

FROST & SULLIVAN

*WEST TELCO*

**2022**  
**CUSTOMER**  
**VALUE**  
**LEADER**

*LATIN AMERICAN*  
*COLLABORATION 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. West Telco excels in many of the criteria in the collaboration solutions space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *Growth Opportunities in the Collaboration Solutions Market*

The rise of hybrid and remote work settings and the requirement for enterprises in Latin America to support employee teamwork are driving significant growth in the collaboration services market. Companies need agile solutions, including unified communications service suites, cloud meetings solutions, video conferencing devices, headsets, interactive displays, and adjacent technologies, to increase employee productivity and business agility, decrease time-to-market, and achieve successful digital transformation in the hybrid work era. Frost & Sullivan expects that from 2021 to 2028, the Latin American unified communications as a service market will grow at a compound annual growth rate (CAGR) of 8.3% in users and 3.8% in revenue.<sup>1</sup> The market will grow significantly in several industry verticals, including mid-size companies, banks, insurance and financial services, healthcare, education, travel and hospitality, retail and consumer goods, and professional services firms.<sup>2</sup> At the same time, the customer experience rises as a definitive competitive differentiator, and the demand for cloud contact center solutions is rapidly increasing. Frost & Sullivan’s independent research forecast that the cloud contact center solutions market will reach 28.7% revenue growth in 2022, experiencing a CAGR of 25% from 2021 to 2026.<sup>3</sup>

<sup>1</sup> Frost Radar™: Unified Communications as a Service Market in Latin America and the Caribbean, 2022 (Frost & Sullivan, May 2022)

<sup>2</sup> Latin American and Caribbean UCaaS and Cloud Meeting Services Growth Opportunities (Frost & Sullivan, April 2022)

<sup>3</sup> Cloud, Digital, and Omnichannel Drive Contact Center Solutions Market Growth in Latin America and the Caribbean (Frost & Sullivan, May 2021)

While hybrid work environment implementation is a considerable driver for adopting unified communications and collaboration solutions, companies must meet the employees' growing expectations. Attracting and retaining human talent is a rising challenge due to the COVID-19 pandemic's significant flexibility in working environments. Employees expect to work when, where, and how they want and use simple and intuitive platforms. According to the Frost & Sullivan survey "Future of Hybrid Work," 48% of Latin American information technology decision-makers envision at least 25% of their workforce will be working remotely part-time or full-time in two years from 2022.<sup>4</sup> Also, 43% of the respondents revealed that they would provide collaboration spaces (e.g., Microsoft Teams, Slack, Zoom) to remote workers to help them be fully productive when working remotely.<sup>5</sup> Therefore, it is crucial to have collaboration technology tools that enable efficient remote work.

### **West Telco: Delivering Vanguard and Trusted Services**

Founded in 2005 and headquartered in Guadalajara, Jalisco, Mexico, West Telco is a service provider of

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**- Sebastian Menutti,  
Industry Principal**

collaborative solutions. The company stands out in the market by delivering training and advisory services in 26 Latin American and Caribbean countries in several industry verticals, such as manufacturing, financial services, small and medium-sized business, telecommunications, and healthcare. West Telco's philosophy relies on the three "C's": communication, content, and coordination, providing a valuable technology advisory to make teamwork efficient. The company's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting

clients' paths toward adding value to distributors. West Telco focuses on training and consulting through its comprehensive product portfolio:

- **Unified Communications and collaboration:** West Telco provides video conferencing solutions, video collaboration rooms, and contact center software powered by artificial intelligence. The company also has a session backup which allows clients to migrate Zoom recordings to backups on local and remote private servers in the cloud.
- **Network Management and Monitoring:** The company brings remote assistance and reports performance analytics dashboards, smart alerts, and monitoring in cloud environments.
- **EduCloud:** West Telco designed this service to support hybrid classrooms with an e-learning platform with training and online courses based on robotics, programming, and mechanics with science, technology, engineering, and math methodology.

<sup>4</sup> *Future of Hybrid Work, Investment Priorities for the Workplace and Video Conferencing* (Frost & Sullivan, June 2022)

<sup>5</sup> *Ibid.*

West Telco builds its services, collaborating closely with various stakeholders and partners to evolve alongside market needs and trends. The company has signed strategic deals with 21 technology providers, including Zoom, Dropbox, Neat, Klaxoon, Logitech, and Five9. Furthermore, West Telco partnered with Solarwinds to enhance its product portfolio with the Orion® Platform, a “scalable infrastructure monitoring and management platform designed to simplify information technology administration,”<sup>6</sup> distributing its clients the implementation, customization, optimization, and tuning of the platform with dedicated, personalized training. The company’s seamless and frictionless approach and close relationships position it as a partner of choice.

West Telco has been accredited with the “Latam Distributor Partner Award” for two consecutive years (2021 and 2022) given by Zoom due to their efforts to deliver the video collaboration tools to their resellers to give teamwork potential and results optimization. Zoom, initiated with the video as a base, establishing the standard in innovation since 2011, today is a unified communication platform useful for SMB, and individual workers being scalable, intuitive and safe. The user can connect with others, share ideas and give potential to their work towards the achievement of their tasks through its diverse tools: Meeting, Zoom Phone, Chat, Webinars and events, and Contact Center.

West Telco has added Dropbox to their catalog of brands, a storing multiplatform software in the cloud with variety of tools that allows automatic workflow besides bringing security, accomplishment, and content control to their users. Dropbox has attachments like Doc send and Dropbox Sing, which allows the process of signatures within the organizations besides positively impacting the environment. Dropbox will be advertised through “West Telco Marketplace” based in the Customer Experience philosophy allowing their partner to acquire Dropbox Products in a quick, intuitive and efficient manner.

West Telco goes to great lengths to ensure smooth technology integration. The company’s account executives team meets with clients first to assess their unique needs. At this stage, the company conducts further research on the client’s profile and creates an implementation plan. Post-deployment, West Telco provides immediate follow-up support, for example, several educational resources and a committed team to train clients on technologies to take full advantage of the company’s solution.

### ***Education through Innovation and Thought Leadership***

Frost & Sullivan recognizes that many contributing factors make a company successful; having a customer-centric strategy is critical. Yet, holding and successfully implementing a strategy is not the same. Thus, it is essential to have aligned leadership and staff to implement and operationalize a strategy cohesively. West Telco executes its customer-centric approach effectively through its business model of mixing hardware solutions with being a software-as-a-service company. Hence, the executive team implemented Oracle NetSuite as its enterprise resource planning to manage the overall business with flexibility and scalability in the cloud. For example, with a constant revision of contract renovations, West Telco reduced costs and improved productivity due to its access to real-time information to make the best decisions for the company.

West Telco identified customer value and performance as significant solution adoption roadblocks in the education space. It incorporated respected partnerships and alliances to enhance customer value,

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<sup>6</sup><https://www.solarwinds.com/orion-platform>. Accessed November 2022.

increase satisfaction, and cement its edge in this industry vertical. Moreover, West Telco partnered with i3 Technologies, a Belgian company that develops interactive technologies for group collaboration. One of the i3 Technologies' innovative products is the i3 Touch EX, an interactive touch display created to do

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**- Valentina Barcia,  
Best Practices Research Analyst**

presentations in 4K resolution and write into the screen as if it were paper. West Telco deployed this solution in combination with i3Learn Hub, a learning platform that allows teachers to bring digital content to students and stimulate their collaboration to create hybrid classrooms. Quick Learning is an English learning center and a successful use case of this product. Teachers use i3 Learn Hub's conferencing feature to broadcast lessons to all students, both in the classroom and at home, and they can participate interactively on the shared whiteboard online.<sup>7</sup> West

Telco has capitalized on educational growth opportunities and is constantly innovating and looking for new vendors to enrich its product portfolio.

### ***Earning Clients' Trust and Loyalty through Customer-centric Practices***

Since its inception, West Telco's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new clients to its established base, with more than 254 active clients in 2022. As of November 2022, the company has a presence in 26 Latin American and Caribbean countries with expansion plans to Europe and Asia. Mexico and Brazil are the countries with the greatest significance in the company's revenue. The company is well-positioned in the market with an industry-leading product that provides tremendous value in high-demand sectors. In 2022, the company generated \$17 million in revenue and recorded a 25% increase in 2021 compared to 2020.<sup>8</sup> The company's impressive growth momentum and trajectory are a testament to its leadership, earning its clients' trust and loyalty and enabling it to capture market share.

West Telco incorporates client feedback into its product roadmap to maximize short-term growth opportunities while providing a path to future revenues. Clients' testimonies prove the company's strategy:

*“West Telco provides optimal resolution with frictionless communication, always customer-focused and, moreover, knowledgeable about their solutions. They are flexible and supportive to our needs, and they know the region enough to be able to talk about our strategies of growth, and look for synergies to work on.”*

-Luis Shilling, Latin America Director, Rahi<sup>9</sup>

*“We have received extraordinary service and follow-up to our requirements. Their support and service are always immediate and timely, and communication with their executives and back-office staff are*

<sup>7</sup> <https://itcomunicacion.com.mx/west-telco-e-i3-technologies-impulsan-aulas-hibridas/>. Accessed November 2022.

<sup>8</sup> Frost & Sullivan Interview with West Telco, November 2022.

<sup>9</sup> Ibid.

*always direct, frank and cordial. Surely, we have found in them an excellent business partner, and this has manifested by closing amazing opportunities for our organization. I'm satisfied with have them as strategic allies.”*

-Adrián Rodríguez, Costa Rica Director, RICOH<sup>10</sup>

While evolving from a technology standpoint, West Telco never loses sight of its clients' perspectives. Its brand maintains its Latin America and Caribbean presence while meeting customer-specific needs. Given today's landscape, Frost & Sullivan believes the company is in a prime position to increase its market share in the highly competitive collaboration solutions industry.

## Conclusion

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Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. West Telco thrives on both ends, incorporating client-focused strategies and exemplifying best practice implementation. With a customized journey to meet and exceed clients' requirements, the company excels in the collaboration solutions market with solid training and advice services. It capitalizes on growth opportunities and drivers to impulse efficient and connected hybrid environments to multiple industry verticals. This overall customer-first approach offers immense value to existing and new customers and solidifies West Telco's reputation in the market.

With its strong overall performance, West Telco earns Frost & Sullivan's 2022 Latin American Customer Value Leadership Award in the collaboration solutions industry.

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<sup>10</sup> Ibid.

## What You Need to Know about the Customer Value Leadership Recognition

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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

## 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)**

