



ViiBE Communication Recognized for

2021

Enabling Technology Leadership

European Remote
Assistance Space Industry
Excellence in Best Practices

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. ViiBE Communication excels in many of the criteria in the remote assistance 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

Critical Weakness in Communication Widens in Pandemic

Across sectors, live communication and assistance have become principal elements for basic operations,

“The brilliance of ViiBE’s solution is the straightforward unfussy way it enables uniquely positive outcomes for an organization’s customers effectively, quickly, and accurately. ViiBE lowers anxiety and friction and reduces cost-to-serve.”

- Alexander G. Michael
Global Practice Area Leader

troubleshooting, and inspections. Since before the disruptions of the COVID-19 pandemic, live remote assistance has been gaining traction in public safety circles, business resolving issues to minimize downtime, and consumer support. Translating over the phone advice to the real world can only go so far: whether a repairman is working on complex machinery, a team member seeks an expert’s guidance from afar, or a consumer feels frustrated with a product. Exchanging relevant and accurate information and context, between the user on site

and the remote expert, has been the challenge to resolving difficult issues effectively. The more technical and complex the incident, the more difficult it becomes for the on-site user and the remote support provider to collaboratively diagnose and resolve the issue. Operational downtime results in significant losses for many industries, such as e-commerce, energy, or airlines, and spurs negative experiences with consumer products.

Moreover, the reorientation to remote services forced by the pandemic has only served to underline further the importance of a solution that makes it easy to connect with remote video assistance and resources. Over the course of 2020, face-to-face meetings, inspections, and repair calls became exceedingly risky, if not unjustifiable or entirely unfeasible due to travel restrictions. New use cases and users have multiplied during the pandemic (from retailers, to sales pitches, and compliance inspections). However, the essential tension remains for how to connect users/technicians with the right experts quickly and through a channel that enables both sides to identify and fix problems with minimal friction.

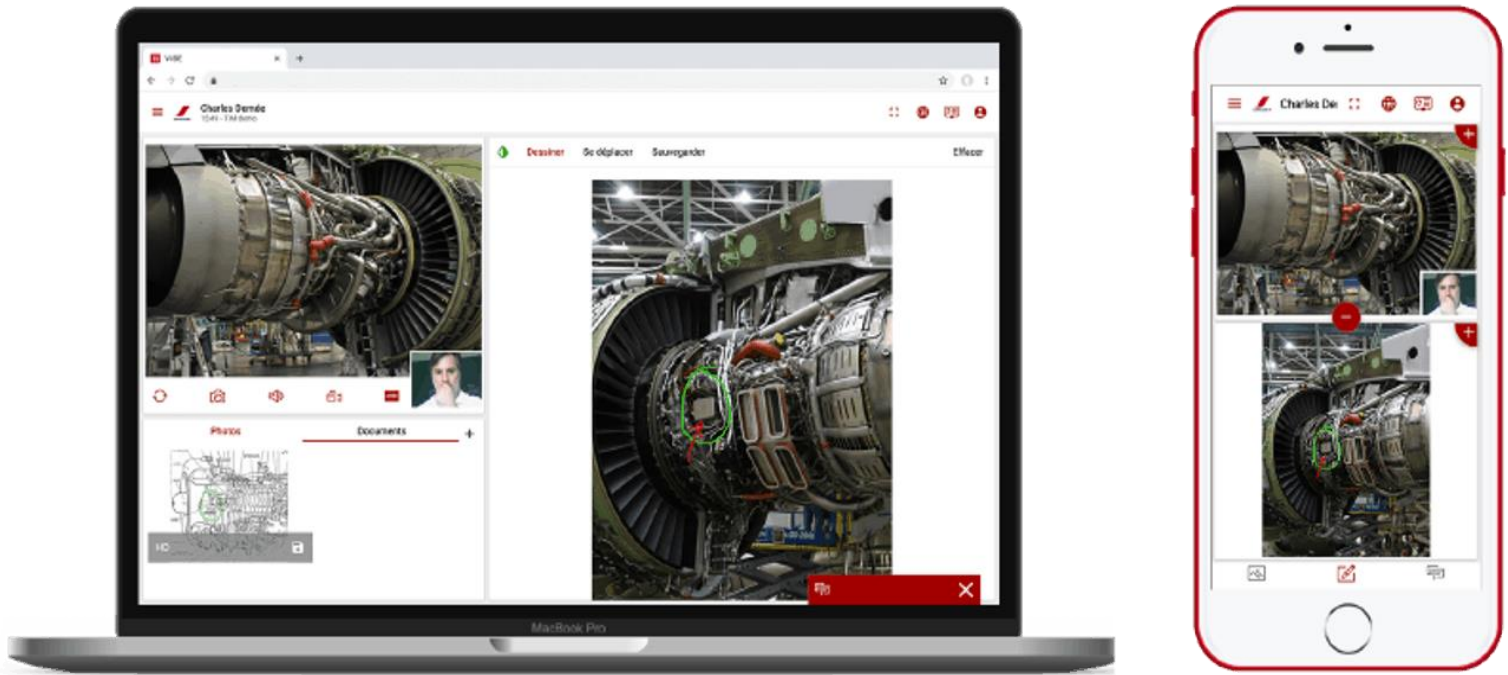
In 2017, entrepreneurs Marc Prempain and Charles Demée launched a project that would connect the public to emergency medical call centers. The duo realized that in an emergency, dialing 112 or 911 left a mountain of potential data and important context that could be used if only a system existed to tap into the capabilities on the dialer's smartphone. The resulting company, ViiBE Communication (ViiBE), coalesced around a platform that would open a web application that required no download and would create a video communications link between experts and users in need of remote assistance. Across sectors, whether connecting agents in a contact center with consumers or subject matter experts with field technicians, ViiBE enhances guidance and communication to speed diagnoses and resolutions.

Geared to Optimize Accessibility from the Beginning

ViiBE's initial vision emerged to optimize public emergency services, and that embedded mission to remove obstacles informs all of the company's subsequent development. The company's totally web-based platform connects users into a ViiBE session without any signup, download/install, or restrictions. The call center or host initiates by sending a text or email with a web link, when the recipient clicks on that link a ViiBE session begins by immediately opening in a browser window to facilitate video conversation as well as collaborative features and geo-location capabilities. As ViiBE originally designed the flow for emergency situations, a single click is all it takes to open a video call and offer the agent or expert an immersive point of view to guide the caller carefully. ViiBE's platform maximizes accessibility with the one-click functionality, and is compatible with iOS and Android devices, as well as personal computers and RealWear connected glasses. In addition to the video call, ViiBE supports annotation, screen and document sharing, freehand telestration, escalation, and inviting up to 20 participants to a call.

With its foundation in optimizing a public safety response, ViiBE's focus on accessibility has been a key differentiator that supports development across additional verticals. Fast deployment has facilitated rapid adoption across the technology ecosystem and various business-to-business and business-to-business-to-consumer models. Further, the public safety/emergency response formatting also drove ViiBE to push the boundaries of its capabilities and build partnerships. For example, in that original public safety project ViiBE partnered with a French company that specializes in heart attack response to establish a database junction to share the location of all the available defibrillators in France. With the data junction, the emergency operator can push a notification to the emergency caller, so they can grab the nearest defibrillator and potentially save the life of a heart attack victim rather than simply waiting for rescuers to arrive.

Easily Connecting Remote Experts and Field Operators



Source: ViiBE

Built for Easy Open and Solid Infrastructure

The protocol and infrastructure that ViiBE use reflect the drive for accessibility and broad applicability, impressively enabling the platform to connect resources previously difficult to bring together. ViiBE relies on the open-source WebRTC (real-time communication) framework for establishing audio and video data streams, using simple application program interfaces that do not require plugins or native applications and can thus function between browsers. ViiBE launched with WebRTC and became one of the first platforms to cover any user device without requiring a download, when Android, Windows, and iOS began supporting the protocol. Moreover, ViiBE's architecture derives from the experience with virtual call centers and operates with a multi-database infrastructure, meaning customers can leverage containerized subdomains to ensure data security and support multi-entity divisions within an organization. ViiBE leveraged some of the top DevOps expertise in Europe, building the platform with reliability in mind so that the infrastructure could deal with millions of requests per second. The full-core interactive server on the cloud is highly configurable, allowing users to create a multi-entity management platform quickly and enabling deployment in one day. ViiBE's infrastructure serves as a key differentiator and enabler; it is the reason some of the largest corporations in France have chosen the platform, recognizing the security and scalability of the containerized databases.

Delivering Value across a Broad Spectrum of Use Cases

Notably, ViiBE has developed its platform quickly to drive value upstream from its initial market adopters and helped various organizations minimize risk and dramatically boost operational efficiency. In environments where uptime of highly complex equipment is key, the ViiBE platform helps organizations connect experts with on-site users to minimize the risk and expense of travel while resolving complex problems to minimize downtime on complex machinery. For example, ViiBE has found rapid adoption and penetration throughout the oil and gas sector. Rather than dispatching additional engineers to offshore drilling platforms (incurring significant travel costs and risks), energy companies, like Total, are using ViiBE to engage the personnel on-site with subject matter experts remotely, to troubleshoot machinery or other specialized issues that require rich contextual information and a video stream. ViiBE's no download solution facilitates easy collaboration amongst partnering operators. ViiBE's clients experience a 20% decrease in tech dispatch on average. This in combination with calculating the average number of offshore trips per month and the cost of helicopter displacements results in companies saving up to \$900,000 per year. This reduction in roundtrip helicopter dispatches similarly has a strong impact on companies' corporate social responsibility (CSR) strategies. ViiBE calculated that annually, a 20% reduction in expert displacements can result in energy companies eliminating up to 994,500 kgs of CO2 emissions. Additionally, ViiBE is working with Air France to reduce the time an aircraft spends racking up cost on the ground due to a technical issue. For this client, avoiding one incident of prolonged downtime for an aircraft will pay the return on investment against the ViiBE solution for an entire year in one operation.

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**- Nicholas J. Baugh, Best Practices
Research Analyst**

ViiBE improves many traditional call center metrics, like first contact resolution rates and, thus, improves customer experience and satisfaction scores. In the call center format, for many technical support and maintenance functions across categories, ViiBE is supporting service providers who are taking care of business to business or business to business to consumer functions. During the pandemic, service providers of all types (in subverticals such as home appliances, to technology products) found ViiBE the ideal solution to deliver technical assistance to customers the world over where sending out a technician is unsafe or prohibited. In one particular example, outdoor and fitness equipment retailer, Decathlon experienced massive growth during the pandemic and leveraged ViiBE to optimize after-sale services to customers in lockdown. During lockdown, Decathlon's customer support agents reduced the number of on-site support dispatches by six. Moreover, ViiBE has been working with roadside assistance provider, Allianz Partners, connecting mechanics with drivers who are experiencing an incident and need to relay information or a description to the expert who can help diagnose the severity of the situation. ViiBE helps customers and agents/experts make themselves understood, especially when the details of a technical issue call for more than a phone call. Within the first year alone of equipping Allianz Partners' customer support agents with ViiBE, 5000 customers were assisted remotely so they could safely get

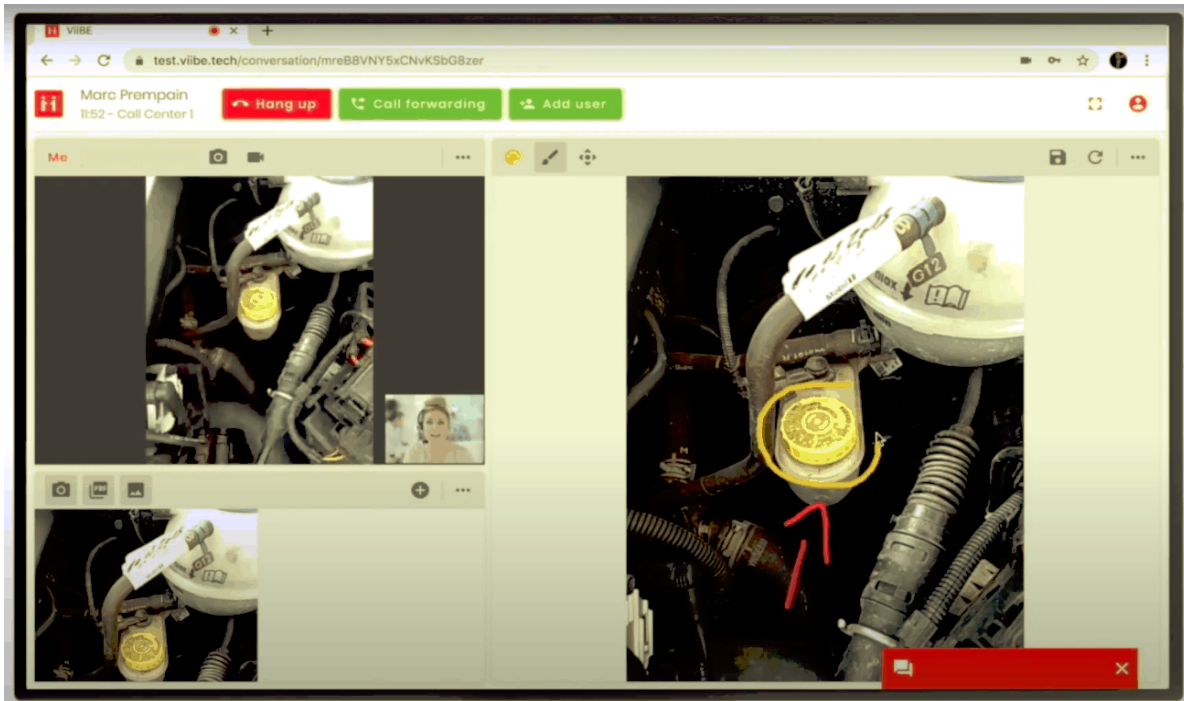
back on the road without needing to call a tow truck. Moreover, this enabled Allianz Partners to reduce its CO2 emissions by nearly 93,600 kg in a single year.

Further, in the wake of the pandemic, many regulatory and inspection functions have been limited or forced to adapt; ViiBE is enabling remote inspections, audits, and leadership visits. The accessibility of the ViiBE platform makes it easy to bridge the gap between on-site and remote inspectors, and the advanced capabilities support the detail-oriented reporting and archiving requirements. ViiBE's platform serves as a single window for multi-step, and multi-day, inspections, creating a connected record of classifications and interventions.

Heightening the Value with Wrap-around Features

Impressively, ViiBE has enhanced its platform to deepen its value through unique knowledge management archive, ticketing, routing, and invoicing features that capture and capitalize on expert experience. Leveraging in-depth research and integrating artificial intelligence into the platform, ViiBE is promoting users to gain more out of the experience. All of the ViiBE calls associated with an account can serve as a vast background field of knowledge, allowing users to access relevant recordings as a learning tool to gain training and onboard new recruits. A particular call or part of a call, and associated information, will be tagged according to the problem and solution (whether it is how to repair a component of a hydraulic pump or aircraft engine), and when a user searches for that issue the ViiBE platform will retrieve relevant incidents from the past. ViiBE calls form an archived database.

An Immersive point of View Sharing Context and Information



Source: ViiBE

Building upon this tagging and archiving system, ViiBE strikingly helps organizations create an organized system of folders and tickets to categorize each remote intervention, inspection session, and repair (connecting several calls together in a single solution if necessary). At the end of a call the platform prompts the user through an exit journey to name and tag the call in the ticketing system, adding pertinent performance and indicators, i.e., establishing or confirming a diagnosis and noting if the issue was resolved or requires follow-up. The user can see all this data in a dashboard of all the tickets, where he can access the audio and video stream from the participants, any documents and pictures exchanged, and a timeline about the session. Valuable for organizations, this system of folders and tagging allows users to aggregate sessions together as tutorials as well as use them as a ticketing system to note which issues need attention and to trigger follow-up calls with the same technician. Within ViiBE's platform, users can use the callback feature to engage a second session, use the collaborative features in the call, and fix the issue, and the follow-up automatically attaches to the original ticket and folder.

Excitingly, in addition to the archiving and ticketing system, ViiBE has also developed a routing system, effectively a next-generation interactive voice server, to pinpoint the right expert in real-time. Rather than spending valuable time in the field attempting to track down an individual who can advise on a particular issue, ViiBE's routing system eliminates the need for a contact sheet or call redirection. Cleverly, ViiBE will help an organization to map out the expertise within their network, to determine (and tag) where relevant individuals are located and what subject matter expertise they can render. In only a few clicks, a field operator troubleshooting an issue can find the ideal advisor in the nearest expertise center. The field operator can get on the platform in a shortcut link and enter his query (e.g., hydraulic pumps in Houston) to identify and send a link to all the experts tagged with that background and connect through a ViiBE call.

Finally, ViiBE recognizes the multi-entity nature of large organizations and co-opetition common in many large industries that require a billing system to separate the independent entities. ViiBE created an automated system to handle the distributed billing and invoicing, separating regional divisions within a company or between partners. Attaching, or tagging, the appropriate people to the relevant billing center, while maintaining the expertise network, ViiBE supports these organizations to maintain their distinct management practices.

Rapid Maturation in a Crisis

The company has matured rapidly, gaining the equivalent of years of market evangelization in only a few months during 2020, and positions itself ideally to serve as a key enabling technology. The COVID-19 pandemic forced the company to tackle the operational disruptions, as well as cope with mushrooming demand for its services. ViiBE handled the increased traffic and inbound demand admirably, growing its team and abilities and expanding across 14 new countries, now bringing the total number of countries where ViiBE is present to over 70. The company most notably demonstrated its ability to maintain service level agreements and handle the exploding volume of traffic. Furthermore, this rapid expansion of ViiBE in both existing and emerging use cases has necessitated a way for the company to onboard teams at scale. In response, the company launched ViiBE Academy, its online tutorial service provided to customers aimed at promoting self-service among the users.

Additionally, ViiBE weathered 2020's unique challenges and continued developing its business and improving the platform. 2021 will see the release of a fourth iteration of the solution, expanding the capability set to include call scheduling, enriching the feature set of ticketing system, and more robust dashboard data presentation. Moreover, the company is also well on its way to integrating ViiBE into the workflow of leading CRM providers in addition to extending its existing partnerships with Zendesk and Microsoft Teams. The partnership with Zendesk will include a smooth integration into the Zendesk ticketing interface, a powerful combination of ViiBE's call engagement and archive functions and Zendesk's customer care infrastructure. Further, ViiBE will join Microsoft's startup program to build on top of the Microsoft Teams foundation, providing greater reach and connections. Finally, also in 2021, ViiBE released its new pricing model adapted for small and medium enterprises (SMEs). With a more straightforward platform geared for those businesses, subtracting features such as the network routing that a smaller entity would not need, ViiBE will offer SMEs a powerful and relevant solution at a reachable price point.

Strikingly Responsive to Customers

ViiBE prides itself on its passion for helping customers to solve problems, and demonstrating a dedication to responsive development. At the onset, ViiBE pilots customers through an information technology integration and configuration process, also mapping the expertise domains in the organization and creating the virtual call center structure that optimizes the toolset. Beyond that onboarding, each new account receives a customer success manager to guide the implementation process and remain available for the duration to provide training, review metrics, and help integrate ViiBE into operations. Showing notable responsiveness, ViiBE looks to user feedback for new feature developments or expansions. In frequent workshops and constant collaboration, ViiBE tracks user input looking for areas to improve and potential new capabilities. Exemplifying this proximity to customer needs, an early group of users (with an oil and gas company) noted that the user interface could not extend to a full-screen view in a way that a native application would. Taking that comment, and in the space of one week, ViiBE developed a new user interface that allowed a full-screen presentation. Many of the current elements of the platform result from customer requests; that approachability and opportunity to participate in product improvements makes the relationship highly productive and satisfying.

ViiBE points to the company's admirable team as a key enabler. The founders, Prempain and Demée, supply complementary skills with the former experienced in business aspects and the later bringing the technology background. Moreover, the company overall includes a balance of personalities and experience levels, the more knowledgeable members plugging into the most prominent technology ecosystem in France and Europe, while the younger set remains in touch with the latest database technologies, product libraries, and dynamic trends in the market.

Conclusion

Recognizing the need for a fast and frictionless method to connect remote experts and users on-site, ViiBE Communication (ViiBE) launched in 2017 as a tool to help emergency response situations. The company has quickly matured with poise and is meeting diverse enterprise needs in the face of the COVID-19 pandemic. Built on a secure and scalable infrastructure and geared for flexibility across devices, ViiBE's platform supports a range of remote assistance situations to capture and share rich information to diagnose and resolve complex problems effectively. ViiBE's additional routing, ticketing, and archiving features deepen the value and augment the solution's ability to share and store vital knowledge. The company admirably proved its ability to maintain services during the pandemic and commendably draws from customers' real experiences in the feature and product development process.

For its innovative and accessible platform, broad functionality, and effective ticketing and knowledge management features, ViiBE Communication earns Frost & Sullivan's 2021 Europe Enabling Technology Leadership Award in the remote assistance space.

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: 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

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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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 six 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)**

