

Industry insights delivered to your inbox weekly.

Sign up to get notified of new reports, investigations, research and more.

Your email address



Sign Up

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

CEO Refuses To Pay For Frost & Sullivan Award

JH

John Honovich • Apr 19, 2018
IPVM

In 2009, we published an article on why [Frost & Sullivan awards should not be trusted](#), since awardees need to pay to tell people they won them, and since the awards themselves are generally dubious in nature and quality.

On the positive side, Frost awards in our industry are now rare. However, [Frost is still giving out awards](#) elsewhere, e.g., awards like "2018 Israeli Smart Irrigation Technology New Product Innovation Award" and the "2018 European Payment Processing Platform Customer Value Leadership Award".

[One CEO says he refused to pay for a Frost award, explaining:](#)



Sean Moolman

mention was made of "copyright" to the award. When probing further, I discovered that one actually has to pay for the award! And not an insignificant amount, but in the order of R200 000 (about US\$15 000).

I had a very negative reaction to this, since according to me paying for an award creates a perverse incentive for all parties involved in such a transaction, especially the company offering the awards.

I was then assured that the payment is not for the award itself, but rather for the right to 'license the copyright' to the award. What that turns out to mean in practice, however, is that you are not allowed to mention that you won the award if you do not pay for it. (The value of an award is mainly to serve as a third-party validation of the value-add or contribution of a company or person, and so not being able to mention or publicise an award basically renders it meaningless.)

The disillusionment culminated in the actual awards banquet held in honour of the recipients. Still being under the impression that the actual award is handed out even if the 'copyright' has not been paid for, I attended this event. As it turns out, only 'paid' awards are handed out (or, as Frost & Sullivan staff members prefer to call them, "licensed")

Obviously, some find enough value in ~~paying~~ 'licensing' the awards that they continue but such practices make a mockery of awards. And, one related trend we have seen in our industry, is that the companies that most often ~~pay~~ license for these awards tend to be those who are less strong and seek to compensate with ~~paid~~ licensed awards.

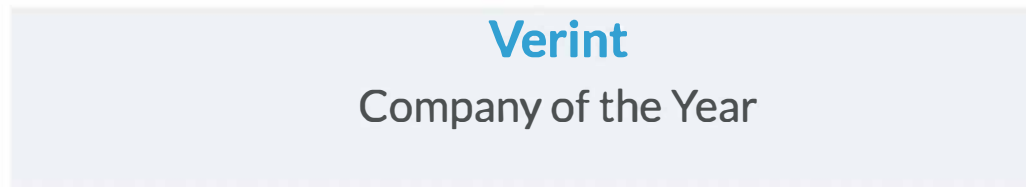
👍 Reactions: Agree (7) Disagree Informative (14) Unhelpful Funny (5)

Only IPVM Subscribers may comment. [Login](#) or [Join](#)



John Honovich • Apr 20, 2018
IPVM

And to my point above about companies that ~~pay~~ license these awards:



Frost & Sullivan's 2017 Physical Security Intelligence Solutions

Visionary Innovation & Performance and Customer Impact

Frost & Sullivan recognizes Verint's leadership and technical innovation in the emerging physical security intelligence space and success at delivering unique benefits and value to its global customers. The award highlights Verint's expertise in actionable intelligence and delivery of situational awareness solutions and advanced data analytics that address the mission-critical security needs of today's organizations.

👍 Reactions: Agree Disagree Informative Unhelpful Funny (4)



Undisclosed Distributor #1 • Apr 20, 2018

What a racket. The award should come with a disclaimer.

👍 Reactions: Agree (4) Disagree Informative Unhelpful Funny



Brad Peterson • Apr 20, 2018

Its NOT an award, its a purchase!

👍 Reactions: Agree (6) Disagree Informative Unhelpful Funny



Ari Erenthal • Apr 20, 2018
Chesapeake & Midlantic

What I'm taking away from this story is that the dude got a free dinner.

👍 Reactions: Agree (1) Disagree Informative Unhelpful Funny (10)



John Honovich • Apr 20, 2018

IPVM

[In reply to Ari Erenthal](#)

Be the optimist, Ari!

I, as the pessimist, am thinking: "Is Frost going to try to sue this guy for disclosing he ~~did not~~ ~~purchase~~ won their award?" :)

Reactions: Agree (1) Disagree Informative Unhelpful Funny (3)



Ari Erenthal • Apr 20, 2018

Chesapeake & Midlantic

[In reply to John Honovich](#)

All salespeople are optimists. Otherwise, we'd be writers.

Reactions: Agree (3) Disagree Informative Unhelpful Funny (16)



Brad Peterson • Apr 20, 2018

[In reply to John Honovich](#)

He better have something in writing...

Reactions: Agree Disagree Informative Unhelpful Funny (1)



Brad Peterson • Apr 20, 2018

[In reply to Brad Peterson](#)

They better have something in writing

Reactions: Agree Disagree Informative Unhelpful Funny

LT

Larry Tracy • Apr 21, 2018

Total waste of money never seen one of their company reports that was remotely accurate

Reactions: Agree (1) Disagree Informative Unhelpful Funny

JH

John Honovich • Apr 21, 2018

IPVM

[In reply to Larry Tracy](#)

Larry, while the reports are typically the company's marketing material rephrased, the companies are not paying for the reports but for the ability to say 'Frost & Sullivan says we are a leader'. Whether that is a waste of money, depends. Take Verint. At their size, \$15,000 is a rounding error so as long as some people think positively of it, it could make sense for Verint. Of course, there are the people who understand what a Frost award is and think less of Verint for it...

Reactions: Agree (1) Disagree Informative Unhelpful Funny

LT

Larry Tracy • Apr 22, 2018

[↩ In reply to John Honovich](#)

I don't disagree with most of what you say but if your private they were always very inaccurate for the reports they issued in the past, but again I don't know as the last ten years as I haven't been involved.

👍 Reactions: Agree Disagree Informative Unhelpful Funny

U Undisclosed #2 • Apr 22, 2018

What is the front end process to be 'nominated' for a F&S award?

i.e. do companies that wish to be considered for an F&S award have to pay anything to F&S to be considered in the first place?

👍 Reactions: Agree Disagree Informative (1) Unhelpful Funny

JH

John Honovich • Apr 22, 2018
IPVM

[↩ In reply to Undisclosed #2](#)

#2, that's a good question. From what I can tell, many if not most of these awards are made up for the company, i.e., they are not standard categories from year to year (e.g., think NBA MVP, RoY, Most Improved, etc.).

As an example, Verint is Frost's 'Physical Security Intelligence Solutions Company of the Year Award' for 2017. But I can't find any record of winners in that category for 2016, 2015, etc. Another example is the 'Israeli Smart Irrigation Technology New Product Innovation Award' which has a winner for 2018, but none for 2017 or 2016, etc.

From what companies have told me over the years, not only do they not need to pay to be considered, often Frost reaches out to them cold. And that is where the license / pay pitch comes in, i.e., "Hey congrats you won this award, just pay us X and you can tell people you won."

👍 Reactions: Agree Disagree Informative Unhelpful Funny

U Undisclosed #2 • Apr 22, 2018

[↩ In reply to John Honovich](#)

LOL! I didn't realize that they made new award categories up each year.

If that is the case (and I believe you), then the 'winner' most probably gets to choose the name of their own award, tailored to whatever their current marketing effort wishes to showcase.

Further, I'm sure that this is the hook first employed in the original cold call from Frost & Sullivan sales people to manufacturers.

Frost & Sullivan are paid-for PR - so it's no wonder that the content of their reports is garbage (as per Larry above)... it's not their real purpose to be correct, but instead to shill for 'award winners' they've sold on the value of such a thing.

Reactions: Agree Disagree Informative Unhelpful Funny



Ari Erenthal • Apr 22, 2018

Chesapeake & Midlantic

[In reply to Undisclosed #2](#)

Well, it's obvious what we must do: crowdfund an award for John Honovich and IPVM.

Come on, I'll set up a Kickstarter. Five bucks a pop. We can do this!

Leave your suggestions for an award category below.

Reactions: Agree Disagree Informative Unhelpful Funny (3)



John Honovich • Apr 22, 2018

IPVM

[In reply to Ari Erenthal](#)

The 2018 Worst Hawaiian Online Blogger 2018 Award

Reactions: Agree Disagree Informative Unhelpful Funny (4)



Undisclosed Integrator #3 • Apr 25, 2018

[In reply to John Honovich](#)

Case closed! (too soon?)

Reactions: Agree Disagree Informative Unhelpful Funny (1)



Lode Caenepeel • Apr 25, 2018

7 years ago I got as CEO of Traficon a similar letter from them which I also refused.

The letter is still the same after all these years. You just get a written proposal without prior contact on the reward title or anything else.

Never found out how you get on their target list.

The only value I saw at that moment is if you are in a selling modus of the company this can bring you some publicity and you might get noticed by parties which otherwise never would pay attention to you.

Reactions: Agree Disagree Informative (1) Unhelpful Funny



David Pilchick • Apr 25, 2018

Brooklyn Low Voltage Supply

This seems to be a common occurrence. One of my customers suggested that I apply for the Inc magazine "fastest growing company" award. I was very disenchanted when they charged me an application fee. However, after I looked into it I realized that the \$150 they were requesting was in fact as they claimed to help defray the cost of putting the list together. They also publish the same list every year and it is a fact based award. However as with anything its all about making money. They sell your info to anyone that is willing to pay for it. I got bombarded by everyone from

companies that make plaques all the way to investment houses looking to buy my company. It is a publicly published list, so once they release it anyone can access it. They sent me a renewal and I turned them down. It was fun once, but I won't do it again. On the other hand this company "charging a license fee" is absolutely ridiculous. Kudos for not falling for the scam

👍 Reactions: Agree Disagree Informative (1) Unhelpful Funny

JH **John Honovich** • Apr 25, 2018
IPVM

↩ [In reply to David Pilchick](#)

David, Inc only charged \$150? If so, that's not bad at all. That's literally 99% less than Frost & Sullivan for a listing that carries far more weight.

For what it's worth, those Inc lists hold fairly solid weight for validating companies.

👍 Reactions: Agree Disagree Informative Unhelpful Funny

DP **David Pilchick** • Apr 25, 2018
Brooklyn Low Voltage Supply

↩ [In reply to John Honovich](#)

Yes Sir

I just looked up the fee to see where it's up to for this year

They raised it to \$175

Still fair

They are surprisingly thorough

I had to provide audited financials and they contacted our accounting firm to ask questions and verify certain details

Like I said, they earned the \$150 !

I always thought that this Frost & Sullivan award was so prestigious

I guess when you pull back the curtain, the wizard is not so magical after all

Great topic !

👍 Reactions: Agree Disagree Informative (1) Unhelpful Funny

JH **John Honovich** • Apr 25, 2018
IPVM

↩ [In reply to David Pilchick](#)

David, thanks for the feedback on Inc. I did not realize they were that thorough, that increases my respect for them. Better than Frost ;)

👍 Reactions: Agree (1) Disagree Informative Unhelpful Funny

DG David Gaw • Apr 25, 2018

Unfortunately, Frost & Sullivan are not the only culprits. We recently experienced another media firm running this same scam. I would say that in general the "Best of..." pay to play lists that seem to be the hot product of b2b media firms these days are a disservice to b2b marketing.

You can say, 'hey, it is just marketing, so what'. But I think that the misleading nature of these does not reflect well on the media firm or the companies participating.

[and before someone with advanced google skills chimes in - yes, Sensera System has 'won' some of these types of "awards"....!]

David.

👍 Reactions: Agree (1) Disagree Informative Unhelpful Funny

DO Daniel Olson • Apr 28, 2018

↩ In reply to David Gaw

Ethics is branding and marketing strategies have fallen by the wayside. Let the buyer beware!

👍 Reactions: Agree Disagree Informative Unhelpful Funny

UM Undisclosed Manufacturer #4 • Apr 25, 2018

"Prestige" doesn't often pay the bills. While I was at a manufacturer doing regional sales, I never won, nor lost, a potential client on the basis of being (or not being) the F&S award winner. I can say that I don't know of anyone who got a lead from a potential client referencing the F&S award.

I can only hope for the F&S business case that I was an isolated case.

👍 Reactions: Agree Disagree Informative Unhelpful Funny

DO Daniel Olson • Apr 28, 2018

↩ In reply to Undisclosed Manufacturer #4

Creating the perception of prestige may help a company get their name out there and generate more business.

👍 Reactions: Agree Disagree Informative Unhelpful Funny

New discussion

Ask questions and get answers to your physical security questions from IPVM team members and fellow subscribers.

Login to start new discussions

Newest discussions

NEWEST DISCUSSIONS

Passive-Agressive LPR Solution?

1 comment • created a day ago

Dayton Canceling And Covering Flock Cameras

1 comment • created 4 days ago

Game Cameras And Milestone Xprotect

2 comments • created 5 days ago

Potential Poll Question - How Do You Operate Your Security Business?

2 comments • created 6 days ago

A Bipartisan Amendment Would End Police License Plate Tracking Nationwide

3 comments • created 6 days ago

X Post Falsely Blames Flock Safety For An Australian AI Driving Fine

2 comments • created 14 days ago

Previous Discussion

2 comments • created 15 days ago

Client Requesting Specific Functionality For Smart Phone App

1 comment • created 18 days ago

Looking For On Prem Recommendations With Access Control & Video Integration

6 comments • created 24 days ago

Hundreds Of St. Louis Crime Cameras Offline, Some Missing Or Removed

2 comments • created 25 days ago

Potentially Converting From Axis To Hanwha - Thoughts Welcomed..

3 comments • created a month ago

Rhombus OEM Manufacturer?

3 comments • created a month ago

Related Discussions

LoI, A "No-Cost #Security Product Awards Program For Manufacturers" From SIW

Two points: (1) I respect SIW for doing this but (2) imagine what this says about our industry that their EIC (correctly) framed this awards... [Read more](#)

Last commented 4 years ago • 7 comments

ISC West 2021 Tchotchke Review And Awards

Kudos to Reed for putting their best, bravest foot forward to host ISC West this year. We all knew it was going to be far less than The Mother of... [Read more](#)

Last commented 5 years ago • 4 comments

Last commented 6 years ago • 23 comments

Please Let Me Know Why IPVM Does Not Value The SSI And Govies Awards We've Won. We're Quite Proud Of Them.

Hi Brian. You can read about our SpeedFace SSI 2019 Top 30 Innovation award by visiting The 30 Top Technology Innovations of 2019 - Security Sales... [Read more](#)

Last commented 6 years ago • 23 comments

Bad Research Frost Falsely Declares Hikvision #2 Globally

The last time we covered Frost was when Briefcam Bought A Frost Award*, see related Do Not Trust Frost & Sullivan AwardsNow, Frost has released... [Read more](#)

Last commented 7 years ago • 7 comments

IPVM Best New Product Awards Preliminary Submissions

We have begun putting together initial lists of what to include in our first IPVM Best New Product Awards. Full submissions will be open in... [Read more](#)

Last commented 7 years ago • 3 comments

What Criteria Should Be Used To Pick The Best New Product?

We announced that we will do best new product awards in 2019.A fundamental question is what criteria should be used to pick. I'd like to open a... [Read more](#)

Last commented 7 years ago • 12 comments

Everfocus Declares IPVM Anti-Everfocus

IPVM does not allow manufacturer promotion. Everfocus is unhappy about this.We did a test of a Tatung install tool chosen and bought by us because... [Read more](#)

Last commented 11 years ago • 17 comments

Looking At 77 New Product Best In Show Entrants

UPDATE: \$100 to the first person who guesses correctly who will win 'best in show'. Details inside.The 2013 applicants for the New Product Showcase... [Read more](#)

Last commented 8 years ago • 64 comments



IPVM is the world's leading independent intelligence source for physical security, profiled by Time, The Atlantic, Wired and collaborated with the BBC, NY Times, Reuters, WaPo, WSJ, and more.

Site map

[About](#)

[IPVM AI Courses](#)

[Calculator](#)

[Contact](#)

[Share A Tip](#)

[Privacy Policy](#)

Industry insights delivered to your inbox weekly.

Sign up to get notified of new reports, investigations, research and more.

Your email address

[Sign Up](#)
[Back to top](#)

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.