FROST & SULLIVAN

Vi™
business

2022
TECHNOLOGY
INNOVATION
LEADER

*INDIAN SESSION
INITIATION PROTOCOL (SIP)
TRUNKING INDUSTRY*

Congratulations!

Frost & Sullivan is proud to present Vi Business, the enterprise arm of Vodafone Idea Limited, with this year's Best Practices Technology Innovation Leadership Award in the India session initiation protocol (SIP) trunking market.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes Vodafone Idea Limited for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, Vodafone Limited's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,

Darrell Huntsman
Chief Executive Officer
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. Vodafone Idea Limited excels in many of the criteria in the session initiation protocol (SIP) trunking space.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Introducing an Industry-first Solution: Managed SIP Trunking Services

In 2018, the Aditya Birla Group-Vodafone Group partnership created Vodafone Idea Limited (Vi), a leading telecommunications (telecom) service provider in India. In 2020, the company unveiled its new logo depicting the initials of the two brands, Vi (pronounced as 'We'), to showcase the unified identity of "Vodafone" and "Idea." Headquartered in Mumbai, Vi Business, the enterprise arm of Vodafone Idea Ltd, stands out among session initiation protocol (SIP) trunking service providers by its ability to launch innovative solutions and consistently push new capabilities to market, which were unthinkable before, thereby increasing customer value. Frost & Sullivan acknowledges that Vi Business specifically impresses with its

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> *- Riana Barnard,*
> *Best Practices Research Analyst*

managed SIP solution, offering clients advanced end-to-end services that include proactive monitoring. Combining in-house research and development initiatives with critical customer inputs, Vi Business designed a SIP solution embedding real-time analytics and a service level agreement (SLA)-backed

platform to enhance customers' decision-making, deliver better uptime, and improve operational efficiency.

Getting a detailed view of market demand and present-day customer insights is fundamental to Vi Busness's growth strategy. Owing to its industry expertise and close client relationships, the company noticed that conference providers often struggle to identify the root cause of quality failures during conference calls. While the need for SLA-backed reliable voice services escalates, contact centers mostly rely on agent-generated reports to measure critical key performance indicators. Furthermore, communications platform-as-a-service providers plan their short-duration autodialer calls manually to ensure they do not choke the network, leading to reduced efficiency. Lastly, Vi Business also observed that companies in information technology-enabled services (IteS) do not detect quality issues timely. Identifying the problem, raising a ticket for a resolution, and resolving it takes longer than anticipated, negatively impacting the business. Against this backdrop, Vi Business's world-class subject matter experts developed its managed SIP solution to address these market opportunities. It is the first service provider to offer a managed SIP (MSIP) portfolio to its customers, enabling users to observe, measure, and enhance voice infrastructure themselves. Specifically, Vi Business's real-time analytics capabilities include real-time usage reports referencing voice parameters like network effectiveness ratio, answer-seizure ratio, and voice quality with mean opinion score, allowing clients to customize key performance indicators for more accurate decision-making. Improved uptime, guaranteed by Vi Business's SLA-backed platform, enables a better quality of service while a full network view allows fast corrective actions. Also, proactive monitoring through auto-ticketing, coupled with around-the-clock availability from the MSIP desk, integrated with the management of customer premises-based session border controllers, routers, and gateways to administer security, multivendor interoperability, protocol interworking, quality of service, and session routing, result in a 30% resolution time improvement. Essentially, Vi Business's MSIP solution suite provides enterprises a 360-view of their entire fixed voice network, with quality scores, as well as a comprehensive analysis of their traffic.

A Proven Track Record

Vi Business's MSIP solution supports scalability and flexibility to match customer-specific needs. Its real-time dashboards offer configurability and agility, driving timely decision-making while delivering advanced capabilities and services to revolutionize the market. Frost & Sullivan recognizes the MSIP solution's application diversity, demonstrated by various use cases such as:

Contact Centers: Always challenged to improve call connect numbers, a contact center manager struggled to identify issues because the data entered by agents are often inaccurate or unreliable. Empowered by Vi Business's MSIP solution, the company gains important insights through a real-time dashboard displaying metrics such as successful calls, invalid numbers, non-responsive customers, abandoned calls, and network unavailability.

IteS Companies: When it takes too long to identify a voice network concern, it increases lead time to repair or restore, negatively impacting IteS companies' business. With Vi Business's MSIP solution, the intelligent network detects any breach of threshold values, raising a ticket automatically. For this reason, restoration could take place even before a customer becomes aware of an issue.

e-Commerce Players: Pan-India delivery centers have extensive customer calls and track shipments. For these clients, the challenge is to improve call connect and always maintain optimum infrastructure. With Vi's MSIP solution, a Pan-India overview of its link utilization (i.e., a real-time dashboard displaying unsuccessful calls with precise failure reasons) allows them to make informed decisions, augmenting voice infrastructure to fulfill current and future needs.

Unified Communications Companies: These companies always aim to improve call quality; therefore, they need to determine the root of the issue (i.e., their application or the end user's side). Vi's online dashboard brings clarity, allowing them to link complaints to the specific time of occurrence.

Communications Platform-as-a-Service Providers: These companies host interactive voice response and outbound dialer campaigns; therefore, they tend to have large voice setups in multiple cities. For this reason, customers demand high call volumes at stipulated times. VI provides details of a trunk's current cost per sale (CPS) and CPS utilization, helping customers spread calls over a defined timeframe and avoiding trunk choking. Furthermore, it helps determine an optimum CPS for a specific campaign.

Strategic Practices Positioning Vi Business for Future Success

Frost & Sullivan commends Vi Business, the enterprise arm of Vodafone Idea Ltd, for its outstanding gating process and product lifecycle management program, ranging from the initial portfolio plan and innovation roadmap through product ideation, design, testing, and delivery to its go-to-market initiatives, also embedding continual improvement in the process. Vi Business demonstrates its dedication to detail through specific actions, e.g., including a detailed view of market demand and customer insights as a mandatory part of the innovation strategy or ensuring that the company can measure and monitor every product it launches. Furthermore, Vi Business also values a collaborative approach, emphasizing pre-alignment with technology and other stakeholders as a critical step in any project kick-off. All employees engage in the rigorous process, ensuring that signoffs are in place before moving to the next step. Underpinning Vi Business's success in MSIP trunk service delivery is its best practices in new product development, allowing the company to exceed customer expectations and, ultimately, disrupt the market.

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The appointment of practice architects (i.e., subject matter experts that operates as a bridge between the company's sales and product teams) is key to Vi Business's success. When the sales team identifies a more complex opportunity, the practice architect enters the customer engagement process, initiating an opportunity to influence potential product requirements. Simultaneously, the practice architects collaborate with technology teams to explore options to productize the demand.

Frost & Sullivan recognizes that Vi Business's Managed SIP (MSIP) solution is groundbreaking and innovative; it adds value to secure a distinct competitive advantage. Vi Business is the first and only telecom in India to offer MSIP solutions. With (MSIP), Vi Business empowers customers to monitor, measure and optimize their voice infrastructure. This helps enterprises get a transparent view of their fixed telephony network, with best-in-class SLAs, quality scores and a detailed analysis of their voice traffic. Since its MSIP portfolio launch on 15 June 2021, Vi Business has identified 41 opportunities with an estimated value of $1.74 million. Notably, customers are willing to pay a 20% premium for the solution (compared to competitors' standard SIP offering). Vi Business also partnered with SBC original equipment manufacturers to further capitalize on the market potential and subsequently created a bundled proposition, i.e., a fully-managed Opex-based voice service. Vi entered this market just a few years ago. On the back of its excellent quality of service with improved service level agreements and higher uptime, it doubled its SIP revenue from 2018 to 2019, showing 117% growth. In 2020, amidst challenging COVID-19 circumstances, Vi again managed to sustain its SIP revenue and reported a 17% year-on-year increase.

Conclusion

Digital transformation efforts require dynamic and highly-customizable internet protocol-based communications services. Thus, session initiation protocol (SIP) trunking services are the preferred voice service for modern on-premises and private cloud-based unified communications platforms. Attractive pricing and value-added services further promote migration from legacy services to SIP trunking. As voice services are a mission-critical application for most businesses, prospective customers highly rate reliability and feature functionality.

Vodafone Idea stands out in the crowd with its managed SIP solution that addresses these market opportunities, supporting scalability and flexibility to match customer-specific needs. Its solution suite provides enterprises a 360-view of their entire fixed voice network, with quality scores, as well as a comprehensive analysis of their traffic. Also, proactive monitoring through auto-ticketing, coupled with around-the-clock availability from the MSIP desk, integrated with the management of customer premises-based session border controllers, routers, and gateways result in a 30% resolution time improvement. Moreover, customers are willing to pay a 20% premium for this groundbreaking solution (compared to competitors' standard SIP offering), emerging as a market disruptor. Application diversity is proven by various use cases, covering a diverse customer base, including contact centers, information technology-enabled service companies, e-commerce players, unified communication companies, and communications platform-as-a-service providers.

With its visionary thought leadership, driven by a customer-first-focus, cutting-edge technology, and rigorous implementation of best practices, Vodafone Idea Limited earns Frost & Sullivan's 2022 Indian Technology Innovation Leadership Award in the session initiation protocol (SIP) trunking industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

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

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)