FROST & SULLIVAN

2024
CUSTOMER VALUE LEADER

IN THE GLOBAL WORKPLACE AND COLLABORATION INSIGHTS INDUSTRY

vyopta

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BEST PRACTICES AWARD

2024

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 Vyopta. Vyopta excels in many of the criteria in the workplace optimization and collaboration insights space.

AWARD CRITERIA

Business Impact	Customer Impact
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 Optimization for Hybrid Work

The past few years have revealed how collaboration technologies can empower the employee and customer experience in new and innovative ways. Today, businesses are focused on embracing hybrid work, ensuring effective collaboration experiences, optimizing real estate, and maximizing employee productivity. As hybrid work continues to evolve, there is a growing need to gain workplace insights that provide an accurate view of the pace of return to office and how technology and spaces are being used. Founded in 2007, Vyopta has recognized this market need and has successfully addressed it through technological innovation and execution that address the unique requirements of both IT and end-users. Vyopta has established itself as an industry leader in collaboration and workplace optimization software and services allowing businesses globally to effectively manage technology and space usage in multi-vendor environments.

> *"Through its unique multi-modal platform, that helps businesses understand voice and video collaboration usage and quality of experience, Vyopta provides an end-to-end view across technology, spaces and users to manage UC systems and meeting spaces efficiently."*
>
> *- Roopam Jain*
> *VP of Research, Connected Work*

As organizations migrate to new communications and collaboration tools and re-optimize their office space, Vyopta's market-leading solutions enable them to make smart decisions for hybrid work. Through its unique multi-modal platform, that helps businesses understand voice and video collaboration usage and quality of experience, the company provides an end-to-end view across technology, spaces and users to manage UC systems and meeting spaces efficiently.

A Comprehensive Portfolio to Ensure Customer Success

In a Frost & Sullivan global survey, business leaders and IT decision-makers indicate they are taking concrete measures to prepare for hybrid work:

- 65% of the organizations surveyed plan to have at least one quarter or more of their employees working remotely either full-time or on certain days of the week.

- 21% plan to reduce office real estate as a result of the shift to hybrid work

- 36% are building additional meeting spaces to accommodate the need for more meetings for a hybrid workforce

- 76% of the decision-makers report that gaining a better understanding of workplace insights (space utilization, workforce performance, and employee engagement) is an important, very important, or crucial capability

The massive shifts to hybrid work are not without challenges. It is a journey that requires careful planning, implementation, measurement, and constant adjustments that accommodate the shifting needs of the workforce. Vyopta provides 360-degree visibility across the workplace, helping organizations reduce blind spots and make data-driven decisions to plan and manage their communications systems and meeting spaces efficiently. Its solutions are helping thousands of customers globally to measure and improve the efficacy of their collaboration experiences through actionable insights that improve user experience, employee engagement, and business outcomes.

Vyopta supports the use of not just audio and video assets but also the broader IT and business initiatives around return to office and hybrid work. The fundamental pillars of this approach are its Technology Insights, Space Insights and User Insights software platforms.

Vyopta's **Technology Insights** platform addresses two key areas.

- Real-Time Monitoring – Vyopta's sophisticated intelligent monitoring engine allows IT admins to stay ahead of IT issues before users report them. This includes the unification of all UC data across voice and video calls in one place to monitor calls, quickly track problems, get deep quality and health metrics, see the status of endpoints and peripherals, view intelligent CDR/CMR reports, generate alerts and notifications, and integrate with Service Desk ticketing platforms.

- Advanced Analytics – Vyopta's Technology Insights platform generates actionable insights from performance trends and utilization data in order to enhance user experience, grow adoption, improve operational planning, and optimize CAPEX and OPEX investments. By analyzing user behavior, technology adoption, and fine-tuning usability, IT can intelligently adjust capacity and licensing, and

optimize collaboration spend. Unlike many of its competitors, Vyopta has the unique ability to extract insightful data for the host as well as participants of a meeting, helping IT teams quickly identify the root cause of a problem related to any endpoint and resolve issues.

Vyopta **Space Insights** provide efficient and timely insights into meeting rooms and huddle space usage to free up resources, stop inefficient room usage, optimize real estate and technology deployments, and intelligently plan for future build-outs and deployments. Vyopta leverages sensors and calendar data to create actionable insights on when and how meeting areas are being used, and whether wasteful bookings are happening, including if high-capacity rooms are being inefficiently used by small groups. It helps businesses align the collaboration needs of work teams with available spaces to ensure that the company's real estate assets are being put to their best use.

Vyopta **User Insights** offer a unique visibility into the state of hybrid and remote collaboration in an organization, allowing organizations to identify barriers to productivity and wellness, resulting in an improved employee experience. By collecting metrics on the success of hybrid, on-prem, and fully remote meetings, and with access to benchmark comparisons, up to date research, and best practices, it helps organizations identify communication silos and understand the strength of connections between teams.

In 2023, Vyopta further strengthened its solutions portfolio by:

- Launching a new User Experience Score to provide visibility into the overall health of organizational collaboration. According to Vyopta's customer data, 90% of issues in virtual meetings are not reported and up to 50% of meeting time is wasted due to various technical issues. The Experience Score brings new user-oriented views to collaboration data, proactively monitoring these disruptions and reducing their impact on employees.

- Introducing a new Agent for Microsoft Teams and Zoom Rooms to provide more accurate and deeper monitoring and analytics by pulling data directly from devices. This is a significant departure from Vyopta's traditional agentless approach. Directly collecting data from devices, the agent improves troubleshooting capabilities and allows for a more accurate and granular understanding of collaborative environments.

- Adding new event alerts to Vyopta's Intelligent Monitoring Engine to help organizations better understand the reliability, performance, and security of their video endpoints with more detailed alerts and diagnostics.

- Expanding Space Insights for Microsoft Teams and Zoom Rooms.

Flexible Deployment Options and Licensing

Vyopta delivers collaboration insights via an agile, SaaS-based platform. However, it also offers on-premises and hybrid options to address varied deployment scenarios.

By offering a single-pane-of-glass view of analytics and monitoring across varied UC environments, Vyopta works with each customer's unique needs. Its flexible licensing plans allow organizations to scale their licensing to match the UC environment they have invested in as well as to fit their usage patterns. Customers can pay by the number of users, number of video endpoints, and/or meeting rooms they want

to be covered with no base software costs. This allows them to easily plan and budget based on the size of their deployment.

Continued Sales Momentum and Customer Acquisition

Vyopta's commercial success is illustrated by its impressive growth metrics, customer acquisition, and a fast-expanding technology and partner ecosystem. Since its inception, Vyopta has grown at a rapid pace due to its differentiated solutions and positioning.

Today Vyopta is EBITDA profitable. In 2023, the company saw significant momentum with many impressive growth metrics:

- Vyopta nearly doubled its new and expansion customer sales. The company also introduced a new go-to-market strategy and delivered significant product innovations to improve collaboration for over 60 million people.

- Vyopta has a strong track record for customer retention. Over one-third of its customers have been with Vyopta for over 5 years.

- The company primarily serves the Fortune 500, Global 2000, and large government agencies by providing actionable insights to:

- Simplify troubleshooting with up to 75% reduction in the meantime to resolution,

- Optimize spaces and technology – Current customers report up to $10 million+ in cost savings

- Improved employee and customer experience with up to 50% better digital meeting quality

The significant growth momentum is an outcome of Vyopta's continued innovation, strategic partnerships, and enhancements to its product roadmap to align with the changing landscape for today's workplace and workforce.

Succeeding through Leading Technology Partnerships

Vyopta provides a holistic view of workplace collaboration experiences, easing IT's task of managing multi-vendor UC environments and capturing insights and data from endpoints, cloud meeting platforms, edge devices, calendar systems, and UC software clients.

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Vyopta partners with industry-leading cloud service platforms from Microsoft, Cisco, Zoom, RingCentral, Google, and Pexip, among others, to provide its customers the flexibility to simplify the management of single and multi-vendor environments. By monitoring UC deployments of any size and complexity, Vyopta's platform allows customers to build, support, and manage a collaboration technology environment that improves the user experience, grows adoption, optimizes utilization, and scales efficiently. The company offers a

seamless procurement experience for all services provided under one umbrella, assuring customers that they are buying the optimal solution for addressing their unique needs.

The company also works with leading device partners such as Cisco, Logitech, Poly, and Lenovo supporting the latest generation of endpoint devices to provide detailed real-time data including coverage that extends to external cameras, touch panels, displays, and microphones, along with call quality data from endpoints and infrastructure such as call control, bridges and edge gateways and UC cloud services.

Conclusion

Today organizations of all sizes are looking for actionable insights that align with their real-estate, technology, and people for hybrid work. By putting an emphasis on vendor-agnostic, AI-driven, high-quality, secure, open, interoperable solutions that can be deployed at scale, the company has become a valuable technology partner for its customers in the fast-growing enterprise communications and collaboration industry. Vyopta earns Frost & Sullivan's Best Practices 2024 Customer Value Leadership Award for its differentiated value and strong overall performance in the workplace and collaboration management software market.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the Vyopta 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: Vyopta 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 Vyopta 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 Vyopta'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 Vyopta™. 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)**