RingCentral

# 2025 CUSTOMER VALUE LEADER

*Maximizing the Price/Performance ROI for Customers*

*RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL WEB EVENTS INDUSTRY*

FROST & SULLIVAN

# Table of Contents

***Best Practices Criteria for World-class Performance*** ***3***

***The Strategic Imperative 8: Factors Creating Pressure on Growth*** *Error! Bookmark not defined.*

**The Transformation of the Web Events Industry** **4**

**Sales Momentum and Customer Acquisition** **6**

***Conclusion*** ***8***

**Best Practices Recognition Analysis** **9**

Business Impact 9

Customer Impact 9

***Best Practices Recognition Analytics Methodology*** ***10***

**Inspire the World to Support True Leaders** **10**

**Flexing Your BICEP for Growth** **11**

***About Frost & Sullivan*** ***11***

**The Growth Pipeline Generator™** **11**

**The Innovation Generator™** **11**

## 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. RingCentral excels in many of the criteria in the web events space.

| RECOGNITION 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 |

### The Strategic Imperative 8: Factors Creating Pressure on Growth

- **Innovative Business Models:** A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning
- **Customer Value Chain Compression:** Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys
- **Transformative Megatrends:** Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives
- **Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way consumers, industries, or businesses operate
- **Internal Challenges:** The internal organizational behaviors that prevent a company from making required changes

- **Competitive Intensity:** A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance
- **Geopolitical Chaos:** Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security
- **Industry Convergence:** Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

## The Transformation of the Web Events Industry

> *"While many event providers focus on a features-driven approach, RingCentral Events stands out with its value-driven strategy, making events engaging, powerful, simple, and affordable. RingCentral has emerged as a leader in the event technology space by addressing the critical need for consolidation and flexibility."*
>
> ***- Roopam Jain***
> ***VP of Research, Connected Work***

The webinars and virtual events market, collectively called the web events market, is undergoing seismic shifts as evolving customer demands and rapidly advancing technology redefine how events are used. After a significant post-pandemic slump, the market returned to growth in 2024. Reaching $1.45 billion in 2024, webinars and virtual events are on a solid growth trajectory forecasted to almost double in size in 5 years at a compound annual growth rate (CAGR) of 9.1%.

The pace of structural changes impacting webinars and virtual events—from the rise in hybrid events to an explosion in AI capabilities—is accelerating. As in-person event attendance surges to its highest level in more than 5 years, providers are uniquely positioned to redefine the value and purpose of web events. Today, events are intelligent, data-driven, engaging, and accessible. Specifically, 3 converging trends are reshaping the market:

- Focus on attendee engagement and experience
- Holistic AI-driven technology transformation
- Continued growth of hybrid events

The global web events landscape is complex, fragmented, and crowded. Customers have numerous providers and types of platforms to choose from. Event vendors are fighting to differentiate their solutions, especially as feature and functionality sets overlap across these and other communications tools. Providers in the web events market are challenged by the nature of competition and the pace of innovation. Success in this market is achieved by anticipating future end-user needs and leading with the integration of cutting-edge technologies. In this environment, providers must demonstrate the breadth and depth of their portfolio, rapid technology development, and expertise required to support customer journeys from in-person to virtual and hybrid events. Providers that display these attributes are winning and have risen to leadership positions in the market.

## Pivoting for Growth with a Value-driven Approach

RingCentral Events is a comprehensive platform for planning, producing, and attending virtual, hybrid, and onsite events. Launched in 2023 after RingCentral acquired Hopin's Events platform, it offers a robust, flexible solution that addresses key market demands. Tightly integrated into RingCentral's end-to-end communications stack, RingCentral Events has risen to become a market leader, experiencing rapid technological innovation and customer success.

While many event providers focus on a features-driven approach, RingCentral Events stands out with its value-driven strategy, making events engaging, powerful, simple, and affordable. RingCentral has emerged as a leader in the event technology space by addressing the critical need for consolidation and flexibility. RingCentral Events is well differentiated from competing products, with a single-platform approach for onsite and offsite events, advanced branding capabilities, a native high-quality production studio, robust App Store integrations, open APIs, compelling pricing, and an intuitive user experience that provides integrated registration, deep analytics, robust in- and post-event tools, and extensive personalization features.

## Continuous Innovation

Since its launch, RingCentral has rapidly expanded its solution's capabilities, positioning itself for success. The company's concerted efforts to ensure continuous innovation have resulted in the following:

- **AI-powered Platform:** RingCentral is leading with an AI-first approach, infusing AI capabilities and personalization features like AI Writer to assist with registration emails and landing page copy, Q&A categorization for efficient question management, translated captions supporting more than 40 languages, and AI-generated highlights/snippets for persistent engagement and social media sharing. The company has a robust roadmap of AI features for event planning, execution, and actionable insights that create new value for its customers. Furthermore, RingCentral Events brings the full power of RingCentral's AI platform, RingSense, to elevate event marketing and orchestration that improve business outcomes through powerful insights.
- **Comprehensive Solution:** Positioning itself as an all-in-one solution, RingCentral allows users to host and manage various event types—from webinars and town halls to marketing and training events—all within a single platform, whether virtual, hybrid, or on-site. This approach simplifies the user experience, reduces costs, and enhances efficiency.
- **Robust Integrations:** With over 40 App Store integrations, RingCentral Events stands out by offering deep integrations with popular tools like Marketo, HubSpot, Salesforce, and more. This allows users to leverage their existing tech stack while benefiting from RingCentral's advanced features.
- **Flexibility and Agility:** As events morph from standalone communications to integral components of organizations' broader content strategy, creating a persistent and agile platform is critical to success. The RingCentral solution allows event organizers to switch between event formats, letting them transition from virtual to hybrid events or add streaming capabilities to in-person events, all with the same tool. This allows event hosts to adapt quickly to changing needs, whether

it is adding a virtual component to an in-person event or scaling up a small event meeting to a large conference.

- **Enhanced Event Experience and Engagement:** RingCentral Events ensures high engagement and satisfaction rates by focusing on both the attendee and organizer experience. RingCentral Events' Studio capabilities offer a professional streaming experience for branded, high-production events and deliver an engaging experience to attendees. In addition, detailed analytics, including engagement reports and scores, pipeline measurement through CRM integrations, and sponsorship value, allow organizers to measure the success of their events and gain insights into attendee behavior.

> *"RingCentral's significant growth momentum is an outcome of its continued innovation, strategic partnerships, and enhancements to its product roadmap to align with the changing events landscape and evolving customer demands. It has successfully built a name and reputation where event organizers from the world's largest corporations trust RingCentral Events to support and run huge, high-stakes events."*
>
> ***- Roopam Jain***
> ***VP of Research, Connected Work***

### Sales Momentum and Customer Acquisition

RingCentral Events' success is illustrated by its impressive growth metrics, rapid customer acquisition, and a fast-expanding technology and partner ecosystem. RingCentral's significant growth momentum is an outcome of its continued innovation, strategic partnerships, and enhancements to its product roadmap to align with the changing events landscape and evolving customer demands. It has successfully built a name and reputation where event organizers from the world's largest corporations trust RingCentral Events to support and run huge, high-stakes events.

Among its many recent success metrics are the following:

- In February 2024, RingCentral set a target of achieving at least $100 million of exit ARR from its new products—RingCX, RingSense for Sales, and RingCentral Events—by the end of 2025. The company reported in its Q3 2024 earnings that it was well on track to achieving this goal and has seen encouraging market results for the events platform.
- Throughout the year, RingCentral Events added net new customer logos to its existing 400k+ user base. The company envisions customers utilizing its entire suite of video products to run meetings, webinars, and events in a unified digital environment.
- In Q2 2024, RingCentral reported that customer count for events was up by over 30% sequentially, with bookings growing over 40% sequentially. This growth was driven by new customer acquisitions such as Trimble, a Fortune 500 technology company, and from renewed relationships with key customers such as Block, DHL, eBay, NYU, Rodgers, and TELUS.
- In Q3 2024 alone, the company added more than 100 new customers to RingCentral Events. It now has hundreds of customers, including top companies such as Adobe, AWS,

Harvard University, HP, Hubspot, MSNBC, Mission Hydrogen, Reddit, ServiceNow, Spotify, Square, Trimble, Target, and more.

RingCentral has a multi-pronged customer acquisition approach, which includes a targeted presence at strategic industry events such as CEMA Summit, AMEX Interaction, HubSpot Inbound, and more, leading to significant leads per event. The platform has also benefited from Hopin's strong brand equity. RingCentral has rebranded the existing website (Hopin.com) and the social media handles (60k+ followers) to continue driving awareness and demand for prospects searching for Hopin.

As a global provider of UCaaS, CCaaS, and CPaaS services, RingCentral's extensive global reach adds further growth potential for its events business. With its roots in cloud telephony, RingCentral has rapidly expanded into a complete communications stack spanning voice, video, messaging, meetings, webinars, events, and contact centers. The growth vision for RingCentral Events revolves around the blurring lines between different communication modalities that provide the same video experience at scale to fit various use cases and needs. This presents an immense opportunity for new customer acquisition and cross-selling to pitch RingCentral Events.

### A Robust Partner Ecosystem

RingCentral is particularly effective in developing strategic partnerships in the global enterprise communications market. These partnerships are fundamental to its go-to-market strategy and have significantly expanded its customer reach. RingCentral Events has among the industry's most robust partner ecosystems, comprising tech partners, affiliates, and agencies. It has 150+ global agency partners, 40+ app store partners, and 3+ strategic affiliates. The company estimates that about 40 to 50% of RingCentral Events' customer base is taking advantage of its robust ecosystem of partnerships in running their events. Its partnerships with LinkedIn and AMEX GBT help promote RingCentral Events to their broad installed base of users. RingCentral Events' partnership with LinkedIn allows event organizers to connect their LinkedIn pages directly to the registration confirmation page, helping convert attendees into followers and increasing brand awareness. Additionally, RingCentral uses LinkedIn Audience Network to extend the reach of its marketing campaigns. By targeting specific job titles, functions, and industries, RingCentral has significantly boosted campaign performance, resulting in greater reach, lower costs, and improved website conversion. In 2025, the company remains focused on addressing diverse partner needs and expanding its partner roster more rapidly to further enhance its market reach and customer value.

### Streamlined Technology Acquisition and Customer Journey

RingCentral Events offers a seamless customer purchase experience through both product-led growth (PLG) and sales-led growth (SLG) strategies. The PLG approach entails transparent pricing and plans on the website, with options like free trials and monthly billing introduced in 2024, allowing for a superior and hassle-free purchase experience. This self-service model ensures prospects can explore the product without consulting sales, making it simple to understand the return on investment (ROI). For those needing a more personalized approach, the SLG strategy offers discovery calls, personalized demonstrations, and post-purchase support from dedicated customer success leads, ensuring high satisfaction and ongoing assistance.

RingCentral has continually evolved its pricing plans to meet customer needs. It has recently introduced annual plans based on attendee tiers for unlimited use. Starting at $1,490/year for 100 attendees, RingCentral allows customers to run more frequent events without worrying about being charged for extra registrations. This pricing model is straightforward and transparent, and customers have responded positively. In Q4 2024 alone, RingCentral Events experienced more than a 12% increase in quarter-over-quarter net retention since implementing this new pricing model.

Strong customer service is crucial in the events industry, and RingCentral Events prioritizes this by providing comprehensive support options. Post-purchase customers can access standard and advanced support, including a self-service knowledge base, chat support, and 24/7 live event support for critical issues. Additionally, hands-on services involve dedicated customer success managers, onboarding, training, and professional services. Certified agency partners further enhance the experience by offering specialized services like event production and management, ensuring that customers are well-supported throughout their event journey.

RingCentral's customer-oriented focus and culture have resulted in strong customer satisfaction. The following are some key statistics for Q4 2024:

- 94% CSAT overall
- 96% of chats responded to in less than 1 minute
- 93% one-touch chats

## Conclusion

The past few years have revealed how digital technologies and experiences can forever transform our work and the workplace. As web events become integral to organizations' digital transformation strategies, providers must focus on easy, scalable, robust solutions that offer flexible pricing options and help customers address new event workflows and use cases. RingCentral has effectively leveraged emerging market trends. Its commitment to enhancing customer value through innovation and simplicity, coupled with its differentiated execution capabilities, drives its success in the highly dynamic web events space. RingCentral has earned Frost & Sullivan's 2025 Global Customer Value Leadership Recognition for its strong overall performance in the web events industry.

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

Frost & Sullivan's Customer Value Leadership Recognition is its top honor and recognizes the market participant that offers products or services customers find superior for the overall price, performance, and quality.

## Best Practices Recognition Analysis

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

### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, 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:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

### 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.

| | | VALUE IMPACT | |
|---|---|---|---|
| STEP | | 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 fueled by the Innovation Generator™.

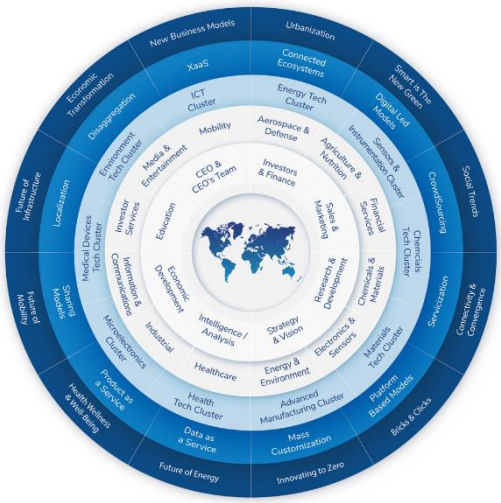
Learn more.

***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)