



LoopUp Receives Frost & Sullivan Leadership Award

Frost & Sullivan recognizes LoopUp's conferencing and online meetings solution for offering excellent performance and value

LONDON, August 4, 2015 – [LoopUp](#), the stress-free conferencing solution that puts users comfortably in control, today announced it has been awarded the Frost & Sullivan 2015 Price and Performance Value Leadership Award for Conferencing Services in Europe. The award is presented to the company in its sector that has demonstrated excellence in providing solutions and services that deliver superior customer value.

Against the backdrop of a mature and highly commoditized conferencing market, LoopUp was praised as a market disruptor with a genuinely differentiated solution. This solution removes everyday problems on conference calls and seamlessly guides users to richer web capabilities. In addition, Frost & Sullivan praised LoopUp's easy-to-understand pricing structure; it offers services on a pay-as-you-go basis, relying on customer satisfaction rather than contractual obligation to retain users.

"LoopUp's product quality and user experience, combined with competitive pricing, have helped the company to differentiate itself from the competition," said Adrian Drozd, Research Director, Frost & Sullivan. "The company's vision of launching a simple-to-use and pain-free audio conferencing solution, blended with most essential web productivity features, is expected to bolster its growth prospects."

"We're honoured to receive this award that validates our product-led strategy," says Steve Flavell, co-CEO of LoopUp. "We're proud to offer a service that solves users' problems in a really easy-to-use way; business professionals have had to endure frustrating remote meetings for far too long."

LoopUp will be presented with the Price and Performance Value Leadership Award at Frost & Sullivan's 2015 Excellence in Best Practices Awards Banquet in Monaco on October 22, 2015.

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About LoopUp

LoopUp makes collaboration stress-free by putting users comfortably in control of their meetings. Its intuitive design makes sending an invite, joining a call and sharing content as simple as a few clicks. LoopUp helps over 1,800 enterprises worldwide to achieve a less painful, more secure and more productive meeting experience. Industry leaders like Alcatel-Lucent Enterprise, BT and Cable & Wireless Communications have chosen to distribute LoopUp technology to their customers. LoopUp is headquartered in London and San Francisco. For more information, visit [loopup.com](#).

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