

FROST & SULLIVAN

BEST PRACTICES RECOGNITION

2018 NORTH AMERICAN SIP TRUNKING SERVICES MARKET LEADERSHIP AWARD



WHO IS FROST & SULLIVAN?

Frost & Sullivan is a leading 57-year-old market research and consulting firm that tracks multiple industries including automotive, healthcare, information and communication technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

WHAT ARE BEST PRACTICES AWARDS?

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Market Leadership Award is a compelling third-party validation of a company's growth strategy and execution. Verizon's Best Practices Award is a strong indicator to employees, investors, customers, and the public that Verizon has superior solutions that have enabled it to garner more market share in the SIP trunking services industry.

WHY VERIZON?

Verizon is a well-established brand among both business decision makers and consumers. The company has a rich and a strong track record in the wireline telecommunications services market and continues to rank among the leaders in the consumer wireless market. North American businesses as well as organizations around the world trust the Verizon brand, as they clearly associate it with service quality and reliability and provider stability.

Furthermore, the incumbent carrier has a significant customer base using TDM-based legacy trunking services, placing Verizon on the short list for many businesses looking to move to IP-based communications solutions. This strong position is reinforced by the myriad of successful VoIP access and SIP trunking deployments Verizon has already achieved. Businesses trust Verizon and in turn, trust that the company can deliver IP-based communications services with strong uptime and minimal disruption.

With its impressive experience in the market, and growth strategies, Frost & Sullivan is proud to bestow the 2018 SIP Trunking Services Market Leadership Award to Verizon.



BEST PRACTICES AWARD ANALYSIS FOR VERIZON



WHAT IS MARKET LEADERSHIP?

Market Leadership Award recipients have attained loyal customers who then became brand advocates, allowing the company to grow and achieve a market leadership position. By committing to the customer at each stage of the buying cycle and continuing to nurture the relationship, companies increase market share over time.

KEY BENCHMARKING CRITERIA

For the Market Leadership Award, Frost & Sullivan analysts note that organizations must commit to the customer at each stage of the buying cycle and continue to nurture the relationship to build their market share over time.

Criteria Evaluated

- Criterion 1: Growth Strategy Excellence*
- Criterion 2: Implementation Excellence*
- Criterion 3: Brand Strength*
- Criterion 4: Product Quality*
- Criterion 5: Product Differentiation*
- Criterion 6: Technology Leverage*
- Criterion 7: Price/Performance Value*
- Criterion 8: Customer Purchase Experience*
- Criterion 9: Customer Ownership Experience*
- Criterion 10: Customer Service Experience*

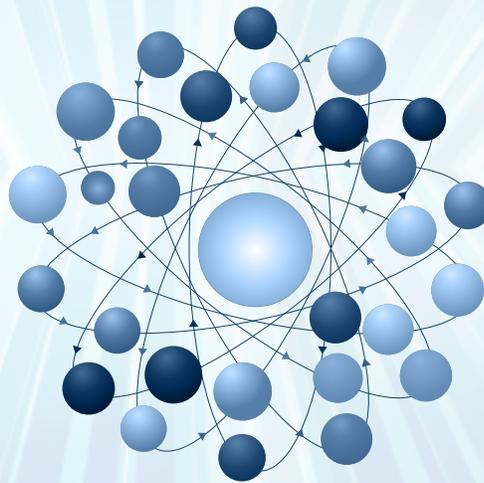
SIGNIFICANCE OF THE AWARD

To receive the Frost & Sullivan Market Leadership Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return. Loyal customers become brand advocates; brand advocates recruit new customers; the company grows; and then it attains market leadership.



THE 360-DEGREE RESEARCH APPROACH



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

QUESTIONS?

VoIP and Voice Services: VoIP/IP Trunking
www.VerizonEnterprise.com

