FROST & SULLIVAN

InteLePEER

2022
TECHNOLOGY
INNOVATION
LEADER

North American Programmable Communications 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. IntelePeer excels in many of the criteria in the programmable communications space.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Commitment to Innovation and Creativity

IntelePeer is a communications service provider focused primarily on the communications platform as a service (CPaaS) market. The CPaaS space has been dominated by developer-centric solutions, transactional pricing and consumption models, and build-it-yourself service offerings. While also providing these table-stakes capabilities, IntelePeer has creatively differentiated itself by addressing the specific needs of business customers. First, alongside core application programming interface (API)-based communications services, the provider has long offered a professional service practice focused on application development and integrations. IntelePeer leverages its in-house development teams to create tailored solutions for customers that lack the time, staff or resources to do their own coding.

"IntelePeer took their most frequently requested custom projects and refined them to exist as standalone applications on top of their CPaaS platform. Put another way, the provider moved a suite of communications-focused solutions out of their professional services group and made them consumable, easily repeatable, and most importantly, easily sellable outside of the traditional CPaaS model and long development cycles."

- Michael Brandenburg
Senior Industry Analyst, Connected Work

Over the years, as IntelePeer teams took on an increasing number of projects, a number of frequently requested applications and solutions surfaced. IntelePeer took their most frequently requested custom projects and refined them to exist

as standalone applications on top of their CPaaS platform. Put another way, the provider moved a suite of communications-focused solutions out of their managed solutions team and made them consumable, easily repeatable, and most importantly, easily sellable outside of the traditional CPaaS model and long development cycles.

Stage-Gate Efficiency

Frost & Sullivan defines stage-gate efficiency as technology adoption that enhances the stage-gate process for launching new products and solutions. In the case of IntelePeer, the recently launched Marketplace is at the heart of their stage-gate process. Marketplace is an e-commerce site that provides both direct customers and the provider's base of channel partners a new way to consume IntelePeer's core CPaaS capabilities. At launch, the provider populated the marketplace with fully formed and complete versions of the most commonly requested applications by customers. As the provider productizes more of its professional services development into the standalone applications or integrations, the Marketplace is the launch pad to make those applications available to existing customers and attract new ones.

> *"IntelePeer's Marketplace is a compelling approach to programmable communications in that it offers a toolbox of useful CPaaS-powered applications that can be consumed without the heavy lift of application development. While IntelePeer's competitors offer code samples or rudimentary applications such as SMS marketing campaigns, few reach the depth or completeness of Marketplace applications."*
>
> *- Michael Brandenburg*
> *Senior Industry Analyst, Connected Work*

Application Diversity

IntelePeer's Marketplace currently features a set of communications-focused applications that address challenges that nearly every business faces. The provider delineates applications offered on the Marketplace into two types: no-code and low-code. No-code applications are fully-formed solutions that feature graphical interfaces, enabling IT staff or even line-of-business leaders to deploy and manage them. The Marketplace launched with five no-code applications, including:

- **Smart Routing:** Allows the customer to intelligently route calls based on any number of models, including percent-based routing and day-of-week schedules.

- **Auto-Response:** Sends an automatic response message to inbound SMS and phone calls.

- **Smart IVR** (Cloud-based interactive voice response (IVR)): Businesses can quickly set up an IVR, with tailored menu trees and custom messages within minutes.

- **Digital Assistant:** Intelligent call routing based on natural language processing.

- **Post-call Survey:** Enables businesses to design and build surveys to capture customer feedback after an interaction.

Similar to no-code, low-code solutions are applications and integrations that offer specific services or an integration framework, but unlike no-code, still need some development effort to fully utilize. The initial low-code solutions offered on the Marketplace include:

- **Payment Processing:** Customers can securely make a payment over the phone.

- **Cloud Queuing:** Monitors call volumes and queues calls when predefined thresholds are reached.

- **Business Continuity Plan:** Provides an automated system that can send proactive notifications when unexpected events shut down company operations.

- **Multifactor Authentication:** Adds an extra layer of protection on top of your username and password by enabling two-factor authentication (2FA).

- **Appointment Reminder:** Sends automated appointment reminders via SMS to customers.

Pricing for Marketplace is straightforward. Businesses purchase a CPaaS plan, at either a standard or an advanced tier. A subset of applications is included as part of each tier, while others are available with a small upcharge. Beyond the plan itself, the only additional costs that customers incur are the standard CPaaS consumption charges based on the number of calling minutes or messages consumed. IntelePeer also offers a tiered pricing option that aligns with a customer's budget and costs more predictable. With Marketplace's price model IntelePeer provides a better fit for a wide array of businesses and their purchasing habits compared to competitors that charge per workflow or for application hosting.

IntelePeer's Marketplace is a compelling approach to programmable communications in that it offers a toolbox of useful CPaaS-powered applications that can be consumed without the heavy lift of application development. The provider notes that, by leveraging Marketplace applications, a call center manager can change call routes on the fly to prevent congestion. In another example, IntelePeer notes that an IT manager can save dozens of development hours by integrating the Payment processing app. In addition, applications can easily be customized for business requirements, by un-hooking a piece of the workflow and leveraging SmartFlows to further customize the template. While IntelePeer's competitors offer code samples or rudimentary applications such as SMS marketing campaigns, few reach the depth or completeness of Marketplace applications.

Growth Potential

IntelePeer now has multiple paths to growth in the programmable communications market. The first is the traditional developer-friendly CPaaS platform. The provider can continue to support and grow its developer and partner communities, as well as add new features, communications channels and integrations to the platform. In addition, IntelePeer's managed solutions team can not only function as a client's development team as needed, but can take on a new role as an innovation engine for the Marketplace. By uplifting additional common use cases into fully formed applications, the provider's internal teams can add to the marketplace value proposition. Finally, the Marketplace is a new source of growth for IntelePeer. With a range of no-code and low-code solutions available, IntelePeer can tap into an underserved segment of the programmable communications market. It can provide considerable value to businesses that need tactical solutions to address gaps in their existing communications infrastructure but lack the development resources to start from scratch.

Conclusion

IntelePeer has long been spearheading the effort to democratize programmable communications by enabling line-of-business leaders to capitalize on what CPaaS can offer. The provider's Marketplace is a powerful next step in that direction. Backed by IntelePeer's robust platform and network, businesses can leverage no-code applications to digitize workflows and improve customer engagement. With its strong overall performance, IntelePeer earns Frost & Sullivan's 2022 North American Technology Innovation Leadership Award in the programmable communications industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

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

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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)