



*Workplace Recognized for*

**2021**

**Customer Value Leadership**

Global Team Collaboration Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Workplace excels in many of the criteria in the video conferencing space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

## Workplace: a Simple, Intuitive Platform That Brings Communities at Work to Life

### Workplace is Well Positioned for Frontline and Hybrid Teams

Workplace has recently positioned itself with more clarity as an ‘organizational communications tool’ playing a fundamental role in improving the Employee Experience. Its core strengths - ease of use, familiarity and mobile-first technology - make it uniquely suited to top-down/bottom-up engagement as it tends to make it easy for all workers whether they’re office-based or not. The simplicity of the platform makes it a useful tool for hybrid teams, companies with a large percentage of frontline users and those looking to return teams to offices. The platform consistently wins plaudits from its global customers and on user review boards for its intuitive, familiar user experience which makes it easier to include all employees (for reach), and simpler for two-way conversations to happen and to create content in a variety of formats. It is these features that make it uniquely positioned to help create engaging communities in work environments where this can traditionally be a challenge.

## Financial Performance

Facebook entered the enterprise space because the company strongly believed that the sector was right-fit for its core mission: connecting people and bringing communities together. This is why Facebook announced Workplace in October 2016—to allow workers to communicate, collaborate, and connect with each other intuitively on a platform that resonates with everyone at work. Workplace from Facebook has grown considerably since, to over 2 million paid users in February 2019, 3 million paid users in October 2019, over 5 million paid users in May 2020, and 7 million paid users by May 2021.

Prior to COVID-19, some of the brands across industries that trusted Workplace for communications and collaboration included AirAsia, AstraZeneca, Booking.com, Campbell, Clarins UK Group, Danone, Delta Air Lines, Discovery, EasyJet, GSK, Heineken, Kering, NatWest, National Australia Bank, Nestlé, Spotify, Starbucks, Telefónica, Unicef, Walmart, WWF, Vodafone, and Zurich.

During COVID-19, Workplace from Facebook saw a significant increase in usage among existing users as well as from a roster of new businesses, enterprises, and non-profit organizations alike. Among others, new customers in 2020 included Adeo, Ajinomoto, BT, Delivery Hero, Lojas Renner S.A, Petco, Sephora, Smartsheet, TietoEVRY, and Virgin Australia.

Today, Workplace connects everyone in an organization, from the CEO to the newest recruit to deskless (frontline) workers in groups of anywhere from 2 to over 200,000 people. Using asynchronous and synchronous communications and collaboration, Workplace from Facebook aims to unify organizational communications and provides simple and secure ways for people to share knowledge and content as they work together in connected, meaningful communities.

## Familiarity and Usability

Long before Workplace, Facebook was already utilized for business purposes. Workplace started as an internal project in 2011 for Facebook employees to work and collaborate with each other using groups within the platform. The tool had a great impact internally on the way people were working, and helped to fortify a culture of natural and friendly interactions that are core to the company's main purpose. At the same time, large enterprises reached out to Facebook with the intent of learning how the company managed to grow so fast and do so efficiently. Most of them signed up with Facebook as beta partners for product pilots. In addition, Facebook Groups, in the consumer world, has been a great success for the company, with a growing number of business teams organically signing up to Groups to communicate and collaborate. Facebook noted tens of millions of those examples, which led the company to launch Workplace into the market as an enterprise-grade team communications and collaboration service.

Today, Workplace connects companies across the globe via video calling, live broadcasting, news feeds, posts, reactions, and groups with the main objective of bringing the power of community to everyone at work. Organizations leverage the best of the classical Facebook consumer service, used by billions of users, in terms of familiarity and usability while enjoying an increasing set of advanced features and capabilities created for enterprises and end-user organizations of all types.

## Growth Potential

Built from day one with the objective of democratizing an organization's communications, allowing everyone to reach anyone and engage with them, Workplace from Facebook continued to attract companies interested in fostering a well-connected community unified by organizational communications.

In 2020, Workplace from Facebook had a busy year supporting businesses and organizations during COVID-19 and launching numerous product updates. The provider launched a series of features and capabilities to help remote workers to better perform their jobs and support their wellbeing. These included Knowledge Library; Draft, for Campaigns; Safety Alerts; Q&A posts; Care Reaction; and Profile Frames; among others. Workplace also solidified its cloud meetings capabilities with features such as Live Producer for streaming live video; Live Q&A; and Live Captions, Translations, and Caption Editing.

For frontline workers, Workplace is now one of the few team collaboration services that offer concrete tools to connect desk-less workers, including access codes, access controls, curated learning content, and the ability to set up customized goals and surveys for an organization. Few providers offer this type of personalization addressed at 2.1 billion frontline workers around the globe that constitute more than 70% of the workforce.

In terms of security, Workplace from Facebook continued to deeply invest to stay ahead of evolving security matters. Workplace benefits from Facebook's investments in security, infrastructure, scalability, high availability and technical innovation. However, Workplace and Facebook are separate platforms with different accounts and profiles. Content is never shared between your Workplace and personal Facebook account.

Today, Workplace from Facebook adheres to the highest security standards and incorporates important enterprise security features such as single sign-on, two-factor authentication and third-party security certifications. The service achieved various compliance certificates including ISO 27018, ISO 27001, SOC 2, SOC 3, EU/US Privacy Shield Data Privacy Practices, and GDPR compliance. All generated data is strictly owned by clients.

In terms of application integration, Workplace today integrates with over 80 popular enterprise tools and works with a large number of service partners worldwide. These partners help Workplace customers with many elements of their Workplace deployment including planning, use cases, roll-out, change management, training, and custom integrations. In 2020, the company signed new business and technology integrations with leading names including ServiceNow, DocuSign, Cisco, and Deloitte.

For video communications on Facebook devices, the company has enabled Workplace users to make video calls via the company's Portal smart displays, read video content via automatic video captioning, and enjoy faster video with Enterprise Live, a peer-to-peer broadcasting video solution that delivers high-quality live and on-demand video with significant bandwidth savings in an organization's network. In 2020, the provider also introduced Workplace Live on Portal, allowing remote individuals to go live from anywhere; and added support for Workplace on Portal TV.

In the future, Facebook will continue investing in remote working in order to redefine how distributed teams can work effectively. This brings investments in broadcast and team-based communications (video, AR/VR, and machine learning) to make interactions more immersive.

Through its never-ceasing innovation, Facebook's mission is to offer more choices, more control, and more features and capabilities to organizations.

### Customer Purchase Experience

Many businesses are attracted to Workplace from Facebook due to its user familiarity, fast onboarding, and its potential amplification effect. The tool allows team members to quickly communicate and collaborate in an accustomed environment, boosting adoption levels and streamlining top-down and bottom-up communications.

Placing employee connection and information flow improvement at the center stage of its strategy, Workplace also evolved its Safety Check feature borrowed from its consumer service into a more advanced Safety Center tool and continued to improve its Live Video feature in Workplace. Safety Center allows individuals and organizations to easily manage communications before, during, and after a range of incidents. While Safety Alerts in Safety Center have helped to keep employees safe and informed about local lockdowns, outbreaks, office closures, and regulations in 2020, the service is intended to continue to help businesses long after COVID-19 crisis. Live Video improvements, on the other hand, allow individuals to go live with multiple presenters, enabling organizations to share information and easily bring together different voices and internal/external speakers in one broadcast.

Today, Workplace customers feel they are buying the optimal solution that addresses both their unique needs and constraints. It is tools such as Knowledge Library, Safety Center, and Live Video that allow Workplace from Facebook to distinguish itself from the competition while building and fostering a stronger sense of community among its users.

### Customer Ownership Experience

The Workplace from Facebook website abounds with success stories of satisfied customers that are proud to subscribe to the company's service and have a positive experience throughout the life of it.

Examples of successful Workplace from Facebook implementations include:

- AstraZeneca, a global science-led biopharmaceutical business has brought 64,000 employees together via Workplace. The familiar features and ease of adoption; the ability to meet the security and compliance standards in regulated industries; and the general potential to use the tool for communications and collaboration were among the reasons AstraZeneca decided on a complete rollout of the tool few months after initial deployment by 200 global senior leaders.
- Sam's Club, the membership warehouse of Walmart, connected 100,000 frontline workers spread across all 600 retail clubs with a mobile-first solution that allowed them to speak with each other and with the Home Office via tools such as Live Video, Groups, Workplace Chat, and News Feed.
- BT, one of the world's leading communications service companies, rolled out Workplace to all of

its 80,000 global employees. During COVID-19 the BT community has made more than 50 million connections through sharing and collaborating on Workplace. The platform allowed the company to promptly respond to the crisis, while connecting remote workers.

- National Australia Bank (NAB), one of the four largest financial institutions in Australia connected 34,000 remote employees during COVID-19 crisis. As a result of remote working, NAB saw a jump in the number of mobile app users from 5,000 to 15,000 in just 4 weeks, with 85% of employees using Workplace on a daily basis to connect and collaborate.
- Telefónica, one of the world's largest telecommunications companies, successfully connected frontline workers and employees with managers and executives. Following a successful Workplace pilot at O2 in the UK, the Telefonica team received the green light to launch Workplace globally to connect over 100,000 users. Employees can now share real stories of outstanding customer service in pictures and videos, while executives have increasingly begun to broadcast key company updates via the tool.
- Nestlé, the world's largest food and beverages company, has seen 25X higher engagement per post and high rates of mobile adoption with Workplace across a first wave of adoption in Mexico, Brazil, the Middle East, and South Africa.
- Scoot Airlines, the low-cost arm of the Singapore Airlines Group, has cut company-wide email announcements by 10X.
- LTI, a global IT service firm based in India, reduced its training costs by as much as 85% as a result of creating online learning hubs in Workplace.
- Bao Viet, the largest financial insurance institution in Vietnam grew its revenues by 38% due to speeding up operations and reducing the time needed to acquire new customers.
- Clarins UK, the beauty brand, reduced its staff turnover, mainly due to its Workplace implementation.

Facebook has always placed people at the center stage of everything it creates. This has translated into Workplace from Facebook delivering one of the strongest customer ownership experiences in the team collaboration market today.

## Brand Equity

Workplace leverages one of the strongest and most recognized social networking brands in the world: Facebook. Created in 2004, originally as a way for students at Harvard University to get to know each other, the company now has more than 2.8 billion monthly active users with five new profiles created every second.

Today, Facebook is considered one of the “Big Four” technology companies along with Amazon, Apple, and Google. Facebook also offers other popular products and services as part of its technology umbrella, including Instagram, WhatsApp, and Oculus.

With the strong brand power and resources of its parent company, Workplace from Facebook has great potential to become one of the most preferred providers in the enterprise team collaboration space.

## Conclusion

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Workplace from Facebook is continuously doubling down on building connections, creating communities at work, giving voice to those who do not necessarily have an enterprise communications identity and bringing advanced communications and collaboration features that resonate among customers. These are among the factors that have enabled the company to excel in this industry and stand out from the competition.

With its strong overall performance, Workplace from Facebook earns Frost & Sullivan's 2021 Customer Value Leadership Award.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

