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BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD



**2020 GLOBAL CLOUD UNIFIED COMMUNICATIONS
AND COLLABORATION ADOPTION STRATEGIES
CUSTOMER VALUE LEADERSHIP AWARD**

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Background and Company Performance

Industry Challenges

Enterprises in all regions and industries have initiated digital transformation efforts that leverage next-generation technology to modernize their operations. In a late 2019 Frost & Sullivan survey, 81% of IT/telecom investment decision makers and influencers worldwide identified their organizations as being ahead of or on track with others in their industry in terms of carrying out digital transformation projects.

Recent social, political, health and other events have further catalyzed enterprise digital transformation efforts as business operations became disrupted on a local, regional or global scale. Enterprise and IT leaders are now placing a greater priority on gaining the operational agility to outmaneuver potential disruption, keep employees connected and engaged with one another, customers and partners, as well as pivot to capitalize on emerging opportunities.

Cloud-based unified communications and collaboration (UCC) services have been identified as a key solution set to accelerate digital transformation. In both difficult and prosperous times cloud UCC services enable the centralized management, elastic scalability, rapid provisioning, advanced integrated functionality (mobility, chat, presence management, multimedia conferencing, analytics and reporting, integration with business applications, and more) that enterprises need to enhance operational agility and workforce productivity.

Due to the high speed of innovation in software-based solutions and cloud services, enterprises increasingly expect more from modern UCC solutions than they did from their legacy premises-based communications products. Today's UCC solutions are widely viewed as strategic business tools. While the benefits are compelling and potentially game-changing, migrating mission-critical UCC software workloads to the cloud requires extensive planning, meticulous implementation, thorough measurement and judicious follow-through of a thoughtfully-planned roadmap. Enterprises often lack the in-house expertise and skillsets to perform such tasks in order to achieve their desired results. The assistance of an adept technology developer and service provider is required.

Provider solutions and strategies vary in terms of the benefits they offer to businesses of different sizes and industries. The provider that earns Frost & Sullivan's competitive customer value leadership award excels among competitors with its innovative solutions and effective business strategies. Such a provider has demonstrated clear recognition of customer needs and embraces a vision that will enable lasting success.

Customer Impact and Business Impact

In the fast-evolving and highly-competitive global cloud UCC services market Frost & Sullivan recognizes Fuze for its delivery of superior customer experiences and effective strategy toward realizing its growth potential.

Price/Performance Value

Fuze products and services offer exceptional value for the price, compared to similar offerings in the crowded cloud UCC services market. More specifically, Fuze offers a range of software and support service subscriptions that empower customers to purchase the

best-fit capabilities at the right price for each site, business unit and employee.

Fuze UCC services are available as follows:

- Fuze Pro is the recommended license for knowledge workers. Fuze Pro is a subscription to full-feature cloud-based Fuze voice calling and call control, with unlimited outbound calls in one country, integrated email, and voicemail, 1-to-1 and group chat, presence management, Fuze Meeting capabilities for 1,000 participants, Salesforce integration, application programming interfaces (APIs), usage reports, analytics, and more.
- Fuze International and Unlimited Global plans are recommended for knowledge workers who work at global companies or have international clients and customers. Fuze International and Unlimited Global further add unlimited outbound calls to 34 and 116 countries, respectively, as well as Fuze Meeting capabilities for up to 1,000 participants for each plan.
- Fuze Calling is best for knowledge workers with high calling needs but limited internal meeting requirements. Fuze Calling includes a subscription to the full-feature set of cloud-based Fuze voice calling features similar to Fuze Pro but has Fuze Meeting capabilities for up to 10 participants.
- Fuze Meetings is best for knowledge workers that have heavy meetings usage or internal communications needs but limited outbound calling requirements. Fuze Meetings offers metered outbound calling as well as a subscription to robust Fuze conferencing (audio and video conferencing, content sharing, whiteboard, chat, recording, and notes) for up to 1,000 internal/external participants per session using mobile, web, and desktop clients.

Also available a la carte are: Fuze Contact Center supervisor and agent, Fuze Rooms (room-based meetings), Fuze Rooms outbound calling, additional DID numbers, call recording, fax-to-email, and SMS/MMS in North America.

Further enhancing the value of Fuze UCC solution are Fuze Success Plans, which include programs for user adoption, customer support, and customer success. Enterprises today view their communications and collaboration tools more strategically. They expect to enable greater operational efficiency and agility, as well as employee engagement and productivity through their investments. Actually realizing these benefits without the necessary expertise to generate greater value is challenging. Most customer organizations lack the in-house resources and expertise to support more strategic tailored implementations, quickly up-ramp adoption, drive usage of applications services, and achieve organizational goals and business growth. Fuze Success Plans are critical in helping shorten customer time-to-value and optimize deployments.

Whether migrating from other cloud or hosted telephony solutions or from on-premises voice platforms to feature-rich Fuze cloud-based UCC solutions, many enterprises need assistance to make their investments successful—the various paths to cloud-based UCC services each call for specifically-designed support programs. Fuze has recognized the myriad of challenges enterprises face when implementing modern cloud-based UCC

services. As such, Fuze Success Plans offer customers opportunities to match success services to their individual Fuze solution and their company goals. Most often, enterprise customers do not realize they need a short-term cloud UCC adoption plan to quickly recognize benefits (e.g., increased mobility or cost reduction) followed by a long-term plan to increase productivity and achieve business agility.

Customer Purchase Experiences

Due to flexible Fuze licensing options and the robust functionality Fuze cloud UCC services deliver, customers can truly buy the optimal solution that addresses their unique needs and constraints through well-constructed, flexible pricing plans, unlike competitors targeting SMBs with shrink-wrapped solutions. The Fuze customer purchase and deployment experiences are, however, truly differentiated and enhanced through the leveraging of Fuze Success Plans.

Here are three variants of the Fuze Success Plans:

- Fuze Core Success Plan is included at no charge for all Fuze customers that meet a minimum monthly recurring spend requirement, helping to address the most common pain points customers experience when migrating their voice-centric communications environments to Fuze cloud services. Fuze Core Success Plan includes: an adoption playbook with self-help guides for users and administrators; a Fuze Customer Success Associate who serves as the customer's day-to-day point of contact; Fuze View usage analytics reporting; and a defined set of service level objectives (SLOs).
- Fuze Enhanced Success and Premier Plans are billable upgrades for broader and deeper cloud UCC services support. They have been designed for customers migrating from premises-based, voice-centric environments to more robust Fuze cloud UCC functionality services (e.g., Meetings, Rooms, Contact Center, etc.) across a larger number of users and locations, including some high-risk sites operating mission-critical functions, with ambitious implementation timelines, multi-national locations, and limited in-house IT resources.

Customer Ownership Experience

Fuze Success Plans are positioned as a customer experience program that helps customers to do more with their UCC solutions, speed adoption, and accelerate ROI of cloud UCC service implementations. End-user training, and guided and managed adoption services ensure that enterprise customer workforces are embracing new capabilities. New functionality enhances established business processes and the organization receives the expected next-level benefits throughout each phase of ownership on their roadmap. Strategically optimizing UCC implementations and driving ever-more business value, rather than simply managing solutions in an ongoing basis, is where enterprises want to accelerate and sustain growth. Accordingly, Fuze Success Plans place strategic importance on various quarterly, bi-annual and annual business reviews, as well as monthly success summaries and annual solution reviews to provide enterprises with the insights to make data-informed decisions with which to tune their services to capture emerging opportunities and prepare for unanticipated challenges.

Among the keys to long-term value and success delivered by Fuze Success Plans is the incorporation of Success Associates and Managers, reporting and analytics tools (Fuze View and Fuze Discover), and consistent measurement of important metrics. Success Managers are assigned to each account, enabling high-touch relationships in which Fuze staff become deeply intimate with customer goals, challenges and successes. The relationship enables Fuze to gain insights that can be used to address specific or broader customer challenges through planned implementations and programs. Analytics and reports, as well as other tool (e.g., user surveys) can be used in consistent reviews that enable both partners to better understand, through data and user input, how Fuze UCC services are performing. The results help steer customer roadmaps, helping them to plan future expansions, upgrades and deployment of new functionality.

Growth Potential

Enterprises commonly have more complex needs and environments than the SMB and mid-market organizations that were the early adopters of cloud UCC services. To date, the broad-based out-of-box capabilities delivered by most UCC services are sufficient for most SMB and mid-market customers. While baseline functionality is required by larger organizations as well, greater customization of implementation, adoption programs, and success tracking is an enterprise requirement.

The lack of tailored implementation, user training and adoption, and targeted support services has been a hurdle to broader enterprise adoption of cloud UCC services. Fuze Services address this void through a suite of solutions that can be molded in detail to meet expectations throughout the solution lifecycle, from deployment to operation to optimization.

Unlike the majority of cloud UCC service providers, Fuze has concentrated on the specific requirements of enterprises and, therefore, is among the best-established providers in the sector. With well-known brands such as AstraZeneca, Careerbuilder, Kronos, PGA TOUR, SAS International, Waste Management, and many others already populating its customer roster, Fuze is well-positioned to leverage Fuze Success Plans to help existing customers optimize and expand their Fuze deployments, as well as attract many new accounts to Fuze.

Conclusion

As enterprises migrate their mission-critical communications and collaboration workloads to the cloud they are seeking credible and qualified partners to help them make a smooth transition and generate the most value from their investments. Fuze has answered the call with a solutions portfolio to serve as both the technology provider and trusted advisor that enterprises want.

For its superior customer experience, Fuze is recognized with Frost & Sullivan's 2020 Customer Value Leadership Award.

Significance of Customer Value Leadership

Ultimately, growth in any organization depends on customers purchasing from a company and then making the decision to return time and again. Satisfying customers is the cornerstone of any successful growth strategy. To achieve this, an organization must be best in class in 3 key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding Customer Value Leadership

Customer Value Leadership is defined and measured by 2 macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and performance. This dual satisfaction translates into repeat purchases and a lifetime of customer value.

Key Benchmarking Criteria

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated Customer Impact and Business Impact according to the criteria identified below.

Customer Impact

Criterion 1: Price/Performance Value

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

Criterion 2: Customer Purchase Experience

Requirement: Customers feel they are buying the optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

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: Customer-facing processes support the efficient and consistent 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: Customer focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

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

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	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging industries • Scan multiple regions 	Pipeline of candidates that potentially meet all best practices criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 award recognition	<ul style="list-style-type: none"> • Announce award to the CEO • 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	<ul style="list-style-type: none"> • 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

