

**2017 Global  
General Radiography  
Product Line Strategy Leadership Award**

**Shimadzu Corporation  
PRESS STATEMENT**

## **Who is Frost & Sullivan?**

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Frost & Sullivan is a leading 56 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

## **What are the Best Practices Awards?**

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The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Product Line Strategy Leadership Award is a compelling, third-party validation of a company's growth strategy and execution. Shimadzu's Best Practices Award is a very strong indicator to employees, investors, customers, and the public that it has superior product line strategy in the general radiography market.

## **Why Shimadzu Corporation?**

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With over 140 years of experience and a global customer base, Shimadzu has made significant contributions to the field of diagnostic imaging and is considered a trendsetter in general radiography. It provides its customers with radiography systems that offer versatile and improved functional capabilities and it caters to every market segment and every type of user. Through its innovations across its radiography product portfolio (general X-ray, fluoroscopy, mobile X-ray), Shimadzu has achieved successful global product penetration. Thus, Shimadzu has witnessed consistent above-average market growth in the year 2016 and is a strong global contender.



With its vision of excellence in radiology imaging and crucial breakthrough product lines, Frost & Sullivan is proud to recognize Shimadzu Corporation with the 2017 Global Product Line Strategy Leadership Award.

# Best Practice Award Analysis for Shimadzu Corporation



## What is the Product Line Strategy Leadership Award?

A full, comprehensive product line that addresses numerous customer needs and preferences is a critical ingredient to any company's long-term retention efforts. Best in class companies drive demand, brand strength, and competitive differentiation, while also developing unique value for customers with superior and comprehensive product lines.

## Key Benchmarking Criteria

For the Product Line Strategy Leadership Award, Frost & Sullivan evaluated two key factors — Product Line Strength and Customer Impact — according to the criteria identified below.

### Product Line Strength

- Criterion 1:* Breadth
- Criterion 2:* Scalability
- Criterion 3:* Technology Leverage
- Criterion 4:* Features
- Criterion 5:* Supply Chain Reliability

### Customer Impact

- Criterion 1:* Price/Performance Value
- Criterion 2:* Customer Purchase Experience
- Criterion 3:* Customer Ownership Experience
- Criterion 4:* Customer Service Experience
- Criterion 5:* Brand Equity

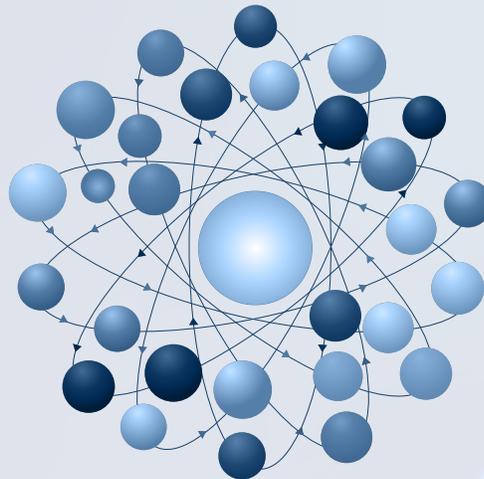
## Significance of the Award

To receive the Frost & Sullivan Product Line Strategy Leadership Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Ultimately, growth in any organization depends upon customers purchasing from a company, and then making the decision to return. A full, comprehensive product line that addresses numerous customer needs and preferences is therefore a critical ingredient to any company's long-term retention efforts.



## The 360-Degree Research Approach



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. Too 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.

## Questions?

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