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BEST PRACTICES

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BEST PRACTICES AWARD

2020

KONFTEL

2020 GLOBAL
VIDEO-CAPABLE CONFERENCE PHONES
PRODUCT LEADERSHIP AWARD

Contents

Background and Company Performance

Industry Challenges

The bring your own meeting (BYOM) trend is energizing traditional meeting culture with the seamless integration of audio and video that empowers participants to employ whichever device and collaboration platform they wish without harming user-friendliness and meeting quality.

End-user organizations want to harness this growth opportunity by encouraging more human interaction as a way of inspiring creativity. Digital-native business leaders know this very well, and their organizations continue to design flexible workspaces that remove obstacles and facilitate more interpersonal exchange between employees, but many of those spaces are still not video-enabled. The role of the meeting has evolved to become smarter, more intuitive, and supported by increasing amounts of collaboration technology. Konftel has seized the BYOM growth opportunity with an all-new conference phone, Konftel 800, which becomes a high-end video collaboration solution when connected to Konftel's Cam50 pan-tilt-zoom camera through its OCC Hub. Konftel markets the conference phone, camera, and hub as a bundle under the name C50800 Hybrid.

Even before the Covid-19 pandemic, the population of remote workers was growing fast, and the ability to add high-quality video to any meeting provides some much-needed attention to their needs. Frost & Sullivan expects the health crisis to boost video conferencing tools and permanently transform work practices. Consequently, meetings are welcoming more external participants than ever before, and using video is rapidly becoming second nature.

Product Family Attributes and Business Impact

Focused on Customer Needs

Konftel is responsive to customer demand and quickly mobilizes to get things done. The lines of command between marketing, research and development, and customer support are short, making it easy to obtain support with configuration or performance issues.

Konftel only makes conferencing devices. Pure-play endpoint vendors with no other equipment, platform, or service sales to consider in their commercial strategy are often a better choice for enterprises than vendors that rely on platform lock-in to maintain sales of endpoints that do not represent a core area of business focus. Sophisticated endpoints represent an investment in time and money. For this reason, vendors should continuously improve the audio processing software embedded in their endpoints to maximize the functionality of existing units. Frost & Sullivan has been impressed by the audio processing improvements introduced by the 5 firmware releases made available since the launch of Konftel 800 last year.

Konftel offers a wide endpoint portfolio and certifies Konftel 800 for use with 16 major communications platforms; more than any of its competitors. Consequently, enterprises are better able to rely upon Konftel for all of their endpoint needs, harness auto-configuration, and minimize the support workload.

Finally, Konftel maintains productive relations with its major integrator partners and enterprise customers, and its on-going dialogues about specific customer needs directly influence and inspire the design and positioning of its endpoints.

Konftel C50800 Hybrid Bundle Offers Best Value for Money

The basic Konftel 800 without expansions incorporates three beamforming microphones with a pickup range of 6 meters, optimized for meetings with about 12 participants on-site. The many expansion options and their ease of configuration allow the Konftel 800 to scale up to accommodate much bigger meetings.

The Konftel 800 and Cam50 are competitively priced individually and as a bundle, and the Konftel C50800 Hybrid bundle is slightly cheaper than the two main competing audio-video bundles. Considering the generous specifications and sturdy build quality, Frost & Sullivan believes the Konftel 800 and C50800 Hybrid bundle offer the best value for money in the marketplace at the moment.

Individual endpoints can be moved, daisy-chained, and moved back when the specific need arises, or when an organization moves offices or changes its floor plan. Daisy-chaining refers to the connection through Konftel-supplied RJ11 cables of up to three Konftel 800s, enabling spaces of up to 90 square meters to be covered in a typical horseshoe arrangement. Daisy-chaining is also available from some competing vendors, but Konftel achieves straightforward, configuration-less daisy-chaining better than anyone.

The Konftel-supplied RJ11 cables can also create an audio expansion with two external smart microphones that provide the same local noise cancellation and beamforming audio processing as the microphones embedded in the endpoint.

Given its flexibility and versatility, Konftel 800 could be an excellent choice even for small meeting spaces with SIP connections.

Intuitive and User-friendly Design

Konftel 800 features in the Red Dot yearbook for its design and intuitive usability. It features a timelessly elegant black, classic "spaceship" design with aluminum-colored trimmings. In Frost & Sullivan's opinion, Konftel has paid more attention to design than its competitors and achieves the best balance between usability and attractiveness in the marketplace. Moreover, the ease with which users can attach and detach the Cam50 contributes greatly to the user-friendliness.

The Konftel 800 touch screen user interface (UI) is not nearly as colorful and flashy as that of its competitors. However, the UI is unintrusive, and the dark screen does not attract attention unnecessarily during a call. The UI is as easy to use as an ordinary mobile telephone, and requires no training or instruction manual.

Konftel's Unite app, which automatically locates the endpoint nearest to the user via low-energy Bluetooth, acts as a remote control. It gives users access to their phone books and calendars and reduces the effort to join and manage meetings. Interestingly, in these

Covid-19 times, the app eliminates the need to touch the endpoint altogether and works with a number of Konftel endpoints.

Efficient, Productive Meetings

In dynamic work meetings, on-site participants want to move freely around their meeting spaces without compromising the audio experience for remote participants. However, more often than not, participants subjected to inadequate conferencing endpoints instead feel "boxed in" when forced to hunch over the endpoint.

Likewise, organizations continue to face issues with background noise caused by fans, typing, paper shuffling, side conversations, and coffee machines. Those issues may seem trivial to on-site participants, but they are galling to external participants who cannot see the source of the noise and, therefore, become excessively distracted by it.

These are serious operational issues that depress meeting outcomes. More than any other vendor, Konftel has set out to addresses audio quality issues; its beamforming processing technology triangulates the sound picked up from all three omnidirectional microphones at the same time, which better determines the direction of the voice and enhances the audio processing. Local background noise cancellation is performed synchronously with input from all microphones before the audio is mixed and also eliminates room reverberation when the unit is used in unfavorable locations (e.g., too close to corner walls and with materials such as glass and steel).

External meeting participants experience the beamforming technology as an enhanced sense of presence, creating the perception that the person speaking is much closer to the endpoint than he or she actually is. In Frost & Sullivan's opinion, Konftel 800 transmits and projects good audio almost all of the time, without being an installed system.

The Konftel 800 Experience Builds Brand Loyalty

Konftel 800 and Cam50 come with a 2-year warranty, whereas competing products only offer one year. An endpoint is an investment that enterprises amortize over several years, and the certainty that Konftel will still deliver service and firmware upgrades to audio endpoints and video cameras in the future is a fundamental aspect of the customer experience that builds loyalty to the brand and supports growth.

At 95 dB, Konftel 800 offers the most powerful loudspeaker in its class. The loudspeaker is possibly the defining feature of Konftel 800 that will most significantly enhance its growth potential because it is so immediately appreciable to decision-makers and IT support staff on site. The Konftel 800 sound is comparable to that of much larger, more expensive installed systems that it could potentially replace.

The excellent audio experience is a remarkable achievement. Although audio quality should be a hygiene factor in an endpoint, most end users do not take superior audio quality for granted. With meetings becoming more frequent and less structured, end users want to concentrate on the meeting substance without technical distractions and are increasingly critical of audio quality. It is easy to underestimate the audio requirements, but to ensure good audio to and from all corners of a room, it is usually best to select an

endpoint with slightly over-dimensioned audio capabilities. Konftel 800 will benefit from a growing enterprise preference for flexible endpoints with the fewest possible limitations in preparation for future space configurations and use cases.

Konftel's Remarkable Workforce

Konftel has managed to maintain an engineering-led company culture distinguished by a strong orientation towards end-user needs due to its inception, 32 years ago, by a local end-user who was unhappy with the speakerphone in his conference room. The electrical consultant drafted in to deal with the problem decided to build a new unit from scratch and is Konftel's CEO to this day.

Konftel's workforce is remarkably loyal to the company, and tenures of 20+ years are common. Frost & Sullivan detects a real sense of pride in the company and its products as well as attention to detail and a willingness to share conferencing best practices with customers. Konftel's staff genuinely cares about its endpoints being the best.

Conclusion

Konftel 800 is well placed to help organizations realize their growth opportunities from flexible conferencing. It is an audio endpoint that gets all the fundamentals of conferencing just right and adds some useful innovations that increase versatility and convenience. Considering the generous specifications and sturdy build quality, Frost & Sullivan believes the Konftel C50800 Hybrid audio-video bundle offers the best value for money in the marketplace at the moment.

Audio quality goes right to the top of end-user pain points. The Konftel 800 does an excellent job of addressing audio challenges, and we have been impressed by the strength and clarity of the loudspeaker and outstanding quality of sound delivered to external participants thanks to the phenomenal pickup of the beamforming microphones. In most environments, Konftel 800 is a safe, future-proof audio endpoint choice, and organizations can video-enable any meeting space in seconds by adding the Konftel Cam50 and Konftel OCC Hub, that facilitates one cable connection to the laptop or room-PC.

For its strong overall performance, Konftel has earned Frost & Sullivan's 2020 Product Leadership Award.

Significance of Product Leadership

Ultimately, growth in any organization depends on customers purchasing from a company and then making the decision to return time and again. A comprehensive product line filled with high-quality, value-driven options is the key to building an engaged customer base. To achieve and maintain product excellence, an organization must strive to be best in class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

- Acquire competitors' customers
- Increase renewal rates
- Increase upsell rates
- Build a reputation for value
- Increase market penetration

- Earn customer loyalty
- Foster strong corporate identity
- Improve brand recall
- Inspire customers
- Build a reputation for creativity

DEMAND

BRAND

Product Leadership

COMPETITIVE POSITIONING

- Stake out a unique market position
- Promise superior value to customers
- Implement strategy successfully
- Deliver on the promised value proposition
- Balance price and value

Understanding Product Leadership

Demand forecasting, branding, and differentiating all play critical roles in finding growth opportunities for your product line. This three-fold focus, however, must be complemented by an equally rigorous focus on pursuing those opportunities to a best-in-class standard. Customer communication, customer feedback, pricing, and competitor actions must all be managed and monitored for ongoing success. If an organization can successfully parlay product excellence into positive business impact, market share will inevitably increase.

Key Benchmarking Criteria

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated 2 key factors—Product Family Attributes and Business Impact—according to the criteria identified below.

Product Family Attributes

Criterion 1: Match to Needs
Criterion 2: Reliability and Quality
Criterion 3: Product/Service Value
Criterion 4: Positioning
Criterion 5: Design

Business Impact

Criterion 1: Financial Performance
Criterion 2: Customer Acquisition
Criterion 3: Operational Efficiency
Criterion 4: Growth Potential
Criterion 5: Human Capital

Best Practices Award Analysis for Konftel

Decision Support Scorecard

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard. This tool allows research and consulting teams to objectively analyze performance according to the key benchmarking criteria listed in the previous section, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation. Ratings guidelines are illustrated below.

RATINGS GUIDELINES

9–10 Excellent
7–8 Good
4–6 Fair
1–3 Poor
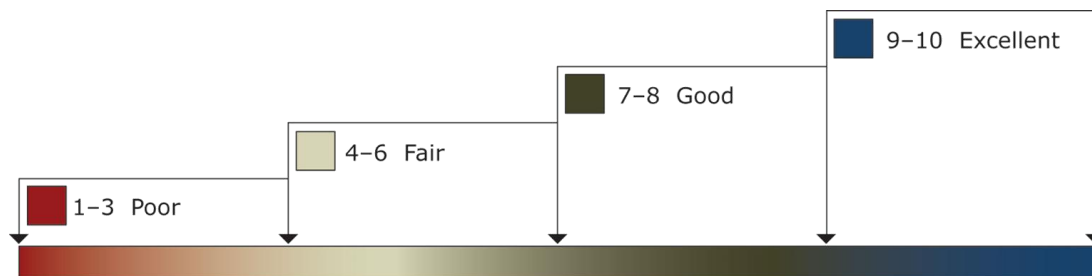
The Decision Support Scorecard considers Product Family Attributes and Business Impact (i.e., the overarching categories for all 10 benchmarking criteria; the definitions for each criterion are provided beneath the scorecard). The research team confirms the veracity of this weighted scorecard through sensitivity analysis, which confirms that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

The results of this analysis are shown below. To remain unbiased and to protect the interests of all organizations reviewed, Frost & Sullivan has chosen to refer to the other key participants as Competitor 1 and Competitor 2.

Measurement of 1–10 (1 = poor; 10 = excellent)			
Product Leadership	Product Family Attributes	Business Impact	**Average Rating**
Konftel	**9**	**10**	**9.5**
Competitor 1	8	8	8
Competitor 2	7	6	6.5

Product Family Attributes

Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire the design and positioning of the product family.

Criterion 2: Reliability and Quality

Requirement: Products consistently meet or exceed customer expectations for performance and length of service.

Criterion 3: Product/Service Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 4: Positioning

Requirement: Products or services address unique, unmet needs that competitors cannot easily replicate or replace.

Criterion 5: Design

Requirement: The product features an innovative design, enhancing both visual appeal and ease of use.

Business Impact

Criterion 1: Financial Performance

Requirement: Overall financial performance is strong in terms of revenue, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition

Requirement: Product strength enables acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential

Requirements: Product quality strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to product quality and customer impact, which in turn enhances employee morale and retention.

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which ones are not yet operating at best-in-class levels.
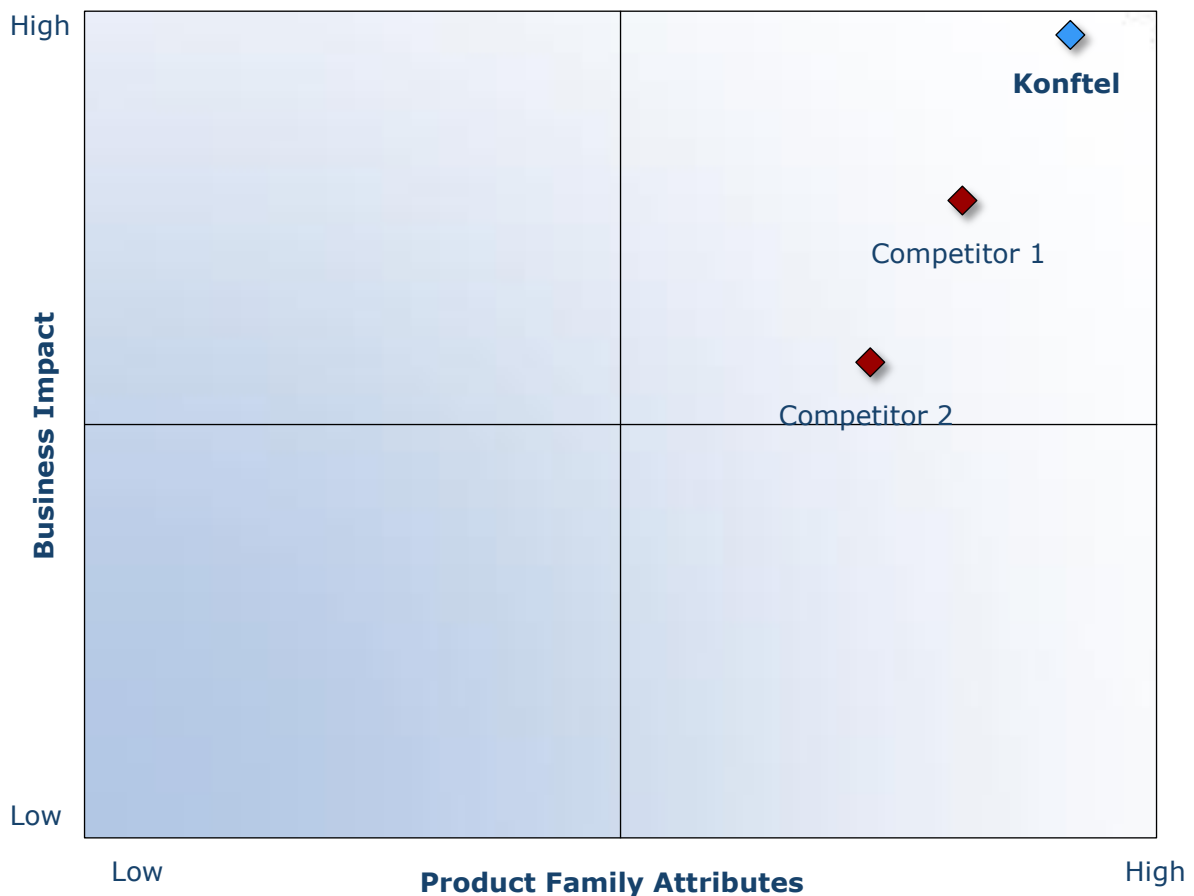
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate award candidates and assess their fit with select best practices criteria. The reputation and integrity of the awards are based on close adherence to this process.

STEP		OBJECTIVE	KEY ACTIVITIES	OUTPUT
1	**Monitor, target, and screen**	Identify award recipient candidates from around the world	• Conduct in-depth industry research • Identify emerging industries • Scan multiple regions	Pipeline of candidates that potentially meet all best-practice criteria
2	**Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best practices criteria • Rank all candidates	Matrix positioning of all candidates' performance relative to one another
3	**Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best practices criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4	**Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best practices positioning paper
5	**Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized award candidates
6	**Conduct global industry review**	Build consensus on award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible award candidates, representing success stories worldwide
7	**Perform quality check**	Develop official award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8	**Reconnect with panel of industry experts**	Finalize the selection of the best practices award recipient	• Review analysis with panel • Build consensus • Select recipient	Decision on which company performs best against all best practices criteria
9	**Communicate recognition**	Inform award recipient of recognition	• Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of award and plan for how recipient can use the award to enhance the brand
10	**Take strategic action**	Upon licensing, company is able to share award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess award's role in strategic planning	Widespread awareness of recipient's award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

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, resulting in 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 participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, helps clients accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's growth team with disciplined research and best practices models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages nearly 60 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on 6 continents. To join Frost & Sullivan's Growth Partnership, visit http://www.frost.com.