

FROST & SULLIVAN



# 2022 COMPANY OF THE YEAR

*ASIA-PACIFIC  
SECURE WORK-FROM-HOME FOR  
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. Tetherfi excels in many of the criteria in the Asia-Pacific secure Work From Home (WFH) for contact center space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### *Remote Work Becoming Norm in The Post-pandemic World*

The COVID-19 pandemic forced millions of people to switch to virtual work-from-home (WFH) practices, with contact centers among the hardest hit. It was challenging for supervisors to monitor WFH employees remotely to ensure maximum efficiency and compliance. The information technology (IT) setup can also be an issue. A failure to address these technical issues will ultimately frustrate agents and burden IT staff. With the new WFH norm, virtual call centers make it difficult for agents to seek support when problems arise in the workplace. Data security is also an increasing concern, mainly if the company handles sensitive customer data. The WFH culture also faces other challenges, including lost personal connections, distractions at home, and a lack of information. Recognizing these concerns, a Singapore-based customer experience company, Tetherfi, helps contact center businesses transition to remote working without sacrificing security, compliance, or collaboration.

Founded in 2009, Tetherfi is a technology company developing customer engagement solutions for various industries such as Financial Institutions, Telecom, healthcare, logistics and transportation. Tetherfi delivers rich-media, Vision AI driven, in-app customer engagement for Sales and Service. Tetherfi's Multi-xperience (MX) platform powered by Tetherfi SDK / API, enables enterprises to chat, video, audio, screen share & co-browse with their customers and prospects through branded mobile apps, popular messaging platforms and corporate websites from anywhere on any device. Tetherfi's Secure Work From Home (SWFM) solutions provides a seamless and secure work from home experience for agents, supervisors,

and other users, just like working from the office. In addition to Tetherfi's headquarters in Singapore, the company also has offices in the United States, India, Sri Lanka, and other Southeast Asian countries.

In 2019, Frost & Sullivan recognized Tetherfi for its commitment to innovation, creativity, and technology commercialization success predominately for the banking, financial services, and insurance industries and remains impressed with the company's continuing innovation and sustained leadership.

### ***Extensive Portfolio Benefits Prove Strong Industry Leader Capabilities***

Tetherfi's solution makes it easy and secure for contact center agents, supervisors, and other users to WFH, just like they would in the office. The company offers the most comprehensive and secure WFH portfolio in the Global market, spanning robust features and capabilities. Tetherfi developed a solution that combines real-time camera vision, artificial intelligence (AI), and machine learning (ML). Its software development kits (SDK) or application programming interfaces (APIs) allow contact center agents to communicate with their customers and prospects anytime and from anywhere using video, digital audio, screen-sharing, and co-browsing tools, which empowers the agents to provide excellent customer engagement.

Tetherfi allows its clients to switch to remote work using their existing infrastructure in just a few days. It enables businesses to track, alert, reduce risk, and improve collaboration without compromising customer service quality. Its modular architecture simplifies and enriches the digital customer journey cost-

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***- Krishna Baidya,  
Research Director, ICT***

effectively and agilely. Tetherfi's live-vision AI platform also provides a consistent user interface and experience across on-premises, hybrid, and pure cloud deployments.

Tetherfi's product development team closely monitors emerging market trends and evolving customer demands, and then responds with novel solutions. Moreover, the company's SWFH powers its WFH solution. The SWFH installed on a laptop acts as a standalone app and uses the laptop camera to verify that only an authorized person can log in. SWFH desktop

performs via two functions: detection (using camera images to authenticate faces and detect objects) and actions (determined based on observed non-compliances). SWFH detects a variety of scenarios and objects from a camera image. Scenario and object detections are processed locally by the SWFH app (Edge AI). This ensures the application does not consume bandwidth and all processing happens locally. This also enables detections without a network. Its critical features include two-factor face authentication, gadget and eavesdropping detection, copy-paste detection, liveness and absence detection, website blocking, external monitor detection, gesture recognition, and employee collaboration support.

A violation or action may be associated with each detected object or scenario. In addition, SWFH provides security for remote work environments by monitoring and reporting non-compliant activities. As an additional option, the device acts in response to breaches by raising a screen-blocker or locking the desktop. These are tangible actions which are configurable based on business requirements. Furthermore,

the SWFH solution includes a dashboard that displays the status of all active SWFH users. Events are automatically generated as events occur and displayed in real-time. Supervisors can view a list of the most recent violations logged for specific users and escalate to the relevant unit for further action. The history feature also allows supervisors to view the reports associated with each restricted event.

With this leadership focus, Frost & Sullivan expects Tetherfi to sustain its leadership in the APAC region's secure WFH solution industry specifically for contact centers.

### ***A Strategic Customer-centric Infrastructure***

Tetherfi's solution goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. The company has earned a sterling reputation supporting clients' quest for safe, simple, cost-effective, and secure WFH solutions without compromising customer experience quality. Tetherfi's innovations enhance the customer and agent experience in several ways. In addition to automated face authentication, it reduces client friction, and allows remote client onboarding. Tetherfi SWFH solution promotes positive agent experiences by providing seamless remote work, automating supervision, increasing employee retention, and improving agent well-being.

With its customer-centric corporate philosophy, Tetherfi operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Some of the key milestones achieved by the contact centers adapting the Tetherfi solution include:

- WFH model transition in less than ten days
- A shift to a remote working model of 20% to 50% of employees in an instant
- Zero footprint, minimal additional costs, and zero overheads
- An intuitive application for agents, supervisors and admin users

Tetherfi meets with clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing trust with clients for long-lasting relationships extending throughout the product lifecycle.

Based on Frost & Sullivan's analysis, agents and supervisors can create unified and proactive customer experiences with Tetherfi's technology. The mix of AI and ML-based tracking and alerting, combined with the agent device camera, provides unparalleled security.

### ***Outstanding Brand Equity***

Since its inception, Tetherfi's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new customers to its established base. As a result of its increased marketing and promotional activities in the last year, the company is poised for growth and success in 2023. Tetherfi's modular platform is used by large enterprise customers across 12 countries, with more than 8.2 million video sessions and have enabled 22 million API driven interactions. Tetherfi's SWFH application is now being used by 10 enterprise customers with 10,000 users on-boarded globally since its inception in 2020. The company assists leading banks, telecommunications, and hospitality companies with digital transformation. Some of Tetherfi's current clients include:

- **Everise:** The COVID-19 stimulus check payout by the United States government prompted a 400% increase in customer inquiries. Everise's financial service clients requested an increase in customer support while maintaining compliance to prepare for further spikes in inquiries. As part of its efforts to prevent unauthorized access, the company sought to protect the privacy of its agents who WFH. With Tetherfi Edge AI, Everise can maintain clean desk policies and compliance without being intrusive while providing fast and secure customer service without compromising customer service quality.
- **Changi Airport Group:** With Tetherfi video system, Changi Airport Group can provide in-person services around the clock with no long lines. Travelers can always interact with customer service staff, anywhere in the airport, enhancing customer service without compromising their health or safety.

Tetherfi is at the forefront of the fiercely competitive WFH solution market. With a deep-rooted history of purpose-fit innovation, the company shapes the industry's trends, impacting its role in the market. By leveraging its digital Omni Channel Management (OCM) Platform, the company pivoted its customer engagement solution for an enterprise to improve customer engagement across different touchpoints. Tetherfi digital OCM efficiently transforms a contact center's infrastructure to deliver an omnichannel experience, enable end-to-end digitalization, and reduce total cost of ownership.

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Best Practices Research Analyst**

Additionally, by integrating to legacy Voice Contact Centre platforms with new digital channels, enterprises can gain a complete end-to-end view of the customer journey across channels and gain contextual knowledge to offer better service to customers. The company is the only vendor in APAC that allows its clients to reach their target audience over a variety of channels (via email, SMS, internet chat on websites and apps, and third-party apps such as WhatsApp, LINE, Facebook, Viber, Zalo, etc, Social Media, WebRTC enabled Click2Call , Video and

Fax), and run-on proven platforms that are less expensive to maintain. Furthermore, it overcomes problems associated with inconsistent bandwidth. As a result of its simplified and modular architecture, clients can reduce their capital expenditures and launch their digital initiatives thus quickening their GTM.

Tetherfi goes to great lengths to ensure seamless product integration. The company is constantly partnering with various outstanding technology providers such as Avaya, NICE, Genesys, Calabrio, AWS, Cisco, and AT&T. By integrating with a partner's platform, Tetherfi can build customized customer-centric solutions that will increase market growth, reduce sales cycles, increase lifetime value, and ensure greater success. For instance, taking advantage of its IBM Business partner status, Tetherfi worked closely with IBM design teams to rework its offerings to optimize them for efficient cloud-based delivery. The company provides roughly 40% of its solutions through its hybrid model, with plans to migrate even more apps to the cloud in the future.

Frost & Sullivan believes the company is well-positioned to drive the secure WFH solution for contact center space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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Tetherfi's secure work from home solution for contact center, protects customer data, ensures compliance, and boosts productivity. Additionally, it enables outstanding collaboration between supervisors and agents, just as in an office setting. The solution delivers the same user experience regardless of deployment mode (on-premises, hosted, hybrid, or public cloud). Furthermore, the company's artificial intelligence-based camera vision technology enables it to provide a privacy-preserving solution that can easily integrate with a contact center's existing infrastructure. As a result, the company remains a trusted partner, earning a reputation for offering the overall best in the secure work-from-home solution for contact center market.

With its strong overall performance, Tetherfi earns Frost & Sullivan's 2022 Asia-Pacific Company of the Year Award in the secure work from home for contact center industry.

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

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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



