2018 North American Mobile Business Solutions New Product Innovation Award
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Background and Company Performance

Industry Challenges

As businesses become both more geographically dispersed and increasingly connected by mobile communications, organizations face the challenges of maintaining continuity of workflows, compliance reporting, and reimbursement accounting when employees use personal devices for business. For workers, particularly those focused on knowledge creation or around-the-clock availability, the issue regarding how to retain both work-related content and personal privacy on their electronic devices is especially acute. The ad-hoc bring-your-own-device (BYOD) phenomenon has become less of an outlier and more of the norm with next-generation network advances and the ‘consumerization’ of information technology (IT) operations.

Where BlackBerry previously dominated the enterprise mobile solutions space, employees have now gravitated toward personally owned devices to conduct business communication exchanges and access corporate data. As employees increasingly leveraged consumer devices for the familiarity, flexibility, and convenience, companies initially tolerated it chiefly for the cost savings.

While many businesses strive to frame clear policies to govern the use of personal devices in the workplace, many BYOD endeavors exist in an ambiguous gray area. Employees own the devices but use them for work purposes without a clear arrangement for how to govern work versus personal use and data security. This ambiguity opens up clear security and privacy risks, along with a range of questions related to management, billing, and expense reimbursement. As a stopgap measure, some users turn to third-party applications (apps) designed to “containerize” features on the device—to deploy an app that creates distributed or multiple virtualizations of features in separate containers. While BYOD’s potential to boost productivity and mitigate investments in corporate-owned devices drives its popularity, it also forces the issue for businesses to articulate a clear BYOD policy that unifies IT, human resources, and legal considerations.¹

Organizations need to be absolutely clear on the end goal of their mobile business strategy; they need to define their business objectives and the impact of mobility before taking a closer look at specific BYOD management products. A thorough analysis of product capabilities, the ease of deployment, support options, and the total cost of ownership can help business organizations identify the optimal solution to meet their requirements. Evolving security, operational, and legal considerations also must be evaluated before selecting a solution. Solutions that avoid infringing on employees' privacy, yet can ensure that business communication exchanges and corporate data are secure and protected, will be the most likely course to succeed in an increasingly ‘mobile’ business environment.

According to Frost & Sullivan surveys of business IT decision-makers navigating digital transformation, the areas of gravest concern involve security and privacy, IT and business strategy alignment, and systems integration and multivendor solutions management. Pertinently, approximately 50% of respondents anticipate replacing an existing IT/communications supplier. While 48% of respondents report BYOD policy enforcement at their organization, 39% do not have any BYOD policies in place. Moreover, 44% of respondents expect BYOD usage will increase in their organization over the next two years; at the same time, 62% plan to increase IT investments significantly over the next two years. Overall, the research shows that service providers and vendors will see opportunities for growth, and decision makers feel little loyalty to incumbents. Companies best able to help organizations implement comprehensive digital transformation strategies efficiently, and meet business and employee needs will succeed in gaining market share.  

New Product Attributes and Customer Impact of Sprint Business

Leveraging the converged network of leading carrier Sprint, the Sprint Business unit delivers solutions geared to get the most out of digital transformations and workforce innovations. Sprint Business helps small, medium, and enterprise clients with flexible BYOD and mobility-as-a-service solutions. The Sprint MultiLine solution from Sprint Business, launched in August 2017, offers a new way for businesses and employees to navigate mobile communications and business imperatives.

Sprint MultiLine: Harmony for Business Needs and Employee Satisfaction

Frost & Sullivan analysis indicates Sprint Business efficiently balances the needs of businesses and their employees with the Sprint MultiLine solution, a BYOD strategy empowering both parties. Sprint MultiLine is an all-in-one app for business use on a BYOD device, essentially creating two distinct lines (on a single device)—one for business and one for personal. Critically, the Sprint MultiLine solution deploys across all domestic carriers and ensures high-quality service over cellular voice, cellular data, and WiFi. Regardless of the employee’s carrier, the Sprint MultiLine app delivers quality service beyond simply voice over Internet protocol (VoIP). Thus, employees use their personal device, equipped with a separate business number, dialer, contacts, and messaging housed in the Sprint MultiLine app.

For the business, Sprint MultiLine creates a single venue for simple management and billing, with unlimited domestic calling and texting, and a specific phone number for the employee. Sprint MultiLine protects company information and contacts on a separate number and location, simplifying compliance and regulatory issues on mobile devices. Businesses save by eliminating the costs of purchasing and maintaining new hardware and minimizing administrative time. Employees, meanwhile, avoid the inconvenience of the need to carry a second device and carrier plan exclusively for business purposes. Reducing the hassle of parsing out and accounting for business and personal calls, Sprint MultiLine grants businesses the control they require and allows employees to retain their freedom of choice.

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All-in-one App
Sprint MultiLine impresses Frost & Sullivan as a convenient, secure, and economical solution for businesses seeking to dedicate and protect communications in the BYOD environment. Negating the need for company-owned phones or an additional SIM card, Sprint MultiLine creates a second phone number and business area on the existing device without forcing employees to switch networks. Simply installing the app is all the onboarding needed. Sprint MultiLine deploys as an over the top service, an application on the employee’s phone, with carrier-grade VoIP and time-division multiplexing (TDM) for enterprise-grade voice and text capability. The Sprint MultiLine app delivers the same enterprise-grade functionality regardless of the employee’s carrier and on any iOS or Android smartphone. In the app, users find a host of separate business-ready features: a dialer, contact list, call logs, text messaging, voicemail, scheduler, auto-transfer, three-way conferencing, and a do not disturb setting. Moreover, Sprint MultiLine offers enterprise add-ons beyond those in consumer-oriented containerizations: mobile recording (both voice and text), enterprise mobility management (EMM) integrations, and an administrative portal. Sprint MultiLine capabilities, in the intuitive app, require no additional training because the user already knows their phone.
Smarter Management and Compliance

With Sprint MultiLine, businesses streamline some of the most cumbersome and problematic reporting and compliance issues for BYOD situations. Businesses simplify a communications strategy with one contract rather than multivendor procurement, easily manage BYOD policies, and make it easy for employees to abide. The Sprint MultiLine Management Portal enables the business to manage deployments for all business numbers and users, in one simple web-based location. Advanced management enables administrators to assign/reassign business line numbers (because the company owns them), centralize control of information and add-ons, and integrate with EMM systems for security and more in-depth usage tracking. For businesses concerned with compliance and regulation standards, the Sprint MultiLine management portal gives business control over costs, wireless policy, individual call recording and archiving. Further, Sprint MultiLine delivers granular visibility to business line metrics to review detail records and usage statistics in real time, for performance tracking and easier expensing. Fine grain management helps enterprises reduce costs, streamline expense and reimbursements, and optimize mobility service.

Visibility into Business Usage with Management

Support Dedicated to Enterprise Clients

Sprint MultiLine customers receive the support of the business care team, a dedicated unit apart from consumer care. Each business works with an assigned care representative who assists with implementation and activation, as well as ongoing project management. This designated support is part of Sprint Business's Bend-Over-Backward™ customer service focused on enterprise accounts, with in-region tech support and a single point of contact for all account needs. Business care assistants undertake extensive training on the entire suite of Sprint business products and assist in troubleshooting the entire line of services, 24x7.
Conclusion

Businesses are facing important challenges to ensure seamless and secure communications and workflows in an era when bring-your-own-device (BYOD) has emerged as the preferred option for employees. Sprint Business offers the Sprint MultiLine solution to balance the reporting, security, and accounting needs of businesses while retaining employee freedom of choice and personal privacy. In a single software application, a separate business phone number and features reside on the employee’s personal device. Sprint MultiLine delivers innovation in a containerized separation, as an enterprise BYOD solution that functions across network carriers and makes it easy for enterprises to confirm policy compliance, streamline billing, and eliminate the costs of hardware procurement and maintenance.

Addressing the evolving needs of businesses and employees with an all-in-one app for business communications and content exchanges, Sprint Business earns Frost & Sullivan’s 2018 North America New Product Innovation Award in the mobile business solutions market.
Significance of New Product Innovation

Ultimately, growth in any organization depends upon continually introducing new products to the market and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Understanding New Product Innovation

Innovation is about finding a productive outlet for creativity—for consistently translating ideas into high-quality products that have a profound impact on the customer.
Key Benchmarking Criteria
For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors—New Product Attributes and Customer Impact—according to the criteria identified below.

New Product Attributes

Criterion 1: Match to Needs
Requirement: Customer needs directly influence and inspire the product’s design and positioning.

Criterion 2: Reliability
Requirement: The product consistently meets or exceeds customer expectations for consistent performance during its entire life cycle.

Criterion 3: Quality
Requirement: Product offers best-in-class quality, with a full complement of features and functionalities.

Criterion 4: Positioning
Requirement: The product serves a unique, unmet need that competitors cannot easily replicate.

Criterion 5: Design
Requirement: The product features an innovative design, enhancing both visual appeal and ease of use.

Customer Impact

Criterion 1: Price/Performance Value
Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 2: Customer Purchase Experience
Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience
Requirement: Customers are proud to own the company’s product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience
Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity
Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.
## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

<table>
<thead>
<tr>
<th>STEP</th>
<th>OBJECTIVE</th>
<th>KEY ACTIVITIES</th>
<th>OUTPUT</th>
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| 1    | Monitor, target, and screen | Identify Award recipient candidates from around the globe | • Conduct in-depth industry research  
• Identify emerging sectors  
• Scan multiple geographies | Pipeline of candidates who potentially meet all best-practice criteria |
| 2    | Perform 360-degree research | Perform comprehensive, 360-degree research on all candidates in the pipeline | • Interview thought leaders and industry practitioners  
• Assess candidates’ fit with best-practice criteria  
• Rank all candidates | Matrix positioning of all candidates’ performance relative to one another |
| 3    | Invite thought leadership in best practices | Perform in-depth examination of all candidates | • Confirm best-practice criteria  
• Examine eligibility of all candidates  
• Identify any information gaps | Detailed profiles of all ranked candidates |
| 4    | Initiate research director review | Conduct an unbiased evaluation of all candidate profiles | • Brainstorm ranking options  
• Invite multiple perspectives on candidates’ performance  
• Update candidate profiles | Final prioritization of all eligible candidates and companion best-practice positioning paper |
| 5    | Assemble panel of industry experts | Present findings to an expert panel of industry thought leaders | • Share findings  
• Strengthen cases for candidate eligibility  
• Prioritize candidates | Refined list of prioritized Award candidates |
| 6    | Conduct global industry review | Build consensus on Award candidates’ eligibility | • Hold global team meeting to review all candidates  
• Pressure-test fit with criteria  
• Confirm inclusion of all eligible candidates | Final list of eligible Award candidates, representing success stories worldwide |
| 7    | Perform quality check | Develop official Award consideration materials | • Perform final performance benchmarking activities  
• Write nominations  
• Perform quality review | High-quality, accurate, and creative presentation of nominees’ successes |
| 8    | Reconnect with panel of industry experts | Finalize the selection of the best-practice Award recipient | • Review analysis with panel  
• Build consensus  
• Select recipient | Decision on which company performs best against all best-practice criteria |
| 9    | Communicate recognition | Inform Award recipient of Award recognition | • Inspire the organization for continued success  
• Celebrate the recipient’s performance | Announcement of Award and plan for how recipient can use the Award |
| 10   | Take strategic action | Upon licensing, company is able to share Award news with stakeholders and customers | • Coordinate media outreach  
• Design a marketing plan  
• Assess Award’s role in future strategic planning | Widespread awareness of recipient’s Award status among investors, media personnel, and employees |
The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

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 7 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 participants and for identifying those performing at best-in-class levels.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.