

NETSFERE RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

*Identified as best in class in the global secure
messaging solutions 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. NetSfere excels in many of the criteria in the secure messaging solutions space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Responding to a Shift in Communication Needs

Communication has always been an essential component of business efficiency. Business productivity practices have changed dramatically over recent years, prompting the convergence of physical and virtual communication. Personal and professional interactions depend heavily on both virtual and mobile communication methods. People expect instant gratification – immediate responses to requests.

Enterprise messaging integrates virtual communication for businesses in digital transformation. While email has traditionally been the most widely used communication tool for business, dependency is transitioning to enterprise messaging solutions. These types of solutions offer various benefits to an organization, including improved team productivity, enhanced security efficacy, and interoperability with various devices.

A Leading Solution for the Digitization Movement

Headquartered in Illinois, USA, and with presence across countries including Germany, India, the United Kingdom, and Singapore, NetSfere offers a streamlined approach to address communication technology needs of organizations across numerous industries. NetSfere (a.k.a Infinite Convergence Solutions) was formed as result of an alliance with Motorola. NetSfere has over 25 years of experience in the mobile and messaging technology realm servicing over 500 million end-users by offering unique patented secure communications services along with an omnichannel platform powering products and services within the messaging and mobility realm.

NetSfere's platform allows employees to safely communicate sensitive business information in real-time using a web interface or its mobile messaging app; both are user-friendly and designed with attention to industry-specific challenges. NetSfere's cloud-based secure messaging solution offers end-to-end 256-bit encryption, both during transit and at rest, to protect data and maintain privacy. The vendor offers a robust communication solution encompassing not only collaborative secure messaging, but also mobile messaging with high-definition audio, video, SecureMeet (which allows NetSfere users to host meetings with external guests), and integrations via securely managed APIs. Its capabilities also include global cloud-based service availability, multi-factor authentication, location-based features, and administrative controls.

Essential Security Features for Modern Communication

NetSfere's solution features include cloud-based storage, centrally managed data, automatic message management, and straightforward device upgrades. Message delivery features include delivery status details, as well as an optional secure SMS text when users are not in Wi-Fi or cellular data range. Through the NetSfere cloud, SMS texts are automatically integrated into user accounts. NetSfere allows organizations to securely collaborate and communicate with outside vendors and clients with a guest access feature.

Information shared amongst an organization's employees can be sensitive and contain proprietary information. Commonly used messaging apps for personal communications do not offer full control over user data. It is critical to ensure the messaging app being utilized within an organization is specifically

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Industry Principal***

designed for enterprise use and has the security and control necessary to protect information. NetSfere offers centralized administrative control of end-user policies and privileges as determined by the organization. This is an essential feature, enabling organizations to have full command over all data, including employee account access control and remote wipe capabilities. Many consumer messaging apps do not offer data privacy and track elements such as location, contacts, identifiers, and usage information. NetSfere's privacy practices ensure that no user data is collected, setting it apart from many commonly used applications.

NetSfere offers a free Professional monthly subscription, a \$7 USD/per user Enterprise monthly subscription, and an Enterprise Plus subscription which can be tailored to meet an organization's needs. With a flexible software architecture, integration of the solution into existing systems is straightforward. To accommodate enterprise growth, advanced, scalable storage configurations are provided with attention to message retention requirements. With 24/7 support available, issue resolution is always available and platform downtime is kept to a minimum.

An Effective Strategy for Industry-Specific Challenges

Responding to the challenges that came to light in the healthcare industry during the pandemic, NetSfere has placed a strong priority on healthcare certifications to bring secure communications solutions to the industry. In January 2022, NetSfere was appointed to the NHS Shared Business Services Patient/Citizen Communication and Engagements Solutions Framework. Designed to improve patient relations and progress the digitization of the United Kingdom's healthcare system through simplicity and efficiency with a focus on compliance, NetSfere's product portfolio is now accessible to all NHS organizations.

In June 2022, NetSfere was Health Insurance Portability and Accountability Act (HIPAA) certified. This certification allows for healthcare organizations to streamline digitization processes and implement secure messaging communication channels while continuing to focus on care for patients. Harsh Mangain, NetSfere's Vice President of Product, stated "The pandemic brought to the forefront a dire need for better, more reliable means of communication in healthcare with rapidly ever-changing information and staff burnout. In order for healthcare organizations to continue to operate at optimal

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levels both internally and externally while protecting sensitive patient and company data, it is necessary for them to deploy safeguarded, fully encrypted communication and collaboration solutions."¹

NetSfere provides not only a messaging platform for two-way communication, but also emergency alert capabilities to ensure its customers, including financial and health care providers, are achieving a holistic, compliant, all-in-one communication solution. In addition, while NetSfere was GDPR compliant prior to the pandemic, the BYOD phenomenon took off during the rapid transition to remote working. Therefore,

European companies needed to take appropriate measures to protect the data of not only their organizations, but also the data of their customers and stakeholders.

The age of digitization, as well as the pandemic, has also brought unique challenges to the financial industry. The industry faces significant regulatory scrutiny and its own evolving compliance requirements. NetSfere excels in secure messaging solutions needs in the financial industry by providing cloud-based messaging solutions that meet full compliance requirements with key legislation and regulatory organizations in the United States including Sarbanes-Oxley, Dodd-Frank, FINRA, Office of the Comptroller of the Currency and the SEC.

Along with regulatory compliance, NetSfere offers other important advantages to the banking and finance industry, including encrypted message delivery, total control over messaging accounts, and transfer of information within the institution. Also included is cloud-based secure storage of messages and files, audit

¹ https://www.netsfere.com/Resources/Press-Releases/NetSfere_Omnichannel_Messaging_Platform_Receives_HIPAA_Compliance_Verification?utm_source=press-release&utm_medium=pr-jun2022&utm_campaign=Netsfere-HIPPA

trail facilitation through consolidated message storage management with data retention requirements, and encrypted file transfers to protect confidential data.

Conclusion

Communication needs will continue to grow; organizations must adapt while keeping steadfast focus on their cybersecurity posture. The threat landscape continues to evolve rapidly – as attackers become more sophisticated, security solutions must keep up. Organizations must combat this by limiting the use of consumer messaging apps for sensitive communication and moving to a trusted secure messaging solution provider.

NetSfere recognizes the challenges of corporate communications and the constantly changing threat landscape and works to provide key solutions to reduce risk for its customers. NetSfere thrives in providing customers with exceptional messaging solutions products, as well as delivering an outstanding customer experience.

For its strong overall performance, NetSfere earns Frost & Sullivan's 2023 Global Competitive Strategy Leadership Award in the secure messaging solutions industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes.

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

About Frost & Sullivan

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- **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)**

