



*Vyopta Recognized for*

**2021**

**Customer Value Leadership**

Global UC Performance Management  
and Meeting Insights Market

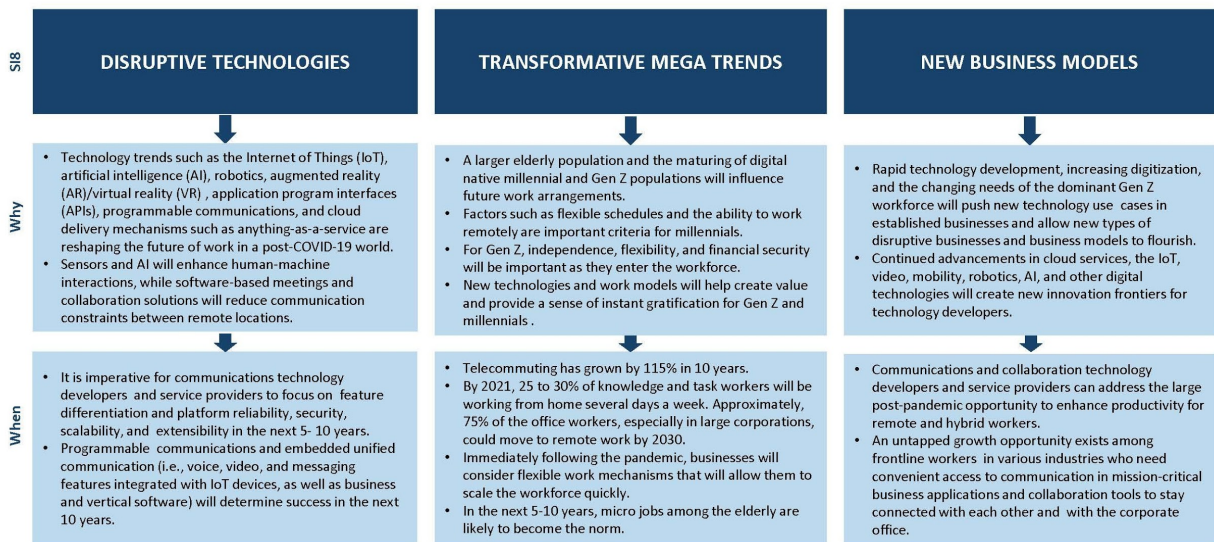
*Excellence in Best Practices*

## Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the connected work industry: disruptive technologies, transformative Mega Trends, and new business models. Every company that is competing in the connected work space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Vyopta is a reflection of how well it is performing against the backdrop of these imperatives.

### THE IMPACT OF STRATEGIC IMPERATIVE 8™ ON CONNECTED WORK

The following 3 strategic imperatives will be critical in determining growth prospects in connected work.



Source: Frost & Sullivan

## 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. Vyopta excels in many of the criteria in the unified communications performance management and meetings insight 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

**Best-in-class Solutions Offered under One Umbrella**

Businesses today are designing modern work spaces to support digital workers. The year 2020 saw unprecedented adoption of UC tools and online meetings. Furthermore, the emergence of the video-first enterprise has led to a growing demand for simple, affordable, and instant audio-video meetings and content sharing.

*“Vyopta can transform collaboration experiences with its best-in-class services focused on improving workspace collaboration and UC environments by fusing collaboration performance management (CPM) and Workspace Insights, giving it a competitive advantage over peers. Frost & Sullivan’s research reveals that Vyopta offers a 360° view and coverage of hybrid UC environments through its unique multi-modal platform that helps understand voice and video deployments, make data-driven decisions to manage UC systems and meeting spaces efficiently.”*

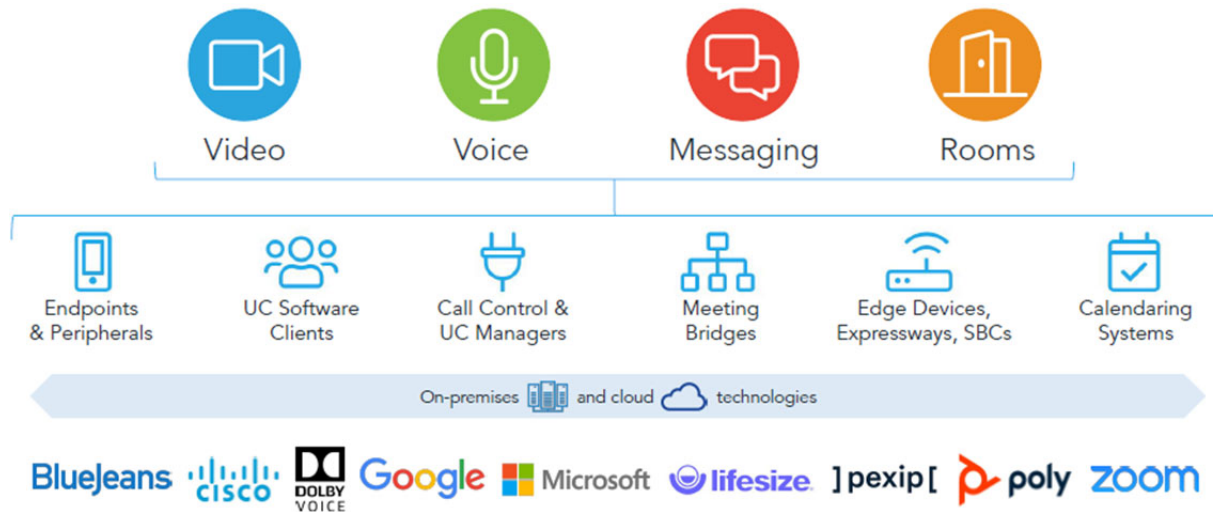
**- Roopam Jain, ICT Industry Director**

Vyopta is an innovative developer optimizing workplace collaboration by offering a single-pane-of-glass view on analytics and advanced intelligent monitoring across UC environments. The company has more than 13 years of experience in UC with a strong global presence. It also benefits from strategic integrations with major UC and workspace vendors, enhancing the overall customer experience by improving collaboration technology performance, reducing inefficient conference room usage, and reducing costs.

The COVID-19 pandemic has massively disrupted markets and business processes. Vyopta significantly accelerated its customers’ digital transformation as a result of the massive shift to remote work. The company reported a 420% revenue growth quarter-over-quarter in Q2 2020 - and a record year in 2019 with a double-digit growth of 80% over the prior year.

Vyopta currently manages six million endpoints comprising devices with UC client software, room systems and phones from a broad spectrum of UC vendors. In addition, it monitors more than 20 billion minutes annually. The company received \$7.5 million funding in 2019 from Elsewhere Partners, which helped strengthen its partnerships with leading collaboration vendors and has fostered the platform’s ability to optimize collaboration performance, adoption, return on investment (ROI), and contributed to expanding the customer base. Frost & Sullivan appreciates how Vyopta nicely enhances the customer journey by giving its customers deep visibility and capturing insights to help them fully leverage their UC investments, increase utilization of meetings and meeting rooms, and improve employee productivity.

**Vyopta Enables Visibility Across Collaboration**



Source: Vyopta

***Managing the Post-pandemic Workplace: Optimal Use of UC Technology and Meeting Spaces is Top of Mind***

As businesses grapple with the realities of the post-COVID world and plan on a gradual and safe return to the office, it is becoming quite clear that hybrid work and the borderless organization will drive the future. Employees, customers, and business partners will be dispersed across locations on any given day. As a result, there is a relentless focus on increased use of remote collaboration tools and video meetings.

Businesses are investing in next-generation UC technologies and smart meeting spaces to connect remote teams, workers on the go, and those who want always-on connectivity. With increased adoption and migration to remote work, performance requirements have changed drastically. There is a greater need for information technology (IT) departments to track usage trends, understand the user experience, and measure migration and ROI. Similarly, in the offices, as the need for meetings and meeting rooms grows, IT and facilities departments are teaming up to design modern meeting spaces that promote spontaneous collaboration and innovation.

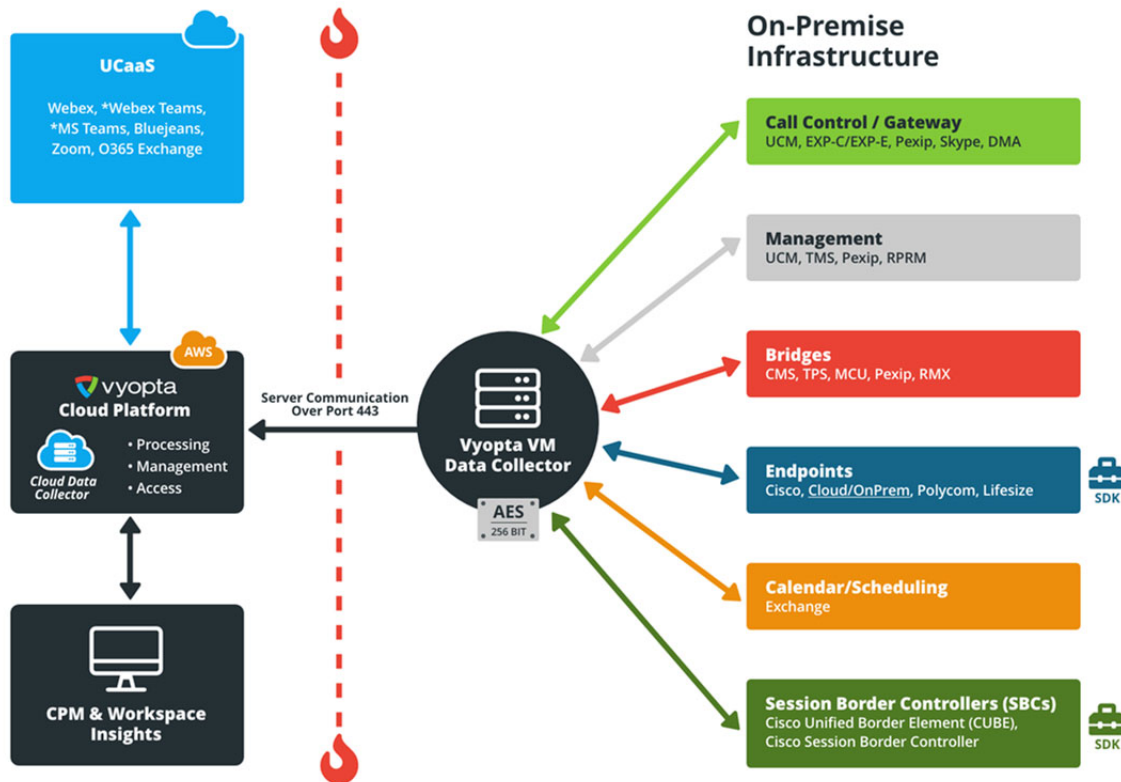
The exponentially growing need for meetings means it is ever more critical that organizations use meeting room and UC technologies efficiently. Vyopta can transform collaboration experiences with its

best-in-class services focused on improving workspace collaboration and UC environments by fusing collaboration performance management (CPM) and Workspace Insights, giving it a distinct competitive advantage over peers.

Frost & Sullivan’s research reveals that Vyopta offers a 360° view and coverage of hybrid UC environments through its unique multi-modal platform that helps understand voice and video deployments and make data-driven decisions to manage UC systems and meeting spaces more efficiently. Vyopta’s CPM provides visibility into the quality, usage, and performance of all components of UC and virtual meetings, as well as access to better data for improving productivity and employee engagement. This offering includes not only the organization’s entire network and assets (e.g., endpoints, session border controllers, and call control gateways), but also the home network, peripherals such as headsets, and overall call quality experienced by remote workers. Amalgamating all that information provides a clear and actionable view of what is going on inside that particular environment and helps users and IT to work together to troubleshoot issues quicker.

Vyopta’s CPM offers multi-vendor intelligent monitoring, alerting and analytics for hybrid UC environments, including ease of integration with IT automation processes. It gives organizations the tools to monitor their UC environments holistically and generate operational and business insights to improve the user experience and grow adoption - while radically reducing the time to diagnose and solve issues.

### Vyopta Cloud Architecture



Source: Vyopta

The two main components at the heart of Vyopta's CPM are:

- **Monitoring:** Vyopta CPM Monitoring simplifies troubleshooting by identifying the root cause of

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*- Nick Baugh, Best Practices Research Analyst*

an issue and proactively managing UC performance through a single console for all audio and video calls, helping UC engineers to ensure high quality of experience for the end-users and a superior collaboration experience. In addition, Vyopta's CPM Monitoring alerts integrates with IT Service Management applications in order to automate workflows to resolve call/meeting issues identified.

- **Analytics:** Vyopta CPM Analytics tracks usage trends demonstrating the impact of new technology investments while also tracking infrastructure capacity and visualizing capacity to discover and solve systemic problems to save time through automated reporting.

The trend towards open offices has created a growing demand for meeting rooms where workers can meet in a disruption-free setting. Vyopta's Workspace Insights integrates calendaring data and uses the video conferencing endpoint as a sensor to determine conference room and huddle space utilization by providing actionable insights. Real estate and IT professionals can now take actions to improve room usage, reduce employee frustration with room bookings, and optimize real estate and technology spend.

### ***Succeeding in the New Normal through Leading Technology Partnerships***

As organizations adapt to the post-pandemic world, the workforce has started to return to the office gradually, requiring IT to have increased visibility across all spaces and endpoints. There is a strong need to track UC and collaboration usage and meeting room occupancy both for safety purposes and to track space usage in an effort to reconfigure and possibly decrease total office footprint. The meeting room analytics capabilities are critical to optimizing space usage while safeguarding employees and complying with occupancy guidelines.

Vyopta provides a holistic view of video and voice-based collaboration experiences as well as meeting room usage, easing the management of multi-vendor UC environments and capturing insights and data from endpoints, meeting bridges, edge devices, calendar systems and UC software clients. Vyopta partners with industry-leading cloud services vendors like Microsoft, Cisco, Google, Zoom, RingCentral, Avaya, Pexip, and BlueJeans, among others, to provide its customers the flexibility to monitor UC deployments of any size and complexity, and give them the confidence to build, support, and manage a collaboration technology environment that best meets their needs. 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, Poly and Logitech.. Recently, Vyopta expanded its support for the latest generation of endpoint devices from Poly 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.

Unlike many of its other 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. The company also collaborates with Barco Overture, a leader in audiovisual (AV)-monitoring and control, to provide an extensive room and video collaboration monitoring solution. This solution gives AV and IT teams the power to manage and resolve problems using a single pane of glass by unifying Barco's monitoring and management with Vyopta CPM's UC monitoring.

### ***Evolution of Existing Expertise Creating Efficiency***

Vyopta's core expertise and knowledge to serve verticals like healthcare, financial services, government, pharmaceuticals, and education and its customer-centric approach are buoying technology adoption among its customers. In an industry such as healthcare, the challenge that UC engineers face is a quality issue that can significantly impact day-to-day operations that can have a severe impact on patients. Vyopta properly addresses this by scaling and supporting any collaboration environment efficiently and accurately. It improves internal team collaboration by reducing downtime and performance with real-time tracking and performance metrics by providing visibility and monitoring hundreds of endpoints located within hospitals, clinics, and off-site locations from a single console. The company also plays a vital role in facilitating life-saving telehealth services, providing real-time quality metrics and ensuring proper documentation. Similarly, Vyopta addresses the challenge of managing large, complex, and secure collaboration in the financial services industry which has led the company to become a trusted provider for many leading financial services companies. Vyopta's ability to adapt to a challenging vertical by drawing on its existing proficiencies in security-intensive areas gives it a distinctive edge.

Vyopta is successfully catering to the new necessities of remote work support with its expertise and services that address customers' unique challenges. Vyopta has the expertise to manage performance with voice monitoring and analytics across deployments like Cisco UCM, Jabber, and Microsoft Teams by supporting high call volumes, complex system configurations and call paths. Unlike the solutions offered by other competitors, Vyopta is unique in that it allows its customers to monitor session border controllers (SBCs) and the session initiation protocol trunks, and save hours of troubleshooting time with intelligent call detail records and call meeting records.

The pandemic has accelerated the need for organizations to be ready with remote work capabilities. The rise in traffic due to the number of participants joining virtually from their homes has increased stress on the edge of enterprise UC networks. Vyopta provides complete visibility on status, availability, and quality passing through edge nodes for systems such as Cisco Unified Border Element (UBE), Expressway and other OEM SBCs, giving the company an advantage over competitors. The challenge that IT teams face with employees working remotely (using endpoints, phones, and software clients from homes) is the lack of visibility on the quality of experience. Unlike its competitors, Vyopta successfully addresses this challenge with its expertise in capturing data using varied data collection methods and data sources.

The significantly increased UC usage in light of the pandemic has led many IT teams to handle environments with performance issues. Vyopta is catering to IT teams' needs by automating compliance and adoption reporting, simplifying troubleshooting, and efficiently accelerating issue resolution. Another problem IT faces when users join remotely is monitoring capacity and overall usage relating to licensing. Vyopta captures capacity information from voice SBCs and meeting expressways and tracks capacity and usage patterns through daily, weekly, and monthly reports. The company helps its customers make intelligent data-driven decisions with report generation that assist in operations, user experience, and employee productivity.

Frost & Sullivan ultimately recognizes how Vyopta helps its customers by proactively focusing on capacity usage, adoption, and maintenance costs, supporting them to optimize their environments and achieve significant cost savings.

## Conclusion

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*In the current environment, monitoring technology usage and performance has become fundamental to any organization's digital transformation success. Vyopta has become a trusted partner for hundreds of leading organizations across the globe, helping them optimize workplace collaboration by offering a single-pane-of-glass view for insights on UC usage and performance.*

*The company has more than 13 years of experience in UC, with a strong global presence strengthened through strategic integrations with major UC and workspace vendors. With an emphasis on monitoring, analyzing, and addressing its customers' pain points, Frost & Sullivan analysts conclude that the company clearly has the ability to meet its clients' needs with a holistic approach that enables them to improve performance, decision-making, and efficiency.*

*For its differentiated value and strong overall performance, Vyopta earns the 2021 Frost & Sullivan Global Customer Value Leadership Award.*



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

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

## 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 on-going 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 six 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)**

