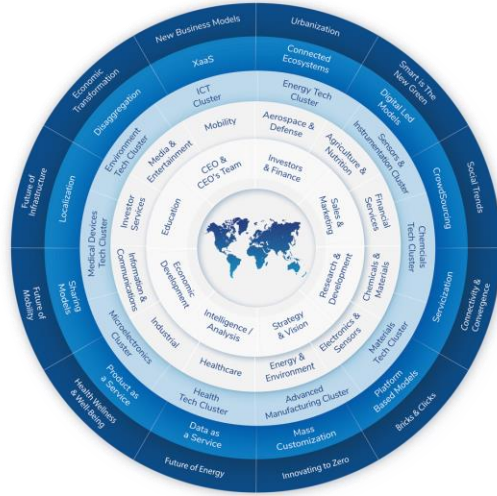


## The Innovation Generator™

Our six 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)





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