

# **FIVE9** **RECEIVES THE 2023** ENABLING TECHNOLOGY LEADERSHIP AWARD

---

*Identified as best in class in the North American cloud  
contact center 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. Five9 excels in many of the criteria in the cloud contact center space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### *Solving Substantial Integration Problems through Innovation*

Five9, headquartered in the San Francisco Bay Area, has been a leading provider of cloud contact center solutions for almost 25 years. The company has consistently placed well on Frost & Sullivan’s Enterprise Cloud Contact Center Market Radar as one of the most innovative, highest growth providers in North America and Europe.

Five9 VoiceStream, which launched toward the end of 2022, represents a natural evolution in the handling of contact center recordings. Traditionally, contact centers simply archived recordings for compliance purposes, and the inability to derive value from the recordings in real time had long been a source of frustration for customer experience (CX) professionals. Five9 VoiceStream easily makes the audio flow from the contact center available to AI-powered applications in real time to offer speech and sentiment analytics, biometrics, and prescriptive advice to agents as they deliver the CX.

Five9 VoiceStream is a set of RESTful APIs that allow applications to request and receive real-time audio streams along with call metadata and events (e.g., call hold and transfer), needed to properly process the audio stream. Five9 VoiceStream is used by independent software vendors in the Five9 ecosystem whose third-party solutions complement Five9’s flagship CX platform. The APIs are highly secure and easy to configure and deploy through the Five9 admin console.

Five9 VoiceStream is the brainchild of Five9’s CTO, Jonathan Rosenberg, who recognized early on that the integration of third-party applications that needed to harness voice streams was an immense challenge, with long ramp-up times and countless activities needing to take place behind the scenes. The Five9

organization is receptive to innovation and deserves credit for appreciating the substantial potential of Jonathan's relatively simple idea. In the CX community, the most powerful innovations often involve straightforward concepts that are neither expensive nor complex to deploy but make a material difference to the agent experience in the trenches.

### ***Reducing Barriers to Entry***

Barriers to entry were high when contact center recordings were achieved through port mirroring to on-premises hardware. Even when software-based recordings became possible through the SIP-based media recording protocol (SIPREC), the recording system typically needed to be deployed in the same data center as the contact center software. When integrations are difficult, they remain the purview of few providers, and there were few alternatives to NICE and Verint in the recording space.

Five9 VoiceStream, on the other hand, enables cloud-to-cloud deployment and eliminates formal integrations altogether, inspiring countless smaller third-party providers to enter the market with sophisticated, verticalized AI-powered applications that make agents more effective and provide a better

*"Frost & Sullivan's research shows that CX platform providers are increasingly only as competitive as the ecosystem that develops around them. For Five9, which is harnessing its platform to become the anchor point of a significant ecosystem, VoiceStream is a colossal market advantage."*

**- Alexander Michael,  
Vice President**

experience to customers. While an implementation project involving audio streams might have taken 6 months in the past, it can now take as little as 6 seconds because customers can pick and deploy applications with one click in the Five9 administrative portal. This quick and simple route to market is obviously a great opportunity for Five9's independent partners that can easily promote themselves to organizations and enjoy a drastically reduced time to revenue, which, in turn, turbo powers their ability to innovate continually.

Frost & Sullivan's research shows that CX platform providers are increasingly only as competitive as the ecosystem that develops around them. For Five9, which is harnessing its platform to become the anchor point of a significant ecosystem, VoiceStream is a colossal market advantage.

### ***Enabling a Flourishing Application Diversity***

A remarkable application diversity is the main advantage of the many VoiceStream-accredited independent software partners in Five9's ecosystem, and Five9 has even made direct investments in some of these companies. The partner applications are generally platform agnostic but much easier to deploy with Five9.

Independent applications that have enjoyed significant success because of VoiceStream include Cogito, which guides and coaches agents and looks after their wellbeing; Cresta, which uncovers customer insights by exploring conversational data; Uniphore, which provides conversational self-service, interaction analytics, and agent assistance; and Xsell, which optimizes agent performance management. Other applications automate after-call work.



Moreover, enterprise customers that employ creative in-house developers can take advantage of the VoiceStream Self Service model to invent their own AI or speech analytics solutions or integrate with existing systems. VoiceStream Self Service can send real-time audio and data from customer-agent conversations to any destination in the cloud or on-premises using regular SIP or the gRPC streaming protocol.

The unconstrained ability to integrate with lower-tech legacy applications will be a relief to the many organizations that wish to continue exploiting critical legacy business applications. At the other end of the technology spectrum, new use cases are already emerging that harness ChatGPT and new classes of language models that can parse through and understand ordinary human language.

### ***Fifty Million Minutes Streamed in Q3 2022***

VoiceStream is a paid product with a fixed subscription charge and a usage-based charge. Given the expensive, virus-prone, impractical nature of the alternatives, VoiceStream is well worth the expense, in Frost & Sullivan's opinion.

Evidence of the excellent price/performance value includes the 50 million minutes streamed in Q3 2022, up 192% over Q2, and the 6.6 million calls across 5,000 agents.

### ***Empowering Exceptional Customer and Agent Experiences***

VoiceStream-enabled applications, including Five9's own Agent Assist application, have a gigantic value proposition in common, wherein they substantially improve the customer and agent experiences. Contact center churn has always been high, and the applications provide an efficient and enjoyable way to onboard and upskill new agents. Even for experienced agents, live transcripts and call summarization features save time and help them avoid asking customers to repeat anything. Moreover, organizations can tune guidance to suit individual agents' skillsets.

*"VoiceStream-enabled applications, including Five9's own Agent Assist application, have the gigantic value proposition in common, wherein they substantially improve the customer and agent experiences."*

***- Alexander Michael,  
Vice President***

Perhaps even more importantly, voice biometrics allows customer authentication without relying on passwords. Traditionally, authentication has been one of the most awkward moments of any customer interaction, which interrupts the natural conversation and inevitably creates an unempathetic atmosphere. ValidSoft VoiceID™ powered by Five9 VoiceStream, on the other hand, is a voice biometrics solution that reduces fraud, massively improves the CX, increases

efficiency, and lowers cost. Authenticating callers passively (i.e., from the natural conversation without a dedicated authentication flow) may be possible in as little as 2 to 6 seconds of audio. VoiceStream efficiently terminates and resumes call recordings at exactly the right time, meaning exchanges involving payment details and other sensitive information that should not be streamed and captured become more secure and improve regulatory compliance.

## Conclusion

---

Frost & Sullivan is impressed by the many quantifiable improvements that end-user organizations may introduce easily, based on the simple idea that Five9 VoiceStream represents. Compared to the alternatives, Five9 VoiceStream radically reduces implementation times and barriers to entry. In addition, the solution speeds up and scales new functionality and delivers shorter times to revenue, lower operational costs, more resources to invest in innovation, and a significant boost to the attractiveness of Five9's ecosystem.

With its strong overall performance, Five9, Inc earns Frost & Sullivan's 2023 North American Enabling Technology Leadership Award in the cloud contact center industry.

## What You Need to Know about the Enabling Technology Leadership Recognition

---

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology 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:** Five9 harnesses 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:** Five9 displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Five9 develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Effect*

**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

