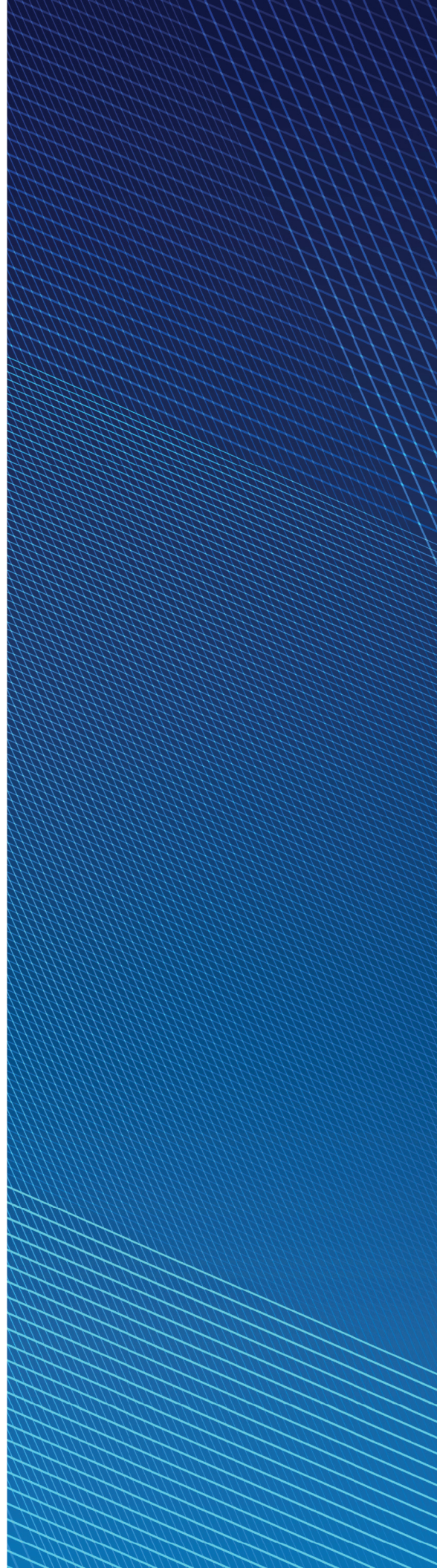


# SMARTSPACE BY DIGIVOX RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the 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. Smartspace by Digivox excels in many of the criteria in the communications platform solutions 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

### *Fierce Competition Fuels Innovation in the Market*

Brazil’s communications platform solutions market experiences intense competition, leading to increased innovation-focused practices and initiatives. Hybrid work environment implementations present

*“Organizations must integrate collaborative capabilities in hybrid working environments to create and manage more personalized CXs and improve business agility and agent productivity. Smartspace by Digivox understands the significance of every interaction within clients’ organizations, regardless of their workforce’s size or geographical distribution.”*

**- Sebastian Menutti**  
**Industry Principal**

numerous growth opportunities for vendors and service providers. Organizations require optimized collaboration tools such as contact center solutions, customer relationship management (CRM) systems, and unified communications as a service (UCaaS) suites to achieve a successful digital transformation. Cloud meetings, video conferencing devices, headsets, interactive displays, and adjacent technologies are also paramount. Therefore, market participants must proactively approach product development and strategic planning to remain competitive and relevant. Vendors must broaden their value proposition to address the needs of

companies embracing a hybrid work arrangement, going fully remote, or entirely returning to the office.

Organizations progressively acknowledge the importance of delivering superior customer experience (CX) to gain a competitive advantage. As a result, they are striving to meet elevated customer expectations by providing seamless, effortless, and memorable customer journeys. In 2022, the Latin America cloud contact center market achieved astonishing growth, driven by accelerated migration from premises-based contact center implementations and a considerable uptake of artificial intelligence (AI)-based applications, workforce optimization, workforce engagement management (WEM), and reporting and customer analytics. These market trends significantly impact large enterprises in the banking and financial services and retail sectors, as companies increasingly focus on the employee experience of both on-site and remote agents and on creating hyper-personalized CX.

### **Smartspace by Digivox: Enhancing Communication and Collaboration**

Founded in 2003 and headquartered in João Pessoa, Paraíba, Brazil, Smartspace by Digivox provides unified communication and collaboration solutions. With a presence in 27 Brazilian states, Digivox has a strong foothold in high-value industry verticals such as financial services, government, healthcare, and transportation and logistics. The company carved its position as a leader in the competitive UCaaS and contact center as a service (CCaaS) market with its core values of initiative, proactivity, and commitment to delivering innovative solutions. In 2022, Frost & Sullivan recognized Smartspace by Digivox for its outstanding unified communication solution portfolio. Frost & Sullivan remains impressed with its continuous service enhancement and sustained leadership.

The company encompasses UCaaS, CCaaS, and CRM services through a unique approach combining AI, WEM, and automation capabilities. Its omnichannel allows clients to unify customers' communications

*"In today's world, organizations need agile and novel solutions to increase CX quality and reduce costs. Smartspace by Digivox diversifies its product portfolio by building leading-edge products, scalable infrastructures, and systems. For instance, the company includes AI-driven virtual assistants that can solve 40% of customer calls, enabling agents to concentrate on handling more complicated processes."*

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

(e.g., voice call, chat, email, social media, Whatsapp, and Facebook) in one powerful platform, improving productivity and operational efficiencies. In today's world, organizations need agile and novel solutions to increase CX quality and reduce costs. Smartspace by Digivox diversifies its product portfolio by building leading-edge products, scalable infrastructures, and systems. For instance, the company includes AI-driven virtual assistants that can solve 40% of customer calls, enabling agents to concentrate on handling more complicated processes. Furthermore, in strategic alignment with growing market trends, Smartspace by Digivox has successfully established a robust multi-

cloud infrastructure with global readiness, allowing it to command a significant 70% share of the client base. Organizations must integrate collaborative capabilities in hybrid working environments to create and manage more personalized CXs and improve business agility and agent productivity. Smartspace by Digivox understands the significance of every interaction within clients' organizations, regardless of their workforce's size or geographical distribution. Its dedication to building solid and lasting relationships relies on ensuring that every interaction is meaningful and impactful. Therefore, Smartspace by Digivox incorporates WEM capabilities into its portfolio and offers game-changing solutions that enable clients to



optimize workflows, automate processes, minimize manual work, and expedite task completion. The company's proprietary WEM solution, Smartspace, includes a cloud-based platform with up-to-date information tailored to clients' needs. Smartspace seamlessly integrates with existing market tools (e.g., Microsoft Teams) to streamline teamwork, boosting overall productivity by up to 30%. Smartspace is a testament to the company's commitment to enhancing operational efficiency and promoting collaboration across different teams and departments. Frost & Sullivan believes Digivox's approach addresses significant industry challenges, increasing employee satisfaction, thereby, talent retention.

### ***Building Trust through a Customer-centric Approach***

Smartspace by Digivox's collaborative spirit goes beyond its extensive experience and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting over 2,500 clients toward connecting customers and employees better and improving productivity. Unlike competitors, Smartspace by Digivox builds its services, working closely with various stakeholders and partners to evolve alongside market needs and trends. Designed to foster collaboration with other companies to create more value, the company's strategy for expanding its partner ecosystem centers on cooperation, mutual benefit, and shared success. By partnering with vendors such as Meta, Oracle, Amazon Web Services, and Microsoft, Smartspace by Digivox leverages its expertise and resources to deliver better services and products to its clients.

At the beginning of the client journey, the company meets with clients to assess their unique needs. At this stage, its customer success team creates a journey mapping with service design and implementation details. Smartspace by Digivox provides immediate follow-up support post-deployment and conducts post-sales research and surveys to evaluate potential enhancements and improve performance.

*"Smartspace by Digivox has reliability, traceability of actions for our success and analysis of the quality of communications on a daily basis."*

-Head of Customer Relation Analysis, Clinical Laboratory

*"The solutions they provide to the bank are very important for our operation, the great benefit is undoubtedly having the ability to centralize all services and manage communications, which serves to close deals and actively relate with our customers. It has become a prospecting channel, far beyond a simple service and problem solving channel."*

-Team Leader, Banco do Brasil

### ***Positioned for Growth***

Since its inception, Smartspace by Digivox's customer-centric framework has led to its coveted preferred partner status. To build up its position and brand equity in the UCaaS and CCaaS arena, the company actively participates in industry-related events such as CONAREC in Sao Pablo, Mobile World Congress in Barcelona, and Cluecon Developers Conference in Chicago.

In 2022, Smartspace by Digivox achieved robust revenue growth, with a significant increase in double digits. This impressive performance solidifies its position as a leading company with sustainable and remarkable progression. Moreover, Smartspace by Digivox's business evolution strategy integrates resellers, cloud partners, partner affiliations, and direct sales to effectively segment sales efforts and reach a broader range of clients. Its ambitious international expansion plan bolsters this strategy by venturing into new markets, including the United States, Latin America, and Europe.

Digivox's outstanding financial performance, strategic initiatives, and strong market position exemplify its vision to cement future growth and its brand's enduring value.

### **Conclusion**

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Given today's landscape, delivering a memorable and seamless customer experience (CX) is critical for business success. Hence, organizations seek solid solutions providers to unify their communications and increase productivity. Nevertheless, in a competitive market, vendors must offer scalable solutions that adapt to remote work and integrate automation and artificial intelligence to provide cost-effective solutions. By addressing these market needs, Frost & Sullivan considers Smartspace by Digivox's unique and comprehensive offering a competitive advantage over competitors, as its approach combines communications, collaboration, contact center, and customer relationship management in a powerful omnichannel solution. Moreover, the company's workforce engagement management solution, Smartspace, helps clients achieve their goals by improving operational efficiency and teamwork.

With dedicated client-center strategies, Smartspace by Digivox excels at understanding end-users' and agents' pain points and leveraging innovative technology to improve overall CX. In addition, its extensive partner ecosystem allows the company to make straightforward integrations, optimizing clients' operations.

With its strong overall performance, Smartspace by Digivox earns Frost & Sullivan's 2023 Brazil Company of the Year Award in the communications platform solutions 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

