



Konftel Recognized for

2021

Customer Value Leadership

European Professional Audio/Video

Conferencing Devices Industry

Excellence in Best Practices

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. Konftel excels in many of the criteria in the European audio/video conferencing devices 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

Persistent Focus on Keeping up with Customer Needs

COVID-19 has revolutionized the world of work. Pre-COVID, European businesses were at different stages of video adoption. Enterprises in some countries, including the Nordics and the UK, were more advanced with their BYOD and cloud-powered video-enabled meeting room strategy. In contrast, other European countries either lagged behind or were reliant on traditional codec-based video conferencing endpoints and on-premises video infrastructure. There has been an accelerated change in this

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Senior Industry Analyst**

enterprise mindset as the crisis progressed rapidly in various parts of Europe. The majority of the remote and hybrid workforce was in a dire need of audio/video (A/V) devices to ensure business continuity and resiliency. Per Frost & Sullivan’s 2020 European video conferencing devices research, the USB conference camera market experienced booming adoption, registering revenue growth of over 120% in 2020. Ease of use and ease of deployment of USB conference cams drove significant video adoption across European businesses. In particular, BYOD video conferencing gained tremendous adoption

during COVID as it allowed IT departments to rapidly and cost-effectively video-enable remote workspaces and in-office meeting spaces to support the hybrid workforce. Further, BYOD-based video conferencing provided greater freedom over the choice of platform. This video strategy continues to

show significant adoption in the return to the office scenario.

Drawing upon its legacy of over 30 years in the audio conferencing endpoint industry, Konftel ventured into the video device market with modular A/V kits in 2018 and has since rapidly expanded its customer reach. Konftel's entry into the video space was perfect timing as it enabled the company to seize the unprecedented A/V demand that arose during the pandemic. Konftel's success mantra in the A/V space revolves around flexibility, usability, and value that align with customer demands.

Konftel's comprehensive portfolio, including tabletop audio conferencing endpoints and USB conference cameras, allows customers to pick and choose the right endpoint—either standalone or A/V kits—according to their needs. While the Konftel Cam20 addresses home offices and smaller spaces, the Cam50 is positioned for medium and large rooms. These plug-and-play USB cameras feature built-in noise-reducing microphones, up to 4K resolution, pan, tilt and zoom (PTZ), digital zoom, autofocus, and auto-adjustment to lighting conditions. The Konftel A/V kit range is one of the most extensive and affordable in the industry. The various models available—C20Ego, C2070, C2055, C2055Wx, C20800 Hybrid, C5070, C5055Wx, C50300 Analog Hybrid, C50300Wx Hybrid, C50300IPx Hybrid, C50800 Hybrid—offer customers the opportunity to right-fit enterprise-class solutions for diverse requirements. Supported by the Konftel OCC (One Cable Connection) hubs, these kits offer center-of-the-table audio experiences with clutter-free installation in various sizes of meeting spaces and custom spaces. Additionally, Konftel offers CC200, a collaboration bar with built-in video codec, that caters to multiple installation options in huddle spaces.

It is critical for vendors to provide a range of flexible, plug-and-play A/V options as enterprises face several challenges, including meeting room reconfiguration as well as uncertainty about the number of workers in the office and meeting room occupancy in the new-normal office environments. Konftel's wide portfolio enables customers to effectively match endpoints with meeting room configurations, sizes, connectivity requirements and budgets. In contrast, the integrated form factors of competing brands often follow the one-size-fits-all approach, aided by expansion microphones, which lack the flexibility to adapt dynamically to potential room reconfiguration needs in the future and are often more expensive than modular A/V kits. On the other hand, Konftel's A/V kits provide the best value for the investment with its high quality, functionally robust enterprise-class devices backed by a two-year warranty, Ultra HD/Full HD resolution, beamforming microphones, and renowned OmniSound® audio technology. These specifically set Konftel A/V kits apart from the competition at similar price points. The average selling price (ASP) of Konftel C20Ego is \$300 less than the global average of the total USB room devices market in 2020.

Konftel has continued to execute and innovate on its portfolio as evidenced by a consistent cadence of new products. Other products launched in 2020-2021 include: a 4G-upgraded version of the Konftel 300Mx mobile wireless conference phone for effective meetings in hybrid offices; Konftel 70 USB and Bluetooth speakerphone for high-performance audio needs in huddle and medium-sized meeting rooms; and the Cam10 full HD USB webcam, that can be purchased individually and as a bundle with the Konftel Ego speakerphone, for personal video communications

By truly sensing the pulse of customers, Konftel has played a significant role in transforming the collaboration journey of European businesses.

Customer Acquisition

As horizontal meetings moved to vertical market use cases—accelerated by COVID-19—Konftel proactively designed the buyer’s guide and marketing collaterals with specific SKUs targeted at high growth sectors, including healthcare, education, and home office segments. Among the healthcare

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institutions, Konftel positioned C20Ego for doctor-patient consultations and Konftel CC200 for medical meetings between healthcare professionals. Among the educational institutions, Konftel positioned C20Ego for remote learners, and C2055 and C5055Wx for small and large classrooms, respectively. For home offices, the company positioned Cam20, C20Ego, and personal video kit as the best professional A/V sources for creating functional workspaces at home. While IT decision-makers can choose to invest in any

Konftel A/V endpoints per their need, the availability of vendor recommendations on suitable solutions has created more awareness and helped end users to adapt well to the new normal situation.

Despite pandemic-induced supply chain disruptions, Konftel remained strongly committed to its 2-tier route to market rather than selling direct. Konftel confided in its partners’ capabilities and footprint effectively to expand coverage to underserved regions across Europe. As with every year, Konftel acknowledged the exemplary performance of its partners with a special accolade for serving in the frontline and catering to the needs of users in 2021 as well.

To motivate partners to engage well with its products and help them to understand the benefits, Konftel runs campaigns and discount offers regularly. In June 2021, Konftel announced a demo offer wherein resellers can buy audio conferencing endpoints at a discount of 60% and conference cams at a discount of 50% off of the list prices from distributors.

Financial performance

The TDM/IP tabletop audio conferencing endpoints market experienced a dramatic decline in 2020 as the majority of offices worldwide experienced prolonged closure mandates on account of COVID-19. However, Konftel’s strategy of offering flexible A/V kits—comprising IP audio with USB cams—boosted its annual sales growth in 2020. The company has been experiencing higher demand for A/V kits, as opposed to standalone audio, in the UK and other parts of Europe. This underscores Konftel’s ability to make a mark in the fiercely competitive video conferencing endpoints industry.

High Commitment to Quality and Value that Resonates with the Brand

Drawing on its customer needs-centered goals that co-exist with audio product goals, Konftel has supported thousands of customers to conquer audio fatigue. Further, the ability of its leadership to articulate an inspiring vision—based on customer feedback—to all its employees has enabled Konftel to accomplish significant customer loyalty over 30 years. This approach resonated well within the customer base when it launched the video peripherals as a natural extension of their audio portfolio.

In addition to reducing business travel through its easy-to-use A/V conferencing endpoints, Konftel is one of the few leading companies that maximize customer value by achieving zero net greenhouse gas emissions. To offset emissions from its manufacturing bases, Konftel is currently supporting numerous projects including, forest protection in Cambodia, sustainable electricity in Indonesia, landfill gas reduction in the United States, and clean cook stoves in Mali, among others. Konftel has also adopted 'climate-optimized' packaging practices within its organization by utilizing recycled paper instead of plastic bubble wrap, reducing box sizes, and replacing plastic tape with thermal labeling, which uses less energy and produces less trash. Konftel also plans to focus on more ways to increase energy efficiency at its largest industrial facilities. For its huge emphasis on sustainability, Konftel received Climate Neutral accreditation for the second consecutive year in June 2021. This initiative has set a high benchmark for other device manufacturers to track and reduce their greenhouse gas emissions.

Conclusion

At Konftel, success is measured not only based on product sales but also across customer satisfaction and loyalty. The leadership at Konftel has been meticulous in inspiring its employees to create products that make customers' lives better. Creating a better collaboration culture across businesses and protecting the planet with sustainable and environmentally-friendly initiatives are ingrained into Konftel's DNA.

For its strong overall performance, Konftel is recognized with Frost & Sullivan's 2021 Customer Value Leadership Award.

What You Need to Know about the Customer Value Leadership Recognition

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

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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)**

