



## 451 Firestarters FAQ

451 Research introduced the Firestarter program to recognize exceptional innovation in all of the technology industry market segments that the company’s research covers. The program is entirely analyst-led, with nominations and final awardees chosen by the analyst team at their own discretion, based on their conversations with the industry. Nominations are made every quarter and can be made from the entire stock of organizations upon which 451 conducts its research – i.e. technology vendors, service providers and enterprise end users. There are no restrictions around company size, age or location. Analysts are encouraged to nominate companies that stand out in terms of technology vision, uniqueness and potential to disrupt or impact a new or existing market. There is absolutely no relation between an award nomination and client status.

Firestarters nominations relate to the four foundational technology themes that 451 detailed in its 4SIGHT research framework: Contextual Experience, Invisible Infrastructure, Pervasive Intelligence and Universal Risk. Note that not all categories will be featured every quarter.

**Contextual Experience** – Defined as the interactions between a customer and an organization that are augmented by rich sources of real-time information, delivered to them in the right format and at the right time, for an experience that is friction-free, empowered by technologies such as smartphones, machine learning and the cloud.

**Invisible Infrastructure** – Describes the evolution of IT and communications infrastructure to meet the demands of modern, digital organizations, enabling technology consumers to assemble, access and pay for digital services in a simple, seamless and automated manner, without specific knowledge of the underlying physical infrastructure.

**Pervasive Intelligence** – Describes the ubiquitous use of data and analytics to drive not just business decisions, but the core operational applications of the business itself.

**Universal Risk** – Universal Risk reflects the new reality of digital transformation. Today, the risks of IT are largely confined to the operational realm, or the consequences of cyber threats.

### Frequently Asked Questions about the 451 Firestarters Program:

#### Why is my company a Firestarter?

You have been recognized by the 451 Research analyst team as demonstrating exceptional innovation in the technology industry.

#### How were we chosen?

451 Research analysts can nominate companies they believe are demonstrating exceptional innovation, and the analyst team confers to award a final list of awardees.





### **Do I need to be a client of 451 Research to be a Firestarter?**

Not at all.

### **Is there a fee involved?**

Not at all. The 451 Firestarters has no financial obligation nor can a company pay for a nomination.

### **How does 451 Firestarters compare to other award programs from industry analyst firms?**

There are some fundamental differences. For one, any company can be nominated as a Firestarter – we recognize that innovation is happening inside companies of all ages, sizes, and stages of development, not just startups! Also, we limit the number of awarded companies to reinforce that we are recognizing truly exceptional innovations – this isn't a 'pay for play' or something that will be handed out to hundreds of organizations every year. Finally, analysts are not compelled to nominate companies – there are no quotas to fill, and if there is not deemed to be exceptional innovation in any one market segment, so be it!

Our analysts are a smart bunch and they are speaking to the industry every day; that amounts to thousands of conversations every year. Of course, understanding and delivering data and insights around innovation is in our DNA, but sometimes an analyst will have a conversation or interaction that blew their mind, or caused them to think about the market in a fundamentally different way. We wanted to provide them with a mechanism to recognize that exceptional level of innovation and thought leadership, and we think in Firestarters we have that.

If you have any additional questions, please contact Cassandra Rowe at [cassandra.rowe@451research.com](mailto:cassandra.rowe@451research.com).

