audiocodes

2025 COMPETITIVE STRATEGY LEADER

Transforming Innovation Into High-Growth Performance and Competitiveness

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL CROSS-PLATFORM MEETINGS INTELLIGENCE INDUSTRY

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. AudioCodes excels in many of the criteria in the AI for business meetings space.



Competitive Differentiation

With technology maturation, vision and innovation, AI is now actively being applied to a wide variety of use cases. In the business communications industry, AI has become well established within the contact center and customer experience market as capabilities including chatbots, call summaries, sentiment analysis and others are now extensively used to enhance both contact center efficiency and customer experiences. With its merits proven, AI is now being applied to unified communications applications, led by efforts to increase the value and power of cloud meeting solutions.

> ***"AudioCodes has surmounted unnecessary marketplace limitations with its AI-powered Meeting Insights solution that can tightly integrate with a variety of cloud meeting platforms. Built with enterprise-grade design security and compliance, AudioCodes Meeting Insights aligns with organizational policies for recording and AI use, ensuring that sensitive information is protected and used appropriately. Its multi-language and multi-platform capabilities (across Microsoft Teams, Zoom and others) create an organizational repository for all meetings."***
>
> ***- Robert Arnold***
> ***Industry Director, Connected Work Research***

Following in the footsteps of integrations with CX solutions, AI has been embraced by meeting solution providers in the top several tiers of the market to address customer demand. In a global 2024 Frost & Sullivan survey of IT decision makers, 77% responded that AI-powered call, video meeting,

and group chat enhancements are important, very important or crucial to their organization. As such, functionality including real-time transcriptions, meeting summaries, closed caption, translation, action items, and more are becoming increasingly available to drive more efficient, actionable, and productive interactions for meeting organizers and participants.

While progress is positive overall, Frost & Sullivan points out that these developments have also highlighted limitations of AI solutions for cloud meetings. For example, a key characteristic of conversational AI solutions for meetings is that the same developer frequently provides both the meeting platform as well as the AI technology. This effectively holds customers captive to the development direction and pace, security stance, pricing, and other tendencies of their meeting platform provider. Until recently, customers have by and large been unable to choose tightly integrated multi-vendor cloud meeting solutions with components selected for specific features, pricing, or future innovation potential. An important and notable limitation of the single-developer approach is the inability to deliver consistent capabilities within customer environments that have implemented multiple video meeting platforms for cost, compliance, performance, functionality, risk avoidance, and other reasons.

Frost & Sullivan applauds the way that AudioCodes has surmounted unnecessary marketplace limitations with its AI-powered Meeting Insights solution that can tightly integrate with a variety of third-party meeting platforms. Built with enterprise-grade design security and compliance, AudioCodes Meeting Insights aligns with organizational policies for recording and AI use, ensuring that sensitive information is protected and used appropriately. Its multi-language and multi-platform capabilities (across Microsoft Teams, Zoom and others) create an organizational repository for all meetings. The rich capabilities that Meetings Insights delivers across platforms free buyers to prioritize their purchase evaluations on features, performance, security and compliance, ease of use and manageability, and other important criteria.

Executive Team Alignment

In the modern era of work, it is well past time to do away with routinely unproductive meetings that lose much of their productivity when each participant takes away their own discrete, potentially disconnected insights and action items. Under the leadership and guidance of AudioCodes' executive team, the Meeting Insights application is designed to accelerate business outcomes through data-driven decision-making. It enhances productivity across all levels of an organization — empowering individuals, streamlining team collaboration, and driving overall company efficiency to meet the demands of busy knowledge workers in today's dynamic workplace. Key solution features include:

- Centralized Knowledge Management: Meeting Insights creates a searchable organizational knowledge base, which preserves and consolidates critical insights from meetings across platforms, enabling better decision-making and collaboration. This is emphasized in the system's ability to scale with enterprise needs and maintain security standards for organizational use.

- Enhanced Decision-Making Framework: By providing AI-driven, role-specific insights, Meeting Insights equips leadership teams with actionable data across meeting platforms. This enables faster response to organizational and market dynamics, fostering agility and innovation. The tool's analytics and role-specific summaries underscore the added value for decision-making. These capabilities enable users to connect each meeting with previous and subsequent sessions, thereby supporting a complete meeting lifecycle for more productive, contextually informed interactions.

From its initial concept through design, delivery and continued enhancements, AudioCodes leadership has nicely demonstrated the ability to envision Meeting Insights through the customers' point of view to address the challenges most organizations have too-long endured with disconnected meeting lifecycles.

Price/Performance Value

AudioCodes Meeting Insights offers cost-effective solutions, reducing overall expenses for enterprises seeking to increase productivity and efficiency. The solution is available in two license tiers, both of which are more cost-effective and/or more feature-rich than the AI meeting assistants available for many cloud meeting solutions.

The Essential license is available for $10 per user/per month. It delivers automatic meeting recording; a central repository to record, save, analyze and share meeting content; AI-generated meeting summary, action items, Q&A, and issue detection; organizational meeting analytics dashboard; and six months of meeting retention.

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The Pro license offers additional capabilities for enterprises looking for more detailed insights from their meetings. At $15 per user/per month, Pro includes all Essential features as well as advanced AI capabilities including summary by topic and speaker and prep my next meeting; and 12 months of meeting retention.

Meeting Insights license options provide enterprises opportunities to appropriately right-fit capabilities to various users and use cases. Critically important added value is delivered through a single repository to secure and manage, whether an enterprise has implemented a single vendor or multi-platform meeting environment.

Customer Purchase and Ownership Experiences

Harnessing the power of AI to drive productivity while doing so in a secure manner is of utmost importance to IT leaders.

In today's hybrid workplace and distributed organizations, personal AI note-taking tools have become prominent as silent participants in meetings, but beneath their productivity-enhancing exterior lies a significant security and compliance risk that many organizations may overlook, such as data leaks.

AudioCodes Meeting Insights offers an impressive, and necessary, range of security features to comply with an enterprise data security and compliance posture such as:

- Encryption at rest and in transit for robust data security
- Separation of customer data with localization options
- Enterprise data ownership with "bring your own storage" options
- Authentication with Microsoft 365 Authentication, SSO, and Entra ID user management
- Best level security and data privacy AI providers, Azure Open AI and AWS Bedrock Anthropic Data privacy support
- Automatic data retention policy according to the customer's configuration
- Role-based access control
- User activity tracking with audit trails and system activity logs
- Secured software development practices according to OWASP
- GDPR, CCPA, and CPRA compliance
- ISO-27001, ISO27032, and SOC 2 Type 2 certifications

In its multi-platform support, Meeting Insights frees enterprises to choose any single or multi-vendor meeting solutions set for their environment with common user features and a single repository to secure and administer. Additional options such as on-premises deployment capability and more are available to further offer enterprises peace of mind with enterprise-grade security and privacy compliance that provide the productivity benefits employees need, all while maintaining the security standards the business requires.

Brand Equity

AudioCodes has a proven 30-year record of domain expertise in enterprise voice services with a history of innovation, highlighted by advanced conversational AI software as a service (SaaS) applications including Meeting Insights and Voca Conversational Interaction Center, as well as sophisticated intelligent enterprise video meeting room, software-defined network, security, connectivity and integration solutions.

In partnership with Microsoft, Zoom, Cisco Webex, Google, leading unified communications and contact center developers, and top-tier multinational and national telecom service providers, AudioCodes is a global company operating in over 120 countries and trusted by nearly 70% of the Fortune 100 companies.

Conclusion

Proprietary solutions have traditionally limited customer choice in next-generation communications investments. Built with enterprise-grade security and compliance, AudioCodes Meeting Insights aligns with organizational policies for recording and AI use, ensuring sensitive information is protected and used appropriately. Its multi-language, multi-platform capabilities (across Microsoft Teams, Zoom and others) create an organizational repository for all meetings.

With its strong overall performance, AudioCodes earns the 2025 Frost & Sullivan Global Competitive Strategy Leadership Award.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

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

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

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About Frost & Sullivan

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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.

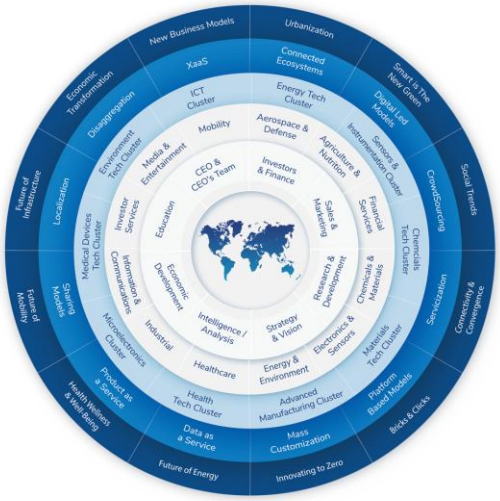


Key Impacts:

- **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)

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