FROST & SULLIVAN

2025 Frost & Sullivan
Enabling Technology Leadership
Recognition

The European Critical Event Management
Communications Industry
Excellence in Best Practices

FROST & SULLIVAN
BEST PRACTICES
AWARDS

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Mitel excels in many of the criteria in the European critical event management communications space.

RECOGNITION CRITERIA

Technology Leverage	Customer Impact
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

The Transformation of the European Critical Event Management Communications Industry

The modern business environment is more volatile than ever, with the number and diversity of critical incidents on the rise. These events range from extreme weather caused by climate change to increasingly sophisticated cyberattacks. For organizations, the challenge is not just the growing frequency of these events but also their unpredictability.

Such incidents can escalate quickly, threatening business continuity, employee safety, and organizational reputation. Traditionally, organizations have relied on separate systems for managing different types of critical events: one for weather alerts, another for cybersecurity, and yet another for employee communication. This fragmented approach can slow down response times and increase risks. Consequently, there is a growing demand for robust critical event management (CEM) solutions, prompting vendors to develop comprehensive platforms that cater to their clients' evolving needs.

In response to these challenges, unified communications (UC) vendors are now integrating CEM platforms that consolidate risk intelligence, communication, and operational workflows into a single dashboard. This integration streamlines decision-making and ensures a coordinated response to any event.

Commitment to Innovation and Creativity

Mitel, a North American leader in hybrid UC and CX, bridging the benefits of on-premise and rapidly evolving cloud technology, has strengthened its position in the CEM market through a strategic partnership with Everbridge. This collaboration integrates Mitel's UC platform with Everbridge's CEM capabilities to deliver innovative, customer-centric solutions that enable responsive, personalized, and secure experiences. For instance, an airline seeking to improve communication about flight changes and alternative travel options during adverse weather conditions could benefit from a solution combining CEM and UC technologies.

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>
> *- Chris Pennell*
> *Industry Principal*

This partnership has resulted in the creation of Mitel CEM, which merges Everbridge's advanced CEM platform with Mitel's value-added services like Discovery Services. These services allow for digitization of crisis management, fostering resilience and enhance continuity through hybrid CEM -. Solutions like Mitel's OpenScape Xpert integrate voice, video, and data into a seamless system tailored for high-pressure industries such as healthcare, logistics, and manufacturing, empowering teams to share information, coordinate effectively, and make swift decisions. Mitel's OpenScape Alarm Response further supports critical situations by managing alarm notifications, messaging, escalations, and responses efficiently.

Equipped with advanced risk intelligence, Mitel CEM helps organizations identify potential threats before they escalate, delivering timely alerts and actionable insights. Its robust communication features ensure all stakeholders—including employees, customers, and emergency responders—remain informed and connected via multi-channel communication. Real-time collaboration capabilities enable teams to coordinate effectively, enhancing incident response and resolution.

These services assist clients in their digital transformation journey by providing insights into their current readiness, engaging key stakeholders across functions, prioritizing use cases, conducting gap analyses, and offering recommendations customized to each organization's specific needs.

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Stage Gate Efficiency

Enterprises often encounter challenges in identifying and notifying employees affected by critical events in a timely manner. Inefficiencies in communication, stemming from organizational structures, can lead

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to notifications needing to pass through central departments before reaching the impacted teams. Moreover, difficulties in accurately determining the radius and impact of an event can result in delays in communication or even cause some employees to be overlooked completely.

As UC technology continues to advance, it is essential to offer a platform that enhances the process of building, launching, and integrating new applications and solutions. While stand-alone innovative applications and powerful use cases may generate significant interest, organizations are increasingly looking for platforms that provide solutions designed to enable, support, control, and enhance applications when integrated with communication layers.

Mitel's CEM platform delivers a comprehensive suite of capabilities typically found in separate products, offering a unified solution that surpasses many competitors. Its cloud-based nature serves as a significant advantage. The development process is collaborative, involving Everbridge, and is designed to incorporate ongoing feedback while adapting to evolving customer needs.

Mitel employs a robust research and development strategy using agile methodologies. The company identifies synergies among its UC, cloud communications, and CEM products to create a powerful and cohesive experience for customers. Mitel and Everbridge work closely to define the project scope based on customer requirements, ensuring tailored integration and optimized functionality for each deployment.

Application Diversity

The ability to integrate with various applications that provide data on events and enhance situational awareness is crucial for end users. This capability allows organizations to leverage their existing technology investments while improving emergency response efforts. For instance, Mitel's CEM solution can integrate with current communication systems, such as phone systems and email servers, to facilitate rapid and efficient communication during a crisis. This integration enables organizations to quickly share critical information with employees, customers, and other stakeholders, regardless of their location or preferred communication channel.

In addition, the solution can integrate with third-party applications, such as social media platforms and weather services, to gather real-time information about various situations and communicate updates to the public. This integration helps organizations stay informed about the latest developments and maintain transparent communication.

When integrated with Mitel's broader UC portfolio, this solution enhances real-time coordination during critical events and provides a fully integrated communications approach. It also supports industry innovation and fosters the adoption of CEM across different industries.

Customer Purchase and Ownership Experience

Mitel has a strong history of prioritizing customer needs in its product development. While Everbridge offers extensive integrations, Mitel plays a crucial role in implementation and optimization, particularly in areas such as IT operations, supply chain continuity, employee safety, and crisis management. Mitel's CEM solution delivers value through features like automated notifications, proactive maintenance, and workflow integration. These features lead to improved compliance, reduced risks, and enhanced crisis response capabilities.

Specific offerings, such as Mitel OpenScape Alarm Response and Mitel OpenScape Xpert, provide advanced options for secure, multi-channel communication and emergency response management. Initially focused on the United Kingdom, Germany, and Spain, Mitel plans to expand its CEM solutions throughout Europe and globally. Industries that require resilient communication solutions, such as healthcare, finance, and public safety, are expected to benefit significantly from Mitel's offerings.

Conclusion

The modern business environment is increasingly unpredictable, underscoring the need for adaptable solutions that provide both flexibility and cost efficiencies. Mitel's cloud-enabled CEM solutions exemplify this approach, offering flexibility, real-time data integration, and interoperability with existing systems and third-party applications. The company's enhanced situational awareness and optimized communication solutions help organizations respond swiftly and comprehensively to evolving challenges and critical events.

Mitel's strategy is driven by agile research and development, customer feedback, and the integration of UC with CEM to tackle challenges like operational resilience and digital transformation. Its strong overall performance has earned Mitel Frost & Sullivan's 2025 European Enabling Technology Leadership Recognition in the critical event management communications industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Enabling Technology Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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