

SIPPIO RECEIVES THE 2023 PRODUCT LEADERSHIP AWARD

*Identified as best in class in the North American
cloud-connected calling enablement industry*



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. SIPPIO excels in many of the criteria in the cloud-connected calling enablement space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Positioning

SIPPIO positions itself as a “leading voice enablement platform”. Since its launch in 2019, the provider has been focused on streamlining the process of enabling PSTN access to cloud PBX platforms including Microsoft Teams Phone and Zoom Phone. SIPPIO has worked closely with both platform vendors to reach

“Since its launch in 2019, the provider has been focused on streamlining the process of enabling PSTN access to cloud PBX platforms including Microsoft Teams Phone and Zoom Phone. SIPPIO has worked closely with both platform vendors to reach a high level of automation to accelerate the provisioning of calling services.”

**- Michael Brandenburg,
Senior Industry Analyst, Connected Work**

a high level of automation to accelerate the provisioning of calling services. The provider claims that its platform can activate PSTN services for Teams Phone or Zoom Phone in minutes, compared to the weeks or even months needed to roll out an on-premises session border controller (SBC) or even a session border controller-as-a-service (SBCaaS) solution.

But integration with cloud communications platforms is only half of the equation. SIPPIO’s platform also includes full customer and partner portals, an integrated configuration, quoting and billing system, and number and E911 management services. SIPPIO’s

partners can access the platform via an online portal or with the partners’ own tools and platforms using application programming interfaces (APIs). Carrier Partners can bring their own voice services via SIP trunks into SIPPIO’s platform or leverage SIPPIO’s own PSTN access and inventory of telephone numbers.

If necessary, SIPPIO can even support billing the customer on the partner's behalf. Ultimately, SIPPIO is completely partner-led in providing a platform that enables access to the Microsoft Teams and Zoom ecosystems for a wide range of partners.

Match to Needs and Customer Acquisition

In the last several years, driven in part by mass adoption of online meetings and collaboration tools during the COVID-19 pandemic, both the Zoom and Microsoft Teams platforms have witnessed staggering growth rates in the number of active users. As businesses begin to standardize on either of these platforms, the success of these platforms is compelling businesses to go "all in" by enabling the private branch exchange (PBX) functionality and public switched telephone network (PSTN) access for end users to completely move the communications and collaboration stack in the cloud. Microsoft has reported that

"The provider claims that its platform can activate PSTN services for Teams Phone or Zoom Phone in minutes, compared to the weeks or even months needed to roll out an on-premises session border controller (SBC) or even a session border controller-as-a-service (SBCaaS) solution."

***- Michael Brandenburg,
Senior Industry Analyst, Connected Work***

there are now at least twelve million Teams Phone users globally, and Zoom has cited that it already has five million Zoom Phone users.

In response to the opportunity, telecommunications operators, communications service providers (CSPs), value-added resellers (VARs) and managed service providers (MSPs) from across the spectrum are seeking a solution to make their existing voice services available quickly and easily to these platforms or use this opportunity to enter a new market segment. The expectation is that those fastest to market will be able

to hold on to their existing market share or even grow in the market.

SIPPIO and its voice enablement platform offer that speed to market, backed by the expertise that comes with being a significant partner to both Microsoft and Zoom. For the Microsoft ecosystem, SIPPIO can provide a turnkey Direct Routing solution to service providers, as well as provide a fast track into the Operator Connect program. For Zoom, providers can leverage SIPPIO to link into Zoom's Cloud Peering or appear in the Zoom Marketplace as a member of the Zoom Provider Exchange program.

Regardless of the ecosystems that the provider partner wants to participate in, SIPPIO allows partners to leverage as much or as little of the platform as they need. Partners can let SIPPIO handle every aspect of the service, bring their own numbers, and voice services, or just utilize elements of the platform via APIs. Similarly, to address the time-to-market imperative, partners can start with fully managed solutions from SIPPIO today, while working to integrate the platform with their existing billing systems and applications over time.

Operational Efficiency

While there are several competitors that offer accelerator services into Microsoft Teams, SIPPIO has several differentiators when it comes to partners launching cloud calling services. First, SIPPIO offers a complete turnkey solution for service providers. This includes billing services and complete white-labeling capabilities. Most competitors in the market only offer a limited wrapper around their SBCaaS offering or must engage a third-party vendor to provide integrations.

In addition, very few of SIPPIO's competitors have access to telephone numbers and global reach. For MSPs and VARs that lack access to the wholesale voice market, SIPPIO provides an easy entry into the lucrative voice services market. Likewise, regional carriers can utilize the platform to offer Microsoft and Zoom BYOC services, while also expanding their reach into global customers.

Growth Potential

The opportunity for PSTN access services within the Microsoft and Zoom ecosystems is significant, both for SIPPIO and its service provider customers. While the number of calling-enabled users in these two environments has grown quickly and exponentially, the numbers are still a fraction of the total addressable market within the platforms. In just the Microsoft Teams environment, Frost & Sullivan estimates that by 2028, the number of Microsoft Teams Phone users using a provider-managed Direct Routing or Operator Connect solution will reach nearly 16 million in North America alone. While certainly several telecommunications providers will build in-house solutions, SIPPIO has the potential to enable a significant number of these users through their partner channel.

Additionally, SIPPIO stands out from competing calling enablement platforms in how the provider supports its partnerships. For example, one of SIPPIO's core technology partners also utilizes SIPPIO to power several of their own cloud-based services. Most providers tend to obscure the underlying technology of their platform, but SIPPIO cites their technology vendors as true partners as well as a reference customer. It is these types of partner relationship that further expand SIPPIO's growth potential.

Conclusion

SIPPIO has brought the right platform to market at the right time. With demand for bring-your-own-carrier voice solutions exploding, SIPPIO's platform is ready and able to fast-track its partners into the cloud calling ecosystems. With its strong overall performance, SIPPIO earns Frost & Sullivan's 2023 North American Product Leadership Award in the cloud-connected calling enablement market.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

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

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

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

Copyright

This intellectual property (IP), encompassing our research, thought leadership, methodology, analytics, branding, and approach, is fully owned by Frost & Sullivan. No part of this IP may be disclosed to external parties without formal written permission from Frost & Sullivan. Furthermore, no part may be reproduced, stored in a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise) without the written permission of Frost & Sullivan.