Frost & Sullivan is a leading 57-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.

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Enabling Technology Leadership Award is a compelling third-party validation of a company’s growth strategy and execution. Cicero’s Best Practices Award is a strong indicator to employees, investors, customers, and the public that Cicero delivers quality products and innovative technology.

Cicero provides analytics and automation software for the contact center and back-office. For more than 15 years, Cicero has helped Fortune 500 companies understand how and why work happens. Its stated mission is to improve the productivity and performance of critical resources: people, systems and processes.

Almost every aspect of a business converges at the employee desktop. Unfortunately, companies do not realize that the desktop leaves critical blind spots in their operations that impact quality, productivity, compliance, and revenue. What Cicero does is aid companies in uncovering their operational “blind spots”. Cicero’s software is able to identify and collect the untapped desktop activity data by using sensors.

With its impressive experience in the market and growth strategies, Frost & Sullivan is proud to bestow the 2018 North American Contact Center Software Enabling Technology Leadership Award to Cicero.
To receive the Enabling Technology Leadership Award, an organization must 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 your company and then making the decision to return time and again. In a sense, then, everything is truly about the customer—and making those customers happy is the cornerstone of any long-term successful growth strategy.

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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 seven 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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