spectralink

# 2025 CUSTOMER VALUE LEADER

*Maximizing the Price/Performance ROI for Customers*

*RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL DIGITAL ENHANCED CORDLESS TELECOMMUNICATIONS SOLUTIONS INDUSTRY*

FROST & SULLIVAN

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## 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. Spectralink excels in many of the criteria in the DECT solutions space.




### *Market Overview*

DECT handsets remain popular in industries that require reliable, uninterrupted communication, such as healthcare, retail, and warehouses. The main appeal of DECT handsets lies in their range, mobility, advanced safety features, and superior voice clarity, especially in large and dense work environments. Moreover, DECT technology operates on a secure and dedicated frequency, minimizing the risk of interference with other wireless systems, making it ideal for busy workplaces. DECT phone battery life and durability make them suitable for demanding jobs, where continuous use over extended periods is common. However, DECT phones have traditionally been limited to voice services. In today's modern workplace voice alone is not always enough. Employees need to have access to collaboration tools as well.

Integrating DECT handsets with Microsoft Teams is an emerging solution that enhances mobility and flexibility in communication. This allows employees who rely on DECT handsets to stay connected with their teams via Teams without being tied to a desk or computer. Through DECT handsets, workers can make and receive calls through the Teams platform, extending the benefits of unified communications to mobile devices with reliable connectivity.

This hybrid approach enables companies to bridge the gap between traditional telephony and modern digital communication platforms, providing workers with the flexibility to communicate across multiple channels while maintaining the mobility and efficiency that DECT technology offers.

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Spectralink, founded in 1990 and based in Colorado, is a leading manufacturer of wireless communications devices for enterprise mobility solutions. Primarily serving healthcare providers, retailers, manufacturers, finance, and hospitality organizations, Spectralink provides enterprise customers with durable, reliable, and secure communication tools that integrate with industry-specific applications, such as Microsoft Teams and workflows.

### *Price/Performance Value*

Spectralink IP-DECT handsets combine mobility, reliability, and safety, emphasizing communication clarity and user experience. Their rugged construction (models such as the S37 are IP67-rated and can withstand exposure to dust, water, and chemicals) and integration with enterprise systems make them suitable for various industries. Secure voice, messaging, and alarm capabilities cater to organizations that prioritize efficient, real-time communication.

The Spectralink S Series DECT Servers are enterprise-grade communication solutions designed for wireless voice communications in business environments. The servers manage the DECT network, handling call routing, user profiles, and communication with DECT handsets. The series includes models such as the IP-DECT Server 400, IP-DECT Server 6500, and virtualized VIP-IP-DECT Server One, each suited for different sizes of deployments. The 400 is suitable for small to medium-sized sites with up to 24 simultaneous calls, 60 registered users, and approximately 15,000 square meters (sqm) of coverage, while the VIP-IP-DECT Server One is designed for large-scale, enterprise-level deployments, supporting up to 16,000 users across multiple sites up to approximately 2.5 million sqm. Few competitors can match the breadth of scalability and configuration options from Spectralink, especially within the large enterprise sector.

The IP-DECT servers provide a centralized, cloud-based, management interface to control, monitor, and configure the system. For example, an enterprise might have multiple IP-DECT Servers for multiple sites for up to 100,000 users that can all be managed as a single system in Spectralink Advanced Mobile Intelligence for Enterprise (AMIE) cloud management, allowing admins to manage base stations, handsets, call handling, firmware updates, and other functions from a single platform. The level of management is in advance of most competitor's offerings.

One of the Spectralink system’s most significant advantages is the ability to roam across large spaces. Users can move around large facilities, such as hospitals or factories, without losing connection or interrupting a call. Coupled with the ability to integrate with critical business applications, such as alarm and alert systems, messaging systems, and healthcare or retail-specific applications, this provides a unified communication solution for all types of roles.

### *Customer Purchase Experience*

Spectralink has streamlined the purchase experience by offering an intuitive and easy-to-navigate product line for customers looking to integrate Spectralink IP-DECT and S Series DECT handsets with Microsoft Teams.

The vendor provides a Spectralink DECT Complete Plan that includes the software, cloud management, technical support, and services required to integrate Microsoft Teams. Available as a per-user license on one-, three-, and five-year terms, this all-inclusive SKU simplifies the purchase experience for end

customers. Spectralink assigns dedicated account managers to key clients, ensuring personalized attention throughout the purchasing journey. These managers provide tailored recommendations based on customer needs, helping to streamline decision-making.

By offering a clear value proposition—enhancing mobile communication within a Teams-driven environment—customers can make informed purchasing decisions. Spectralink's collaboration with Microsoft enhances credibility and reassures customers of seamless integration.

### *Customer Ownership Experience*

> *"Spectralink's customer service is designed to meet the complex demands of organizations that depend on DECT handsets and Microsoft Teams integration. With a dedicated support team, Spectralink ensures expert assistance in configuration, integration, and troubleshooting."*
>
> ***- Chris Pennell***
> ***Industry Principal***

Once a customer purchases Spectralink's IP-DECT solution, they enjoy a cohesive communication system that complements Microsoft Teams. This integration allows for seamless communication across multiple devices, such as desktop, mobile, and Spectralink DECT handsets, ensuring uninterrupted connectivity. This includes global control of Teams Phone settings from the Spectralink DECT handset, including Do Not Disturb, Call Forwarding, and presence status. The Spectralink DECT handset home screen features the Microsoft Teams logo showing subscription status. Spectralink's handsets are known for their durability and ergonomic designs, which contribute to a positive ownership experience. Additionally, frequent firmware updates and enhancements ensure that the handsets work optimally, maintaining compatibility with the latest versions of Microsoft Teams.

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This is achieved through Spectralink's AMIE platform. AMIE is Spectralink's device management platform used to simplify and optimize the management of mobile device deployments. Through AMIE, customers can access single-click provisioning for configuring all enterprise IP-DECT Servers in bulk, rolling out new firmware and updating handsets remotely, without needing an on-site technician; single, real-time view of all the customer's location floorplans, servers, base stations, and handsets, allowing for ease of monitoring and managing systems from one screen; and enhanced efficiency across the system, with detailed performance data, admins can troubleshoot call quality issues, fine-tune base station coverage, and ensure every part of their system is optimized.

Customers can seamlessly integrate their DECT handsets with Microsoft Teams by enabling automated subscriptions. This process leverages two-factor authentication for enhanced security. To subscribe the Spectralink DECT handset to the IP-DECT Server and securely provision to Microsoft Teams, a 4-digit PIN code is used. The Microsoft Teams logo appears on the Spectralink DECT handset screen after a few seconds.

This initial step acts as a preliminary verification. Subsequently, users can be locally or remotely signed in. From the DECT handset, users can easily navigate to the Microsoft Teams Sign-in button and receive a Microsoft pairing code and web sign-in URL/link on the handset, which they enter on a browser after securely authenticating to sign in to Microsoft Teams. Alternatively, the DECT handsets can be remotely signed in using Spectralink management or Microsoft Teams Admin Center.

### *Customer Service Experience*

Spectralink's customer service is designed to meet the complex demands of organizations that depend on DECT handsets and Microsoft Teams integration. With a dedicated support team, Spectralink ensures expert assistance in configuration, integration, and troubleshooting. Customers have access to various support channels, including online resources, phone, and email, enabling quick and efficient problem resolution. Spectralink also offers specialized training and technical guidance, empowering businesses to fully harness the integration of Microsoft Teams and DECT for optimized productivity.

This commitment extends to Spectralink's Professional Services team, which partners with organizations to ensure seamless solution implementation. Its approach is tailored to each client, reducing risk and complexity, cutting costs, and accelerating time to value. Spectralink's professional services provide end-to-end deployment of mobility solutions, from a proof-of-value program and wireless system design to the most efficient deployment strategies based on infrastructure, devices, applications, and business objectives. Ongoing management and long-term performance monitoring are part of the service, with 24/7/365 support.

As mobile devices become increasingly essential for accessing corporate applications, their performance becomes critical. Spectralink includes a software assurance service with every DECT infrastructure purchase. This provides the latest software enhancements for DECT handsets, timely bug fixes, and direct email access to the technical support team, ensuring devices are always up-to-date and functioning optimally.

### *Growth Potential*

Spectralink's strategic integration with Microsoft Teams positions the company for significant growth, particularly with the shift toward hybrid, mobile and flexible working environments. The increasing demand for seamless, flexible communication tools that unify mobile, and desktop platforms, presents a prime opportunity, and Spectralink is well-equipped to leverage this trend. With scalable DECT handsets and robust cloud-based integration with Microsoft Teams, businesses of all sizes can expand operations without compromising communication reliability. Additionally, Spectralink's partnerships with leading communication providers offer further growth potential.

As of early 2024, Spectralink served a significant proportion of large enterprises with global DECT communications on the Microsoft Teams Session Initiation Protocol (SIP) Gateway, underscoring the vendor's leadership in this space. Spectralink's close technical collaboration with the Microsoft Teams IP Gateway team allows the vendor to gain insights based on customer needs, fostering a customer-centric approach that differentiates it from competitors less attuned to end-user requirements. This strong alignment ensures they can deliver tailored solutions with a human touch, providing a competitive edge in the market.

### *Customer Acquisition*

Spectralink's customer acquisition strategy leverages the strong alignment between its DECT handsets and Microsoft Teams, crafting an appealing use case for businesses that have already adopted Microsoft Teams as their primary communication platform. By offering a robust suite of marketing materials, case studies, and demos, Spectralink effectively highlights the advantages of integrating DECT solutions within a Microsoft Teams environment. These resources, coupled with strategic industry partnerships and an expansive reseller network, enable Spectralink to extend its market reach, showcasing the seamless integration process and the enhanced mobility these solutions deliver.

Furthermore, Spectralink's extensive use of diverse customer case studies underscores its deep understanding of its target market and its commitment to addressing customer needs. This approach helps bridge knowledge gaps and enables businesses to fully realize the value of deploying Spectralink's solutions, enhancing operational efficiency and communication flexibility.

### *Brand Equity*

Spectralink has established a powerful brand identity as a leader in enterprise communications, especially in industries that demand reliable mobile solutions, such as healthcare, manufacturing, and retail. Leveraging its technical expertise, Spectralink has cultivated strong partnerships with a wide array of vendors, including those specializing in wireless local area networks (LANs), private branch exchange (PBX) systems, enterprise applications, and unified communications (UC). These collaborations enable Spectralink to stay ahead of industry trends and future-proof its product development.

Spectralink's key partnership with Microsoft continues to deepen, with Spectralink serving as a technology partner in the development of SIP gateway solutions for DECT systems. This collaboration reflects Spectralink's deep understanding of customer needs, allowing it to provide valuable feedback that enhances the Microsoft Teams ecosystem. Unlike many of its competitors, Spectralink's close focus on customer-centric innovation ensures that its solutions are finely tuned to address real-world business challenges.

Spectralink's customer-centric innovation ensures that its solutions are finely tuned to address real-world business challenges. By aligning with Microsoft Teams, Spectralink boosts its brand equity and reinforces its dedication to delivering state-of-the-art communication tools that evolve with the demands of modern enterprises. The seamless integration of premium DECT handsets with Microsoft Teams functionality has elevated customer trust and loyalty, cementing Spectralink's leadership in the market.

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## Conclusion

In an otherwise mature technology sector, Spectralink has distinguished itself by enhancing its value as a leading provider of DECT devices and infrastructure. This success is largely driven by the company's ability to seamlessly integrate UC applications, such as Microsoft Teams, into its offerings. By doing so, Spectralink has positioned itself as a strategic partner for organizations seeking to integrate DECT technology with essential business applications. Specifically, Spectralink has combined the proven reliability of its DECT handset solutions with the rising adoption of Microsoft Teams, delivering a robust, all-in-one communication platform. This innovation boosts customer satisfaction, supports business expansion, and solidifies the company's competitive position in the market.

Spectralink earns Frost & Sullivan's 2025 Global Customer Value Leadership Award for its strong overall performance in the DECT industry.

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# What You Need to Know about 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

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# Best Practices Recognition Analytics Methodology

## Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

| | | VALUE IMPACT | |
|---|---|---|---|
| STEP | | WHAT | WHY |
| 1 | **Opportunity Universe** | Identify Sectors with the Greatest Impact on the Global Economy | Value to Economic Development |
| 2 | **Transformational Model** | Analyze Strategic Imperatives That Drive Transformation | Understand and Create a Winning Strategy |
| 3 | **Ecosystem** | Map Critical Value Chains | Comprehensive Community that Shapes the Sector |
| 4 | **Growth Generator** | Data Foundation That Provides Decision Support System | Spark Opportunities and Accelerate Decision-making |
| 5 | **Growth Opportunities** | Identify Opportunities Generated by Companies | Drive the Transformation of the Industry |
| 6 | **Frost Radar** | Benchmark Companies on Future Growth Potential | Identify Most Powerful Companies to Action |
| 7 | **Best Practices** | Identify Companies Achieving Best Practices in All Critical Perspectives | Inspire the World |
| 8 | **Companies to Action** | Tell Your Story to the World (BICEP*) | Ecosystem Community Supporting Future Success |

*Board of Directors, Investors, Customers, Employees, Partners

## 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.

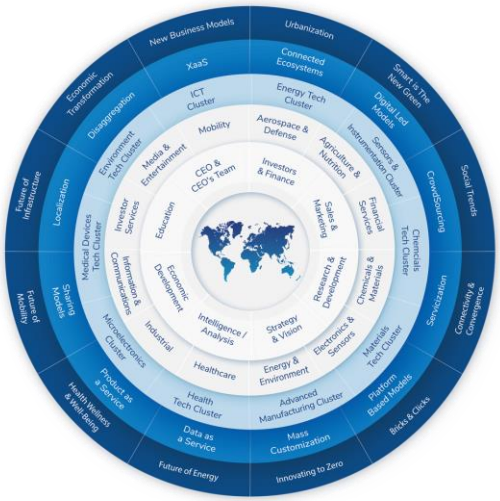



***Key Impacts***:

- **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)