

2023 Frost & Sullivan New Product Innovation Award

The Global Personal Communication Devices Industry
Excellence in Best Practices

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. Logitech excels in many of the criteria in the global personal communication devices space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Innovation in Crisis

In the modern hyperconnected world, digital workers expect the barriers of time and space to be replaced by anytime, anywhere work. Though hybrid work offers tremendous benefits, it comes with its own set of challenges. When working from their homes, many employees are confined to tight workspaces. At the same time, they need multiple devices to stay fully productive and present a professional appearance. A typical hybrid worker, when working remotely, needs several peripherals such as a monitor, a full-size keyboard, a mouse, a professional-quality webcam for immersive video, and high-quality audio. In addition, most users have a need for a phone charger on their desks. Collectively, these devices create a

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VP of Research, Connected Work

messy tangle of wires at an already limited workspace. Clutter and disorderly spaces are known to have an adverse impact on productivity.

When the pandemic hit, Logitech spent time with end users to understand their needs and pain points in a work-from-home world. Logi Dock is an entirely new product category that is the outcome of a clear understanding of the work-from-home user’s unique requirements. It simplifies the workspace setup with an all-in-one docking station that provides high-quality

audio, simple meeting controls, and the ability to connect and charge up to five USB peripherals and two monitors—helping employees work more productively.

New product categories are not created by accident. They require a thoughtful approach that starts with identifying a user pain point leading up to innovating with a differentiated solution that solves the problem. Logi Dock is a testament to Logitech's focus on creating meaningful products that offer clear benefits to users; deliver simple, effortless experiences; and make it easier for IT to deploy, set up, and manage.

A Pioneering Product that Leads with Simplicity and Usability

As the pioneer in a new product category—collaboration docks—Logi Dock is based on the philosophy that working from home shouldn't be a compromise. An all-in-one docking station with a built-in speakerphone, it connects everything that a typical knowledge worker needs at the desk in one compact unit. Logi Dock also allows users to be headset free when they have the right conditions, and it comes with one-touch-to-join meeting controls that make joining and controlling meetings effortless. Finally, the built-in speakerphone is optimized for meeting audio or music. Logi Dock also allows users to be headset free when they have the right conditions, and it comes with one-touch-to-join meeting controls making joining and controlling meetings effortless.



Image Source: Logitech

As a collaboration dock for knowledge workers, Logi Dock is simple to set up and loaded with functionality that makes remote work more productive and creative.

- **A full docking station:** Logi Dock simultaneously connects up to five USB peripherals through USB A/C and up to two monitors through HDMI and DisplayPort while fast charging a laptop up to 100W.

- **Business-grade audio:** Logi Dock has a built-in speakerphone and six beamforming microphones that help capture the user's voice clearly while reducing unwanted background noise.
- **Bluetooth connectivity:** A Bluetooth button on Logi Dock back panel allows users to pair their smartphone or tablet to Logi Dock via Bluetooth® to stream audio.
- **Intuitive meeting controls:** Logi Dock is certified for Microsoft Teams, Zoom, Google Meet, Google Voice, and Tencent Meeting. It's also compatible with common calling applications across most platforms and operating systems within the IT ecosystem. Integration with these platforms allows users to join any meeting with a single touch and provides the ability to control the meeting without fiddling with virtual controls.
- **Seamless integration:** Logi Dock works with the Logi Tune desktop app which includes, among other customizations, the ability to sync calendar events. Working with Office 365 and Google Calendar, Logi Tune helps users stay on top of their day and receive notifications of upcoming meetings and appointments.
- **Effortless and enjoyable user experience:** Intelligent lighting cues in the front of the unit, notify when a meeting is about to start. Large, intuitive buttons for joining a meeting, turning the camera on/off, muting, and ending calls create an effortless meeting. The small yet powerful speakers offer stereophonic audio and a powerful bass line so users can also stream personal music for leisure.
- **Enterprise-grade manageability:** Logitech's Sync device management software enables IT with cloud-based real-time monitoring, management, and analytics ensuring all devices that are connected are healthy and up to date.
- **More than a WFH device:** Finally, it must be noted that Logi Dock is more than a work-from-home product. While it is ideal for the remote worker's desktop, it serves as a valuable addition to flexible work anywhere, like modern office spaces that need a single connecting dock including small meeting spaces, a private office, or a focus room. It includes a Kensington Lock so the unit can be safely secured to the desk.



Image Source: Logitech

Empowering Users and IT Alike

In a recent Frost & Sullivan global survey of business leaders and IT decision-makers, more than a third (35%) rank supporting remote workers' technologies as the top challenge for hybrid work. Similarly, 25% responded that lack of proper technology and setup at home is the top concern for remote work. When working from home, employees are often left to fend for themselves without the right tools or guidance. They work with an assortment of poor-quality communication devices that are not compatible with each other.

Logi Dock is a simple all-in-one device that requires no employee training and allows users to take control of their meetings without technical difficulties. It empowers IT with a single purchase that is easy to deploy and manage, decreasing support tickets and freeing up precious IT resources for more important tasks. By providing the right work-from-home experience, businesses can ensure that they can support hybrid work reliably from anywhere which keeps users happier and reduces employee turnover.

Customer Momentum

- In the short span of time since its launch, Logi Dock has seen significant adoption and interest from global organizations of all sizes. Its customer base includes large Fortune 500 businesses as well as diverse organizations from various industry sectors. A large global Fortune 500 chemicals company, with employees in over 124 countries, is using Logi Dock as part of its workspace collaboration solutions to enable its DE&I group to meet from anywhere. This enables them to build relationships and spark conversations that empower inclusivity, collaboration, and innovation without compromising productivity.
- A large Fortune 500 digital telecom services company has incorporated Logi Dock as part of their

toolset to enable seamless hybrid collaboration among global teams in over 30 countries as they bring their campaigns to life, creating powerful new experiences and positive cultural impact.

Commitment to Sustainability

Logitech has been actively pursuing new ways of doing business that are sustainable for the planet and society. In 2019, the company joined the Paris Accord and in 2020 it announced a big move to recycled plastics. In Q1 2021, Logitech announced the availability of carbon label products. Logitech believes that just as calorie labels have impacted the food industry, carbon labeling is a step forward to reducing global carbon output. In the process, Logitech has developed a life cycle analysis methodology to measure a product's carbon impact from its raw materials to its manufacturing and transportation to use by the customer and then finally to the end of life.

Logitech took steps in 2021 to become certified carbon neutral across its entire product portfolio, operations, and value chain. But it's not stopping at that. Even though it is recognized as Europe's #1 Climate Leader in 2022 and by EcoVadis as one of the top 1% of sustainability companies in the world, its ambition is to go further and become climate positive over the next ten years.

In FY2022, the company launched a new generation of Logitech products, including some of the lowest impact, most durable, repairable, and recyclable products that it has ever made. This includes a holistic approach to sustainable design that is focused on creating a new generation of lower-impact products using responsible materials and packaging. The paper packaging of Logi Dock comes from FSC™-certified forests and other controlled sources. Customers that choose Logi Dock are, therefore, supporting responsible management of the world's forests.

Conclusion

Logi Dock is a simple and highly functional product that improves the personal workspace experience. As an all-in-one docking station with one-touch meeting controls and built-in speakerphone, it simplifies the workspace setup for remote and hybrid workers. Logitech leads with the notion that people can do their

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best work when they can see and be seen, when they can hear and be heard. The company recognized the unique pain points of hybrid work way before its competitors and has successfully addressed them through innovation and a focus on meeting customer needs.

For this unique and value-added approach, Logi Dock has earned Frost & Sullivan's 2023 Global New Product Innovation Award in the global personal communication devices market.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

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

