

Company: Dstny, Zaventem, Belgium

Nomination Submitted by: Dstny

Company Description: Dstny is a European leader and innovator of secure cloud telecommunications based on market-leading mobile-first products, enabling +4 million service providers and business users in 100 countries to communicate, collaborate and provide excellent customer service.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Telecommunications - Large

Nomination Title: Dstny

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

History and Purpose

Dstny is a European leader and innovator of secure cloud telecommunications based on market-leading mobile-first products, enabling +4 million service providers and business users in 100 countries to communicate, collaborate and provide excellent customer service.

Headquartered in Brussels, Dstny's 1000 employees are spread across 7 European countries, delivering high-impact business services to global partners including McDonald's, Lidl, Toshiba, Decathlon, Svanströms, and non-profits such as men's charity helpline, Mansjouren Stockholm.

Transformative mobile-first telecommunications

From frontline workers to factory staff, 80% of workers worldwide are considered 'deskless'. Our high-impact mobile-first technology empowers businesses of all sizes, enabling their remote, 'deskless' teams to achieve connected, collaborative work environments.

Communication is **easy, efficient, and flexible**, delivered through 3 key fully-integrated functions:

1. Private Branch Exchange (PBX) phone systems connect employees to a telephone network using a managed cloud service.
2. Fixed-Mobile Convergence (FMC) bridges the gap between communication systems, enabling multiple numbers which can each be answered on connected devices via SIM.
3. Interactive Voice Response (IVR) and Automatic Call Distribution groups (ACD) manage phone lines, ensuring priority calls are directed to the right person.

Stand-out feedback was delivered:

Jérémie Pauliat, IT Leader BE & NL Decathlon says: *"For Decathlon it's a success."*

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Our innovative mobile-first connectivity positively strengthens hybrid working globally for consumers and businesses, resulting in outstanding achievements.

Since 2023 we've collaborated with global brands including Decathlon, McDonald's Lidl, Levis, Pizza Hut, DPD, and Toshiba to deliver high-impact business services through market-leading telecommunication solutions.

Strengthening workforce availability

In 2023 Decathlon Belgium needed to replace their unpredictable, expensive DECT (Digitally Enhanced Cordless Telephone) system to transform employee efficiency and reachability.

- Innovative mobile-first technology enabled 2,000 employees to utilise the in-store network via their own smartphones, improving call quality and availability.
- Removal of expensive DECT technology significantly reduced Decathlon's costs by 25%.
- High-impact customer service was delivered: *'I work much more efficiently'*. Margaux Hauman, Shopfloor Assistant, Decathlon Belgium

Transforming customer service

In June 2023, Svanströms, a small electricity and plumbing business with a 24/7, year-round on-call service, were supported to be on site within 1 hour of an emergency call-out through groundbreaking mobile-first adoption.

- BYOD (Bring Your Own Device) limited hardware investment.
- Fully utilising the entire workforce, rapidly reduced 'dropped' call rates by 60% - from 2.5 calls per day to 1, strengthening growth opportunities.

Delivering life-saving support

Post-pandemic, non-profit organisation Mansjouren Stockholm, which offers men a vital support helpline, received a surge in calls, necessitating extended operating hours, making it challenging to recruit new office-based volunteers to help those in need.

- A mobile PBX solution connected to multiple volunteer mobile extensions via an app, increased calls answered by 3X.
- Volunteers successfully answered +1,200 monthly calls from men in need.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 249 words used.

Unique telecommunication solutions have forged award-winning achievements as we've empowered global 'deskless' workforces with flexibility and mobility, ensuring hybrid and in-office team members experience equal levels of productivity, engagement, and satisfaction.

E.g. the successful transformation of Svanströms' communication infrastructure enabled their team to double operations, facilitating 6,000 jobs and 1,500 emergency call-outs.

High-impact growth was rapidly established:

- 96% increase in call volume, accelerating business development
- 150% increase in workforce, from 50-20 engaged employees

Outperforming competitors with customised mobile-friendly solutions, businesses can now scale up and offer the very best customer support.

E.g. robust results have transformed Decathlon's business model and the unique mobile-first solution has been implemented into all 22 stores in The Netherlands YE24.

Informed by 16 years of rapid growth across 100 global regions, fully scalable technology has significantly boosted efficiency and customer support, even within very tight budgets.

- Non-profit Mansjouren Stockholm tripled their volunteer capacity, answering +1,200 monthly calls via an affordable, adaptable mobile application.

Leading the world to achieve mobile-first connectivity

Recognised as growth and innovation leaders within the sector by the UCaaS Frost Radar report (2024) which provides comprehensive analysis of 120 European businesses, partners strongly recommend us with a 91.6/100 Customer Satisfaction Score.

Despite industry challenges, bold adoption of mobile-first technology is enabling our agile team to drive impressive results, establishing us as a European leader:

- On track to hit €290m turnover this year, our global team will recruit 100 more experts YE25 (+47% in 3 years)

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 228 words used.

Outstanding commitment to delivering high-impact telecommunication business services is demonstrated through the supporting document which contains images, statistics and feedback.

ACHIEVEMENTS: Empowering the 'deskless' workforce

Leading the development of mobile-first telecommunications has uniquely empowered 80% of the global workforce who are considered 'deskless' with efficiency and reachability via their own mobile phones.

Successful implementation of market-leading technology to global brands including McDonald's, Lidl, Toyota, Levis and Securitas has delivered stand-out results YE22-24.

- 33% growth of workforce (from 750 to 1,000 employees)
- 33% uplift in turnover (from €205.6m to €272.6m)
- 100% growth in global partners (750 to 1,500) who recommend us to others, with a standout 91.6/100 Customer Satisfaction Score.

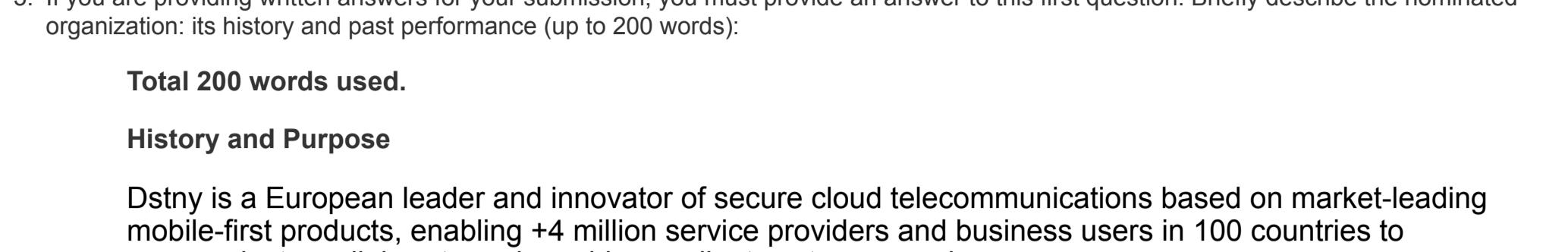
Jérémie Pauliat, IT Leader BE & NL Decathlon says: *"Dstny has delivered an instantly available customer experience."*

IMPACT AND EVIDENCE - Transforming the mobile-first global market

Leading the charge to future-proof businesses around the globe, we are anticipating trends, disrupting the telecommunication industry to seamlessly connect workforces across the world with unique, bespoke solutions.

- For example, in February 2025 we strategically launched a **cloud switchboard, unlimited mobile plans and AI assistants** to positively impact connectivity and communication for Sweden's 38% hybrid workforce.

Håkan Svanström, Director, Svanströms says: *"Our team has complete confidence in the products we use. We also provide on-duty services for emergencies, rapid assistance is critical, and we achieve this with Dstny."*



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

History and Purpose

Dstny is a European leader and innovator of secure cloud telecommunications based on market-leading mobile-first products, enabling +4 million service providers and business users in 100 countries to communicate, collaborate and provide excellent customer service.

Headquartered in Brussels, Dstny's 1000 employees are spread across 7 European countries, delivering high-impact business services to global partners including McDonald's, Lidl, Toshiba, Decathlon, Svanströms, and non-profits such as men's charity helpline, Mansjouren Stockholm.

Transformative mobile-first telecommunications

From frontline workers to factory staff, 80% of workers worldwide are considered 'deskless'. Our high-impact mobile-first technology empowers businesses of all sizes, enabling their remote, 'deskless' teams to achieve connected, collaborative work environments.

Communication is **easy, efficient, and flexible**, delivered through 3 key fully-integrated functions:

1. Private Branch Exchange (PBX) phone systems connect employees to a telephone network using a managed cloud service.
2. Fixed-Mobile Convergence (FMC) bridges the gap between communication systems, enabling multiple numbers which can each be answered on connected devices via SIM.
3. Interactive Voice Response (IVR) and Automatic Call Distribution groups (ACD) manage phone lines, ensuring priority calls are directed to the right person.

Stand-out feedback was delivered:

Jérémie Pauliat, IT Leader BE & NL Decathlon says: *"For Decathlon it's a success."*

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Our innovative mobile-first connectivity positively strengthens hybrid working globally for consumers and businesses, resulting in outstanding achievements.

Since 2023 we've collaborated with global brands including Decathlon, McDonald's Lidl, Levis, Pizza Hut, DPD, and Toshiba to deliver high-impact business services through market-leading telecommunication solutions.

Strengthening workforce availability

In 2023 Decathlon Belgium needed to replace their unpredictable, expensive DECT (Digitally Enhanced Cordless Telephone) system to transform employee efficiency and reachability.

- Innovative mobile-first technology enabled 2,000 employees to utilise the in-store network via their own smartphones, improving call quality and availability.
- Removal of expensive DECT technology significantly reduced Decathlon's costs by 25%.
- High-impact customer service was delivered: *'I work much more efficiently'*. Margaux Hauman, Shopfloor Assistant, Decathlon Belgium

Transforming customer service

In June 2023, Svanströms, a small electricity and plumbing business with a 24/7, year-round on-call service, were supported to be on site within 1 hour of an emergency call-out through groundbreaking mobile-first adoption.

- BYOD (Bring Your Own Device) limited hardware investment.
- Fully utilising the entire workforce, rapidly reduced 'dropped' call rates by 60% - from 2.5 calls per day to 1, strengthening growth opportunities.

Delivering life-saving support

Post-pandemic, non-profit organisation Mansjouren Stockholm, which offers men a vital support helpline, received a surge in calls, necessitating extended operating hours, making it challenging to recruit new office-based volunteers to help those in need.

- A mobile PBX solution connected to multiple volunteer mobile extensions via an app, increased calls answered by 3X.
- Volunteers successfully answered +1,200 monthly calls from men in need.

Delivering life-saving support

Post-pandemic, non-profit organisation Mansjouren Stockholm, which offers men a vital support helpline, received a surge in calls, necessitating extended operating hours, making it challenging to recruit new office-based volunteers to help those in need.

- A mobile PBX solution connected to multiple volunteer mobile extensions via an app, increased calls answered by 3X.
- Volunteers successfully answered +1,200 monthly calls from men in need.

Leading the world to achieve mobile-first connectivity

Recognised as growth and innovation leaders within the sector by the UCaaS Frost Radar report (2024) which provides comprehensive analysis of 120 European businesses, partners strongly recommend us with a 91.6/100 Customer Satisfaction Score.

Despite industry challenges, bold adoption of mobile-first technology is enabling our agile team to drive impressive results, establishing us as a European leader:

- On track to hit €290m turnover this year, our global team will recruit 100 more experts YE25 (+47% in 3 years)

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 228 words used.

Outstanding commitment to delivering high-impact telecommunication business services is demonstrated through the supporting document which contains images, statistics and feedback.

ACHIEVEMENTS: Empowering the 'deskless' workforce

Leading the development of mobile-first telecommunications has uniquely empowered 80% of the global workforce who are considered 'deskless' with efficiency and reachability via their own mobile phones.

Successful implementation of market-leading technology to global brands including McDonald's, Lidl, Toyota, Levis and Securitas has delivered stand-out results YE22-24.

- 33% growth of workforce (from 750 to 1,000 employees)
- 33% uplift in turnover (from €205.6m to €272.6m)
- 100% growth in global partners (750 to 1,500) who recommend us to others, with a standout 91.6/100 Customer Satisfaction Score.

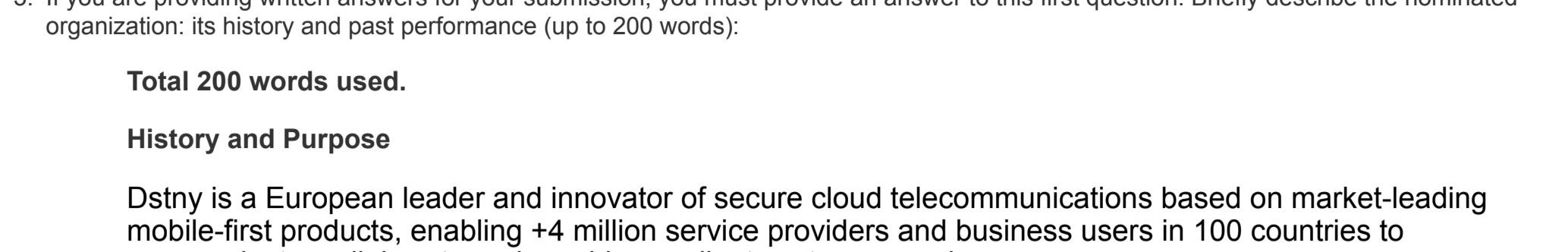
Jérémie Pauliat, IT Leader BE & NL Decathlon says: *"Dstny has delivered an instantly available customer experience."*

IMPACT AND EVIDENCE - Transforming the mobile-first global market

Leading the charge to future-proof businesses around the globe, we are anticipating trends, disrupting the telecommunication industry to seamlessly connect workforces across the world with unique, bespoke solutions.

- For example, in February 2025 we strategically launched a **cloud switchboard, unlimited mobile plans and AI assistants** to positively impact connectivity and communication for Sweden's 38% hybrid workforce.

Håkan Svanström, Director, Svanströms says: *"Our team has complete confidence in the products we use. We also provide on-duty services for emergencies, rapid assistance is critical, and we achieve this with Dstny."*



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

History and Purpose

Dstny is a European leader and innovator of secure cloud telecommunications based on market-leading mobile-first products, enabling +4 million service providers and business users in 100 countries to communicate, collaborate and provide excellent customer service.

Headquartered in Brussels, Dstny's 1000 employees are spread across 7 European countries, delivering high-impact business services to global partners including McDonald's, L