FROST & SULLIVAN

2023 Frost & Sullivan
Company of the Year Award

The Mexico Collaboration Services 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. MCM Telecom excels in many of the criteria in the collaboration services space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Challenging Landscape and Competition Drives Innovation

The hybrid work model consolidation throughout Latin America (LATAM) drives the demand for unified communications and collaboration solutions. To support employee teamwork and flexibility, companies need agile solutions to increase employee productivity, flexible mobility, and business agility, decrease time-to-market, and facilitate digital transformation. Thus, they aim to partner with a unified communications as a service (UCaaS) provider that offers a holistic communication solution integrated into a single point of contact. To stand out among competitors, vendors must distinguish themselves with value-added services powered by the latest technologies, such as automation and artificial intelligence (AI) capabilities, and intelligence-driven connectivity solutions that can be personalized. Moreover, service providers must enforce customization and vertical-specialized solutions to meet businesses' evolving needs toward specific market requirements.

"MCM Telecom acknowledges modern challenges to retain clients in a market flooded with competition. Clients demand a remarkable customer experience according to their preferences depending on age, device, and preferred contact channel from any location. Therefore, it is imperative to personalize the experience and to stay aligned with market trends."

- Sebastian Menutti
Industry Principal

According to Frost & Sullivan's 2022 information technology decision marker survey, 79% of companies in LATAM consider cybersecurity at the forefront of their

strategic priorities.[1] Industry verticals that manage sensitive information (e.g., banking, financial services, and healthcare) must comply with regulations regarding users' personal information and records. For instance, one of the requirements may be the organization's obligation to save call voice recordings on premises for a determined amount of time or encrypt patient data during transmission and storage.

Frost & Sullivan's independent research forecast that the Mexican UCaaS market will reach an 8.3% user growth in 2023, experiencing a compound annual growth rate of 7.4% from 2021 to 2029.[2] However, despite considerable market growth drivers, the challenging macroeconomic environment, including global and regional economic slowdown, high inflation, financial volatility, and political uncertainty, forces companies to assess each partnership to maximize the value per dollar.

Symphony: Delivering Expertise, Innovation, and Enhanced Productivity

Founded in 1996 and headquartered in Mexico City, Mexico, MCM Telecom is a telecommunications solutions provider. The company has been at the forefront of the collaboration services space and high-performance multi-cloud and multi-location connectivity, outpacing competitors with its continuous innovation and co-creation schemes with clients powered by agile methodologies. Focusing on enterprises in high-value industries (e.g., pharmaceutical, financial services, retail, manufacturing, hospitality, transportation, high-tech, and professional services), MCM Telecom develops tailor-made solutions with outstanding capabilities embedded with AI and state-of-the-art technologies.

MCM Telecom acknowledges modern challenges to retain clients in a market flooded with competition. Clients demand a remarkable customer experience according to their preferences depending on age, device, and preferred contact channel from any location. Therefore, it is imperative to personalize the experience and to stay aligned with market trends. The company's vision centers on partnering with clients to enable their digital transformation to enhance customer experience while improving productivity and mobility. Its vision connects deep-seated domain and operational knowledge with advanced technology to streamline collaboration operations, co-creating a customized strategy toward cloud implementation to support hybrid work. MCM Telecom's core solution, Symphony, is a 100% private cloud-based robust platform physically located at MCM Telecom's data centers in Mexico that can connect with over 300 business collaboration solutions and 1,000+ applications, including Microsoft Teams, Google, Zoom, Hubspot, Salesforce, Zendesk, and Service Now. With its robust capabilities and numerous integrations, Symphony effectively minimizes everyday frictions, allowing employees to save up to one hour daily. Considering business scalability, Symphony offers clients specialized and technical support by collaborating with distinguished partners such as Microsoft, Amazon Web Services, Google, and Oracle, among others.

With a legacy of market leadership, the company's compelling value proposition underpins its sustained success. MCM Telecom has developed a powerful solution ecosystem for corporate collaboration, featuring contact center as a service (CCaaS), SMS solutions, customer relationship management, customer success manager, and intelligence-driven connectivity capabilities. For CCaaS, Symphony delivers an omnichannel platform where clients can connect multiple contact channels, increasing agility

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[1] *Latin American and Caribbean UCaaS and Cloud Meeting Services Growth Opportunities* (Frost & Sullivan, August 2023)
[2] Ibid.

through a single platform. Symphony connects clients' queries to the best-fit agent and cross-channel support to deliver personalized experiences with both customer preference and business demands. Additionally, the company offers modular services, affording clients the flexibility to manage their growth on demand without costly initial investments.

MCM Telecom stands out in the collaboration services market for creating a mature platform that enables seamless integrations with the most popular providers, such as Microsoft Teams, Zoom, Google, Webex, Zoho, and Salesforce, among others. The company constantly evolves Symphony to keep up with new capabilities based on customers' specific needs and leverage emerging technologies like AI, the Internet of Things, and Big data. It has integrated all features into a single view, providing clients with automated task management and improved efficiency through technical expertise and advice. Moreover, the company recognizes data privacy and security information as critical factors for several industry verticals like healthcare, banking, insurance, and financial services. Hence, MCM Telecom ensures strict compliance through the International Organization for Standardization (ISO) 9001:2015 and ISO 27001:2013 certifications, meeting security information standards.

Frost & Sullivan commends MCM Telecom for its constant endeavor on product development in alignment with global megatrends that position the company in a leadership spot.

MCM Telecom's Exceptional Customer Support Promotes Client Satisfaction

With its customer-centric corporate philosophy, MCM Telecom operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Its dedicated customer success team delivers 24/7 support and helps clients boost their productivity and competitiveness by adding new capabilities and secure communications. MCM Telecom has consistently met and exceeded its service level agreements yearly, serving as a testament to its commitment to offering reliable, secure, and high-quality services.

To expand its client base, the company leverages automation algorithms to point out possible customers and contact them with valuable research insights depending on their market segment and profile. During the first contact, MCM Telecom meets with them to assess their specific needs and jointly develop tailored solutions with roadmaps for seamless execution. After implementation, the company focuses on proactively monitoring and alerting clients of any service vulnerability before the issue impacts their operations. This spotlight on prevention benefits clients, allowing them to trust that MCM Telecom is diligently maintaining and caring for their next-generation cloud communications.

"The company's vision centers on partnering with clients to enable their digital transformation to enhance customer experience while improving productivity and mobility. Its vision connects deep-seated domain and operational knowledge with advanced technology to streamline collaboration operations, co-creating a customized strategy toward cloud implementation to support hybrid work."

- Valentina Barcia
Best Practices Research Analyst

Proven success cases of local customers testify to the MCM Telecom track record. The company helped a prestigious Mexican university enhance the agility of 1,000 employees and enrich students' experiences. By applying Symphony for Zendesk, UCaaS, and

CCaaS, the education center had a 63% reduction in submitted tickets, and they resolved 95% of them in one intervention. Furthermore, the client fixed 48% of the requests within 24 hours, enhancing engagement among several student service offices that were previously decentralized.[3]

MCM Telecom's flagship product, Symphony, has emerged as a resounding success in the Mexican banking and financial sector. One of the prime examples of this success is the first digital bank certified by the *Comisión Nacional Bancaria y de Valores*, the Mexican financial regulatory institution. Symphony's seamless integration with Zendesk, UCaaS, and CCaaS enabled the digital bank to grow to three million clients.

"With Symphony we quickly adapted to hybrid work scenarios, especially in crisis situations. Our users continue to be productive from home, meetings continue, and business does not stop."

-   Miguel Martínez, Sales Manager[4]

"Thanks to the implementation of Symphony Call Center + UCaaS, we have achieved savings of more than 60% on our monthly billing. Additionally, we have significantly improved the quality of our customer service, which has led to an increase in customer satisfaction and greater productivity in our contact center."

-   SOHIN, Healthcare Sector

"Faced with the challenges of establishing a secure and efficient, we found the solution in MCM Telecom. Its Symphony platform adapted to our specific needs, transforming our technological challenges into an optimized and safe operation. The platform Symphony proved to be adaptable and able to integrate with specific solutions, positioning MCM Telecom as the essential ally in our digital transformation."

-   Customer testimonial from the fintech sector

MCM Telecom's foundational approach establishes ongoing customer trust for long-lasting relationships throughout the service lifecycle. Its low churn rates indicate strong brand recognition in the Mexican corporate market, proven by its high Net Promoter Score of 75 points.[5]

Positioned for Growth

Since its inception, MCM Telecom's sterling reputation and customer-centric framework led to its coveted preferred partner status.

The company forges strong partnerships with its clients. Thus, it implemented Connectivity Day and Innovation Day, sessions where customers, opinion leaders, and MCM Telecom's engineers share challenges, roadblocks, and ideas to solve them. These initiatives allow continuous client feedback, increasing engagement and performance value.The company advocates training its employees to be specialists in every industry area its solutions cover. With a strong emphasis on ongoing education, MCM Telecom offers employees different online and in-person learning courses to be on top of market trends.

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[3] Frost & Sullivan interview with MCM Telecom.
[4] https://www.mcmtelecom.com/symphony. Accessed September 2023.
[5] Frost & Sullivan interview with MCM Telecom.

Frost & Sullivan recognizes that MCM Telecom has achieved high growth rates, driven by migrations to cloud-based systems for consolidated hybrid work environments, and leveraged on inherent synergies from its more comprehensive. In 2022, the company sustained double-digit year-on-year growth.[6] Frost & Sullivan's independent research shows that MCM Telecom grew its market share in 2022, with 5.2% of the revenues, compared to the 4.9% recorded in 2021, ranking among the top three UCaaS providers in Mexico.[7] In addition, it is creating momentum among competitiveness-conscious customers by including high-performance multi-cloud and multi-location connectivity for its UCaaS services.

Conclusion

Due to challenging market conditions and the consolidation of hybrid work schemes, businesses must meet renewed and evolving customers' needs while being cost-efficient. Therefore, they look to partner with a collaboration services provider that can ensure a stress-free experience with multiple integrations, secure communications, and improve employee productivity. MCM Telecom addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation and adoption. Considering verticalization and customized solutions, the company leverages a comprehensive platform, Symphony, with unique integrations and product developments. MCM Telecom remains a trusted partner, earning a reputation for offering the best collaboration and communications services.

With its strong overall performance, MCM Telecom earns Frost & Sullivan's 2023 Mexico Company of the Year Award in the collaboration services industry.

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[6] Frost & Sullivan Interview with MCM Telecom.
[7] *Latin American and Caribbean UCaaS and Cloud Meeting Services Growth Opportunities* (Frost & Sullivan, August 2023)

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

■ **Growth Pipeline:** *Continuous Flow of Growth Opportunities*

■ **Growth Strategies:** *Proven Best Practices*

■ **Innovation Culture:** *Optimized Customer Experience*

■ **ROI & Margin:** *Implementation Excellence*

■ **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

■ **Mega Trend (MT)**

■ **Business Model (BM)**

■ **Technology (TE)**

□ **Industries (IN)**

□ **Customer (CU)**

■ **Geographies (GE)**