

FROST & SULLIVAN

DIGIVOX

2022
COMPANY
OF THE
YEAR

BRAZILIAN
COMMUNICATIONS PLATFORM
SOLUTIONS 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. Digivox excels in many of the criteria in the communications platform solutions space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Visionary Innovation and Customer Impact of Digivox

Founded in 2003 and headquartered in João Pessoa, Bahia, Brazil, Digivox provides enterprise communication solutions for businesses of various sizes and across multiple markets, allowing them to integrate, monitor, and manage information and communication channels efficiently to enhance service quality and agility. In the extremely competitive Brazilian market flooded by traditional vendors and new participants, Digivox excels through its constant effort to innovate and adapt. With 16 years of communication technology development experience, it connects deep-seated domain and operational knowledge with advanced technology to deliver the best customer experience through its modular omnichannel communication platform, Unify, while creating a real-time collaborative environment for work teams. With more than 200,000 active users, Digivox processes millions of calls and messages monthly. Its highly-skilled management quartet (including its two founders) leads a staff of close to 100 employees. The company focuses strongly on the needs of carriers and information technology (IT) service providers and the healthcare, finance, and government sectors.

A Leader's Path

Since its inception, Digivox has continued to develop new value-added services to meet market demand and assist companies along their digital transformation journey. Currently, businesses increasingly require solutions tailored to fit their specific needs. They want to improve team collaboration despite location or communication channels to promote quality customer experience as a competitive

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- Sebastian Menutti,
Industry Principal: ICT—CX—Connected Work

differentiator. Furthermore, they focus on delivering enhanced customer service, regardless of the employee or customer location, device, or channel. Other requirements are the capability to advance agent efficiency (e.g., first contact resolution and average handle time) and customer retention, reflected in call center customer satisfaction and net promoter scores while yielding cross-selling and upselling opportunities. Lastly, businesses often express the desire to raise brand awareness as a top priority. Digivox's technology development

processes allow the company to stay ahead of the competition by launching new solutions quickly. For instance, by adding customer relationship management (CRM), contact center, and unified communications and collaboration capabilities to its portfolio, Digivox nimbly addresses the demands of its diverse customer base.

As an innovative collaboration and customer experience provider, connecting businesses committed to the satisfaction of their customers and employees, Digivox's value proposition delivers on three tiers:

- It supports all the communication layers and touchpoints between employees and customers (i.e., including unified communication, customer experience, and CRM solutions);
- It advances customization to address distinct business needs; and
- It encapsulates all elements, from telecom infrastructure to user applications, coupled with customer services and back-office, to present a complete end-to-end solution.

Notably, carriers and IT service providers struggle globally to keep their businesses profitable, with the total shareholder revenue (TSR) decreasing yearly. With Digivox, these providers can move beyond connectivity to join the digital services market. Enabling them to launch new unified communications-as-a-service (UcaaS) and contact-center-as-a-service (CCaaS) businesses, Digivox helps carriers and IT service providers to strengthen their profitability. The company reported that some organizations raised their TSR between 34% and 39% by adopting specific features of Digivox's portfolio, for example:

- **Over the Top applications:** Enabling multi-region or global reach despite limited geographic networks
- **Carrier Class:** A reliable solution for critical businesses
- **Multitenant:** Offering investment protection for all customers on a single platform
- **Whitelabel:** Allowing carriers and IT providers to promote uniquely-branded UcaaS en CaaS sets

With a legacy of leadership, the company commits itself to continue expanding its compelling value proposition. Recently, Digivox launched vSession, a session border controller module to enhance its UC solutions suite. Also, integration with Microsoft Teams allows customers to run softphones on top of the collaboration tool, and Digivox consolidated its platform structure to deliver massive scalability for big carriers.

“The company consistently encourages staff to share, discuss, and anticipate market needs. This approach, i.e., bridging the gap between the R&D team’s focus on technical detail and the business requirements that the sales division captures in the market, allows the company to outperform its competitors.”

**- Riana Barnard,
Best Practice Research Analyst**

On the customer engagement side, the company launched a business intelligence module (i.e., Juice Analytics), a predictive dialer module, and a video channel as part of its omnichannel solution. Based on agile processes with sprints of two weeks, it continues to introduce new channels and features together with regular bug fixing. Thus, Digivox’s product roadmap for 2022 includes a new omnichannel solution (i.e., Instagram), agent desktop plugins for Salesforce, and Microsoft Dynamics 365, topped with the revamp of its user interface. Frost & Sullivan applauds Digivox for its outstanding professional services that provide a

complete customer ecosystem, incorporating the four core capabilities (i.e., private branch exchange, collaboration, customer engagement, and connectivity) to support all user scenarios.

Guaranteed Satisfaction through End-to-end Customer Service

Digivox operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company’s daily practices and long-term commitment. In 2021, Digivox established a dedicated team to oversee the quality of its products, site, and user experiences. The division ensures that Digivox meets clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. Moreover, this newly-founded business unit takes responsibility for driving a customer-first culture across the entire organization. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the service lifecycle. Frost & Sullivan recognizes that Digivox meets customers’ needs and exceeds their expectations as clients value the top-performance and business impact of their complete customer journey:

“The digital transformation process relies on adapting our offers/solutions to real customer needs. The big difference that made us choose Digivox was the fact that they have a product that really meets our customers’ needs.”

Melissa Kfoury: Head of Transformation, Algar

Digivox has a dynamic research and development (R&D) team, and it is expanding its sales force to fuel future growth opportunities. When tackling complex issues or scenarios, such as connecting legacy voice networks to new applications, the diverse backgrounds of Digivox’s workforce show up as a significant advantage. Employees with expertise from the old telecom market collaborate seamlessly with younger team members who have excellent skills in application development. The company consistently encourages staff to share, discuss, and anticipate market needs. This approach, i.e., bridging the gap between the R&D team’s focus on technical detail and the business requirements that the sales division captures in the market, allows the company to outperform its competitors.

A Promising Outlook for 2022 and Beyond

Digivox demonstrates high-growth potential. The company is well-positioned in the market, with an industry-leading portfolio that provides tremendous value in multiple sectors. Moreover, the company

invested heavily in R&D activities to enable API expansion, add more digital channels, and deploy a Microsoft Teams ecosystem. Notably, the communication platform provider cultivates partnerships to gain significant strategic value toward future growth. Even though its experienced sales team handles strategic accounts, Digivox also embraces a partner-supported delivery approach. The company incorporates cloud partners (i.e., solution deployment inside partners' data centers), affiliate partners (who take responsibility for the commercial side while Digivox continues to provide service support), and reseller partners (i.e., regional resellers and IT integrators using Digivox's cloud infrastructure). As a result, Digivox added a range of new customers to its established base and reported above 100% revenue growth in the last year. The company started evolving its business model in 2019; therefore, Frost & Sullivan believes Digivox is well-positioned to capture market share and sustain its leadership in the coming years. Its expansion plans to Chile, Argentina, Uruguay, Peru, Colombia, Central America, Mexico, and the United Kingdom supports this view.

Conclusion

Businesses need tailored digital tools, augmented by an artificial intelligence-enabled communications platform, to enrich customer experience and improve team collaboration if they want to succeed in a highly-competitive market. Aiming to advance agent efficiency and customer retention, organizations also want to yield cross-selling and upselling opportunities while continuously striving to raise brand awareness. Addressing these needs, Digivox offers a cutting-edge, unified communication solution portfolio that allows businesses of various sizes across multiple markets to integrate, monitor, and manage information and communication channels efficiently, enhancing service quality and agility. Its commitment to innovation underpins impactful customer-centric strategies and a partner-driven ecosystem that propels ambitious expansion plans. With a strong leadership focus, supported by a diverse and dynamic workforce, Digivox remains a trusted provider, earning a reputation for offering the overall best in the communication platform solutions market.

With its strong overall performance, Digivox earns Frost & Sullivan's 2022 Brazilian Company of the Year Award in the communications platform solutions industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

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

