



# ENABLING TECHNOLOGY LEADERSHIP



## Best Practices Criteria for World-Class Performance



- Commitment to Innovation*
- Commitment to Creativity*
- Stage Gate Efficiency*
- Commercialization Success*
- Application Diversity*



- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

## The company demonstrates a strong overall performance

“The North American Enabling Technology Leadership Award in the cloud contact center industry is awarded to Five9.

Five9 VoiceStream radically reduces implementation times and barriers to entry. It also enables cloud-to-cloud deployment and eliminates formal integrations altogether, inspiring countless smaller third-party providers to enter the market with sophisticated, verticalized AI-powered applications that make agents more effective and provide a better experience to customers.

- Alexander Michael, Vice President

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**

## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.