

INTERMEDIA RECEIVES THE 2023 NEW PRODUCT INNOVATION AWARD

*Identified as best in class in the global UCaaS
archiving 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. Intermedia excels in many of the criteria in the unified communications archiving space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Match to Needs

As part of digital transformation initiatives, businesses are embracing cloud-based software-centric communication services, including unified communications as service (UCaaS) and contact center as a service (CCaaS). These services often provide users with access to a range of communications modalities,

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Industry Director Connected Work Research

such as voice and video calling, video conferencing, chat, and short message services (SMS). However, Frost & Sullivan notes that the adoption and use of a broader range of communications channels can present certain challenges to ensuring security and compliance without impacting the enhanced productivity and process modernization that they are often designed to deliver. Specifically, recording, archiving, and retrieving communications data across channels is a growing challenge as more and more organizations and users adopt unified communications services.

Properly recognizing these challenges along with the opportunities to enhance investments in unified communications technologies, Intermedia is delivering the capabilities that customer organizations are looking for. Intermedia Unite Archiving delivers automated voice, chat, and SMS data collection and archiving to help ensure cross-channel compliance, as well as unified search and data reporting across channels for the enhanced compliance, security, and productivity that modern businesses require.

Positioning

Although launched just this year, Frost & Sullivan analysts points out that Unite Archiving is already differentiated in the market. In contrast to specialty or pureplay archiving solutions from third parties, Unite Archiving integrates tightly with customers' unified communications stack from Intermedia, including voice (voicemail, recording and call logs), chat and business SMS today, and with Intermedia AnyMeeting Video Conferencing planned to be added this year.

Certain competing UCaaS providers do offer some communications archiving solutions. However, most of these offer much more limited functionalities compared to Unite Archiving. For example, other competing archiving solutions from UCaaS competitors typically support voice, chat, and SMS capture, but lack the comprehensive search capabilities, 17a-4 compliant storage, configurable data retention lengths, or the compliance and supervision capabilities delivered by Unite Archiving.

The deep and broad capabilities Intermedia is delivering with Unite Archiving enable the provider to effectively position it as a solution that addresses customers' important compliance requirements as well as also for productivity enhancement. Comprehensive and easy to use communications data search and retrieval functionalities can help customer knowledge retention and transfer efforts amid potentially disruptive employee turnover, time off, role changes and more. The solution also serves to help customers identify best practices for the purposes of employee training, improving business processes and sales performance, and enhancing customer service. As a central repository for captured communications, Unite Archiving also lays the groundwork for leveraging advanced AI capabilities across modalities.

Customer Purchase Experience

Intermedia and its partner ecosystem serve as single source providers for the Unite UCaaS, CCaaS, Messaging and Archiving portfolio. The capability enables customers to streamline their vendor contracts as well as strengthen their service level agreements (SLAs) and provider accountability.

As part of its design and Intermedia's strategy to deliver sophisticated functionality that is simple to manage and use, Unite Archiving can be deployed quickly and easily using Intermedia's HostPilot control tool to integrate it with other applications in the Unite suite. SMS, voice, and chat data are all captured automatically, without administrator or user involvement, thereby helping to strengthen compliance.

Importantly, customers can select from four license options to best match their needs. Specifically, 1, 3, 7 and 10-year data retention periods are offered for customers to choose from depending on their industry's regulatory requirements (e.g., legal, healthcare, financial services) and use cases (compliance and productivity).

Price/Performance Value

Licensing is designed for all users in an organization, which tightens compliance coverage to eliminate potentially omitting recording and retention of communication sessions. Pricing is based on the length of data retention - 1, 3, 7, or 10 years – and ranges from \$3.60 user/month for 1-year to \$10 user/month for a decade of retention. Data retention capacity is also unlimited (subject to Intermedia’s fair use policy).

Administration capabilities are configurable, enabling selective access controls to various capabilities to different administrators based on their roles. Administrators can search for data leveraging a multitude of filters and fields: by specific modalities (voice, SMS, chat) or across-channels by keywords, file name and type, by sender and recipient, length and timestamps, content summaries, incorporating metadata

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and more, to make retrieval intuitive and fast across large volumes of data.

Unite Archiving is also designed for security and regulatory performance to meet differing customer postures and requirements. The solution supports compliance with FINRA, HIPAA, GDPR, MiFID II and other regulations. Data residency is supported in Intermedia US, Canadian, and European facilities. Stored data is

encrypted in transit and at rest. Exported data is secured via multi-factor authentication to protect access and limit export to authorized users.

Unite Archiving offers impressive functionality for the price today, and there is even more innovation on the way. Intermedia has an aggressive development roadmap for the near term and beyond. Among others, roadmap items include Unite Archiving support for AnyMeeting Video Conferencing, Contact Center, and email as well as advancements in AI, analytics, end user capabilities, and more. Customers will be able to take advantage of these enhancements as capabilities are either included at no additional cost or for small incremental fees (depending on their deployment and contract).

Conclusion

The proliferation of communications modalities in unified communications deployments creates certain opportunities and challenges for end user organizations. With its innovative and powerful Unite Archiving solution, Intermedia is addressing both the growing compliance challenges in the use of multi-modal communications channels and is driving advances in productivity. With its strong overall performance, Intermedia earns the 2023 Frost & Sullivan global New Product Innovation Award in the unified communications archiving industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

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

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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™.

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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 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)**

