

## **Frost & Sullivan Applauds ASC for Excelling in the Rotation Rate Sensors Market with its High-quality Service and Varied Solutions**

*Partnering with distributors to explore markets that are relatively untapped has proved a winning move for ASC*

LONDON, U.K. — 23.08.2016 — Based on its recent analysis of the market for acceleration and rotation rate sensors in the rail industry, Frost & Sullivan recognises Advanced Sensors & Calibration (ASC) GmbH with the 2016 European Frost & Sullivan Company of the Year Award. ASC boasts exceptional customer satisfaction rates in the demanding acceleration and rotation rate sensors market, thanks to its robust solutions and ability to deliver complete process chains. Its advanced technology and strategic focus on markets with sizeable potential has helped it establish a strong brand within the railway and automotive industries.

“The Germany-based company has stayed ahead of the curve in an extremely competitive market by broadening its product line and concentrating on key areas in end-user industries. While most rail vehicle sensor suppliers offer solutions related to rail vehicle diagnostics, ASC’s expanded portfolio has products for both rail and railway infrastructure monitoring,” said Frost & Sullivan Senior Research Analyst Krishna Achuthan. “Additionally, its expertise in other major industries, such as automotive and wind energy, has given it a wider market reach.”

Over time, ASC’s product line has grown to include sensors for three major infrastructure monitoring systems. These are condition monitoring for the wind energy and industrial markets; structural health monitoring for vibration measurements on bridges and buildings and track monitoring for testing railway tracks and their bed strength. Furthermore, in 2015, ASC launched three new integrated electronic piezoelectric (IEPE) sensor product groups for a wide range of accelerometers in high-frequency and high-temperature applications.

One of ASC’s key moves included commencing operations in lucrative, yet untapped markets. It launched a number of sales operations in various regions by partnering with major distributors in Europe and China. This strategy helped ASC increase its sales by 27% in 2015. ASC is now looking to replicate this success in the markets of Israel, United States, and Canada. ASC’s launch of its product line in South Korea and Russia by the end of 2016 will make it a truly global company.

ASC’s quality products and delivery of best-in-class customised solutions with minimal processing times are its biggest growth drivers. It has smartly backed its portfolio of standard sensors with custom-made products that can be produced in the required quantities. The company is also the exclusive sensor distributor of Honeywell International and Systron Donner Inertial in the Germany, Austria, and Switzerland (DACH) region.

“Apart from an outstanding product line, ASC has fostered close customer relationships by offering a superior customer service experience. Its service team comprises an efficient workforce that can repair accelerometers from almost any manufacturer,” noted Krishna. “ASC’s solutions enable the use of first-rate plug connectors and low microphonic cables in areas with small radii and sharp edges, which has allowed it to excel in both repair and calibration service sectors.”

By developing the finest products for a diverse user base, ASC has sold to market giants such as Audi, BMW, Daimler, Fiat, MAN, and Iveco in the automotive industry. In the railway industry, it has Alstom, Siemens AG, DB Systemtechnik, and Balfour Beatty Rail, Straininstall and Italcertifer, among others as key customers. Its emphasis on R&D has helped it evolve with current market trends and industry standards and eventually, enjoy considerable success in a challenging market.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in devising a strong growth strategy and implementing it. The recipient has shown strength in terms of innovation in products and technologies, leadership in customer value, as well as speed in response to market needs. In short, the award looks at the emerging market players in the industry and recognises their best practices that are positioned for future growth excellence.

Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

### **About Advanced Sensors & Calibration (ASC) GmbH**

ASC (Advanced Sensors & Calibration) GmbH, headquartered in Pfaffenhofen, Germany is one of the world's leading manufacturers of capacitive, piezoresistive and piezoelectric accelerometers, angular rate sensors (Gyroscopes) and Inertial Measurement Units (IMUs). ASC sensors are used in a wide range of industrial applications in automotive, rail vehicles, wind power, monitoring, agriculture and aerospace. Apart from being a quality sensor manufacturer, ASC also offers supplementary services such as maintenance, repair and calibration for its own products and also for third-party products. ASC is particularly specialised in providing customised solutions that are geared to the exact customer needs. Leading global companies including Audi, BMW, VW, Daimler, Fiat, Siemens AG, Wölfel, imc, Ipetronik, Dewetron, John Deere, MAN, MARIN, TIZ-Landl and the German Aerospace Center (DLR) put their trust in ASC products. Apart from being a quality sensor manufacturer, ASC also offers supplementary services such as maintenance, repair and calibration for its own products and also for third-party products. ASC is particularly specialised in providing customised solutions that are geared to the exact customer needs.

In 2013, ASC's calibration laboratory was awarded by DAkkS the authority to execute calibrations according to ISO 17025 for the mechanical measurand, Acceleration. ASC offers calibration and repair services for its own products and also for products from other suppliers.

ASC is also the exclusive distributor of accelerometers from Honeywell and gyros from Systron Donner Inertial for Germany, Austria and Switzerland.

### **About Frost & Sullivan**

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- **The Partnership Infrastructure** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

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