

**2017 Canadian
Hosted IP Telephony and UCaaS
Market Leadership Award**

**Bell
PRESS STATEMENT**

Who is Frost & Sullivan?

Frost & Sullivan is a leading 56 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 the Best Practices Awards?

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled 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. Bell's Best Practices Award is a very strong indicator to employees, investors, customers, and the public that Bell has superior solutions that have enabled it to garner more market share in the hosted IP telephony and UCaaS industry.

Why Bell?

Cloud communications solutions are used by 80 to 95 percent of organizations across industries. Bell was one of the first Canadian providers to tap into the cloud communications space seven years ago and it has maintained its market leadership position in the Canadian hosted IP telephony and UCaaS market for three consecutive years. Key factors that have contributed to its success include a robust cloud communications offering, an effective growth strategy and a powerful brand. Bell Canada's visionary strategy, effective execution, excellent product quality, leverage of industry-leading technologies, and strong brand have determined its success in the rapidly growing Canadian cloud communications market.

The Bell logo is displayed in a large, bold, blue font. It consists of the word "Bell" in a sans-serif typeface, with the letters "B", "e", and "l" being significantly larger than the "l" and "l".

With its strong overall performance, Bell has achieved a leadership position in the hosted IP telephony and UCaaS market, with a market share of 40 percent of installed users, and Frost & Sullivan is proud to bestow it the 2017 Market Leadership Award.

Best Practice Award Analysis for Bell

FROST & SULLIVAN

BEST
2017 PRACTICES
AWARD

CANADIAN
HOSTED IP TELEPHONY AND UCAAS
MARKET LEADERSHIP AWARD

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.

Criterion 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

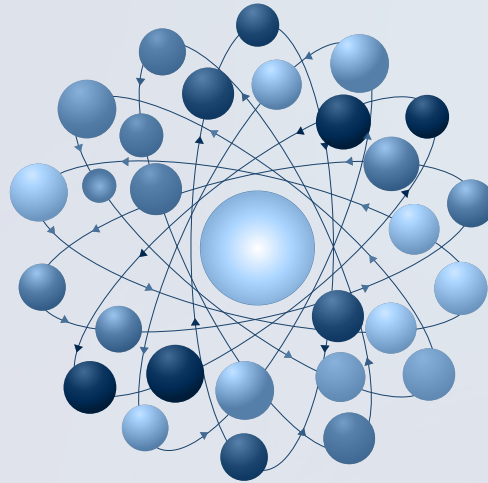
Significance of the Award

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

Questions?

Andrew Tsui
Senior Product Manager
Bell Business Markets
604 678-7873
andrew.tsui@bell.ca

