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**TRANSFORMATIONAL
INNOVATION LEADER**

*Accelerating Innovation to Zero Across the
Global Ecosystem*

*RECOGNIZED FOR BEST PRACTICES IN THE
EUROPEAN CONVERSATIONAL AI INDUSTRY*

F R O S T  S U L L I V A N

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Best Practices Criteria for World-class Performance

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

AWARD CRITERIA	
<i>Transformational Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

The Transformation of the Conversational AI Industry

Conversational AI-powered solutions enable human-like conversations via text and voice interfaces, understanding linguistic patterns and user intent. Whether customer or agent facing, they drive countless desirable outcomes that businesses can quantify, such as increased productivity, improved customer and employee experience, lower costs, and accelerated business growth.

As generative AI (GenAI) transforms these solutions by harnessing large language models (LLMs) to provide context-aware insights, enterprise-level contextualization, integration with other enterprise applications, and highly personalized interactions and workflow assistance, organizations of all sizes are eager to identify trailblazing use cases that move the needle on business value. Few organizations truly understand how LLMs work, and they are aware of the significant regulatory and reputational risk they carry.

With the unveiling of its DialoX marketplace in October 2024, Enreach made an evolving catalogue of pre-packaged, scalable conversational AI use cases available that its channel partners can customize for end-user organizations. With this initiative, Enreach empowers anyone to join the transformation of conversational AI, strengthening its channel partners' business models in the process.

Unleashing the Power of AI for Small and Medium-sized Businesses

Many small businesses are wary of conversational AI and face significant challenges in harnessing its power. They typically have limited resources, lack specialized AI expertise, and find it challenging to train their non-dedicated customer experience (CX) and IT staff. The costs associated with integration and

implementation can also be prohibitive. Many conversational AI providers prefer to focus on larger enterprises, neglecting the needs of small and medium-sized businesses (SMBs).

With its new DialoX marketplace, Enreach is removing these obstacles, making AI more accessible and beneficial for SMBs and helping them compete effectively with large enterprises. In Europe, local integrators and resellers remain a crucial route to the SMB market. The DialoX marketplace enables these channel partners to expand their business with SMB customers, harnessing the trust they have earned through previous unified communications (UC) and CX projects.

The DialoX platform offers more than just a marketplace; it also includes a user-friendly, web-based development studio. Enreach partners can create impressive, customized chat and voice bot solutions for SMBs, seamlessly integrating with existing systems and communication channels—solutions typically reserved for larger enterprises. Enreach supports its partners extensively to ensure that they are equipped to harness the full capabilities of the platform.

Pioneering the Convergence of UC and CX Platforms

As Europe's leading provider of converged UC and CX solutions, Enreach is already attuned to the needs of European SMBs. With the launch of the DialoX marketplace, Enreach strengthens its leadership position in its core markets and creates barriers to entry for new competitors in the UC, CX, and AI spaces.

“Enreach genuinely understands that partnerships only thrive when the partners are encouraged to build a strong, repeatable business for themselves. With the DialoX marketplace, Enreach goes one step further and enables vast new revenue streams for partners that will foster loyalty and investment in the Enreach portfolio.”

**- Alexander Michael
Vice President, ICT**

Whereas many UC and CX providers will talk up their ecosystems and pay lip service to the importance of their channel partners, many will still seek short-term revenue maximization at their partners' expense.

In contrast, “Enreach genuinely understands that partnerships only thrive when the partners are encouraged to build a strong, repeatable business for themselves,” said Alexander Michael, vice president of ICT at Frost & Sullivan. “With the DialoX marketplace, Enreach goes one step further and enables vast new revenue streams for partners that will foster loyalty and investment in the Enreach portfolio.”

DialoX can satisfy a wide range of customer service, sales, accounting, HR, and wider operational use cases, which most partners could not have hoped to address on their own. The DialoX marketplace allows partners to tap into the growing demand for AI services, incorporating AI features into their offerings, enhancing their value propositions, helping them stay competitive, and increasing their relevance to existing and prospective customers.

Delivering the Future of Flexible Low-code Solutions

Today's businesses face significant macroeconomic challenges, a need for digital transformation, customer demands for personalized experiences, and a shortage of skilled IT resources. To stay competitive, they must streamline operations and maximize efficiency. In this context, the decision to focus the DialoX marketplace on AI solutions based on low-code or no-code tools is exactly the right choice for 2025.

Low-code tools, which offer visual development environments with drag-and-drop and AI-assisted interfaces, enable non-IT staff to create and automate workflows, helping businesses overcome the shortage and cost of professional developers. Low-code platforms allow “citizen developers” to create applications using natural language programming and automate routine tasks. Consequently, “the DialoX marketplace not only democratizes access to AI, but its low-code nature democratizes application development and allows more people within an organization to contribute to innovation,” Michael said.

SMBs enjoy particular benefits from low-code programming, ensuring that they remain adaptable in volatile markets. Enreach channel partners can build trust with their SMB customers, as customers

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recognize they have made a future-proof decision with Enreach. The platform evolves continuously alongside customers’ growth trajectories, which keeps products relevant and valuable and enhances the overall experience for end customers, creating a more engaging and satisfying journey.

Championing a Strong European Brand

Enreach has established a strong European identity and unified brand strategy that resonates with businesses across the continent. The company coined the term “converged

contact” to describe its comprehensive communication services, which include fixed voice, mobile, video, chat, email, and SMS. Its platform supports multiple chat channels, including WhatsApp, making it versatile and popular among SMBs.

Enreach sets itself apart with proprietary technologies that facilitate rapid innovation and cost-effective scaling, combined with deep mobile technology expertise and local market knowledge, which are vital in the SMB space. A key goal for Enreach has been to enhance its services with advanced technology, particularly AI-powered innovations, focusing on common issues with conversational AI, such as maintaining conversation context and integrating with contact centers and back-office systems. The DialoX marketplace is a logical, practical step in this direction, strengthening the Enreach brand for customers and channel partners.

Conclusion

As GenAI captures the attention of European businesses, Enreach’s DialoX marketplace is a game changer for SMBs eager to find effective AI use cases that deliver real digital value. Enreach makes AI accessible, and the DialoX marketplace elevates local channel partners to a position of strategic importance for end-user organizations. From this vantage point, they can deliver operational efficiencies, automate repetitive tasks, unleash creativity, improve decision-making, and provide a host of other benefits. This platform not only helps SMBs stay competitive but also fosters loyalty and investment in the Enreach ecosystem.

Enreach earns Frost & Sullivan’s 2025 European Transformational Innovation Leadership Recognition for its strong overall performance in the conversational AI industry.

What You Need to Know about the Transformational Innovation Leadership Recognition

Frost & Sullivan's Transformational Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Transformational Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Transformational Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

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

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 Generator™

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:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

