

# ICT Forward 2009

Singapore

4 June 2009



## *Sail Through the Turbulence*

The deteriorating economic environment has caused significant turmoil in the financial market, and we are now seeing it spill over into other industries, including ICT.

Market trends reflect a sluggish pace in the region's revenue growth. And although the ICT industry has remained relatively resilient during previous downturns, riding on the turbulent waves of this crisis wouldn't be easy.

Your competitors are already taking measures to recession-proof themselves. Clearly the time to act is now.

Are you:

- positioning yourself to stand-up against the recessionary wind?
- aware of the key financial metrics that will impact your business plan?
- evaluating your implementation strategies to harness the opportunities?
- availing yourself of the government steps to cushion the impact?

OVERVIEW

The Frost & Sullivan ICT Forward 2009 – Sail Through the Turbulence, is being held to provide ICT players the chance to listen to industry experts share different perspectives on economic outlook, future technological landscape and other dynamics, which have the potential to disrupt your business model or provide opportunity.

AGENDA

<p><b>8:30am:</b> Registration</p> <p><b>9:00am-9:15am:</b> <b>Opening Address:</b> Overview of ICT and the productive relationship with economy and growth <b>Manoj Menon,</b> Partner &amp; Managing Director - Asia Pacific <b>Frost &amp; Sullivan, Singapore</b></p> <p><b>9:15am-10:00am:</b> <b>ICT Outlook and Opportunities in Economic Downturn:</b></p> <ul style="list-style-type: none"> <li>Market/Industry discontinuities and inflection points</li> <li>Strategies to address the above</li> <li>Best in class implementation strategies</li> </ul> <p><b>Nitin Bhat</b> Senior Vice President, APAC <b>Frost &amp; Sullivan, Singapore</b></p>	<p><b>10:00am-10:30am:</b> <b>Sustainable ICT</b> This session would provide attendees with practical insights on how to deploy an intelligent ICT strategy that would help achieve sustainable innovation. <b>Craig Baty,</b> Global Vice President information Technologies <b>Frost &amp; Sullivan, Australia</b></p> <p><b>10:30am-11:00pm:</b> <b>Morning Refreshments</b></p> <p><b>11:00am-11:45pm:</b> <b>Panel Discussion :</b> <b>Opportunities in Vertical Industry Segments:</b> Frost &amp; Sullivan business unit leaders from healthcare, logistics, energy, telecom, automotive to discuss the impact of the economic slowdown on their respective industries. The session will briefly define the new priorities, business opportunities and profit margins for the CEOs of these industry groups.</p>	<p><b>11:45am-12:30pm:</b> <b>THE GREAT DEBATE:</b> <b>Government initiatives at driving ICT industry in Asia Pacific</b> The economic downturn has undoubtedly impacted companies in the ICT industry. To help address the emerging challenges, the government has introduced well-rounded plans. Are these steps offering great value? <i>(Media, Financial Institutions, Economist)</i></p> <p><b>12:30pm-1:30pm:</b> <b>Networking Luncheon</b></p> <p><b>1:30pm-3:00pm:</b> <b>Meet the Experts of Frost &amp; Sullivan!</b> <b>Track 1:</b> Go-To- Market Strategies <b>Track 2:</b> IT Infrastructure <b>Track 3:</b> Telecommunications <i>(Three parallel tracks)</i></p> <p><b>3:00pm-3:30pm:</b> <b>The Next Wave</b> What is the ICT spending from businesses and consumers likely to look like in the next 24 months - results from latest survey <b>Craig Baty,</b> Global Vice President information Technologies <b>Frost &amp; Sullivan, Australia</b></p>
<p><b>1:30pm-3:00pm</b></p>	<p><b>Meet the Experts of Frost &amp; Sullivan!</b></p> <ul style="list-style-type: none"> <li>Actionable Takeaways</li> <li>Business Advise and Support</li> <li>Examine How to Manage Your Current Position</li> <li>Know How to Take Risks More Effectively</li> </ul>	
<p><b>Track 1 - Go-to-Market Strategies</b></p> <p><b>SMB Sales &amp; Marketing: Deciphering the Greatest Market Opportunity</b></p> <p><b>Martin Gilliland</b> Vice President - Go To Market Strategies <b>Frost &amp; Sullivan, Singapore</b></p> <p><b>Marketing Budgets: Getting the Greatest Results From the Smallest Budgets</b> <b>Craig Baty,</b> Global Vice President information Technologies <b>Frost &amp; Sullivan, Australia</b></p> <p><b>Channels Programs: Developing Programs That Work</b> <b>Martin Gilliland</b> Vice President - Go To Market Strategies <b>Frost &amp; Sullivan, Singapore</b></p>	<p><b>Track 2 - IT Infrastructure</b></p> <p><b>Security and Application Networking: Sector and Supplier Assessment</b> <b>Arun Chandrasekaran</b> Industry Manager ICT Practice <b>Frost &amp; Sullivan, Singapore</b></p> <p><b>Peering into the trends in Smart Cards Usage in Asia Pacific</b> <b>Jafizwaty Ishahak</b> Research Manager, Smart Cards &amp; Electronics and Security <b>Frost &amp; Sullivan, Malaysia</b></p> <p><b>Datacentre Market Directions: End-User Propensity to Buy Key Technologies in APAC</b> <b>Sally Parker</b> Research Director Information Technologies <b>Frost &amp; Sullivan, Australia</b></p>	<p><b>Track 3 - Telecommunications</b></p> <p><b>What is the progress of Digital Media? A session providing complete analyses, statistics, forecasts and trends.</b> <b>Jayesh Easwaramony</b> Director, ICT Practice <b>Frost &amp; Sullivan, Singapore</b></p> <p><b>Race to offer high speed connectivity - where are we today and is it really needed</b> <b>Marc Einstein</b> Industry Manager, ICT Practice <b>Frost &amp; Sullivan, Singapore</b></p> <p><b>Unified Communications: Sector and Supplier Assessment</b> <b>Shivanu Shukla</b> Industry Manager ICT Practice <b>Frost &amp; Sullivan, Singapore</b></p>

KEY-TAKEAWAYS:

- Gain an insight on how your business can continue to thrive in today's new, complex economy
- Know how to squeeze more value out of your organization's existing assets
- Explore the abundance of new opportunities existing between you and your money
- Assess the benefits of the recent government initiatives
- Have a one-on-one session with Frost & Sullivan experts and take your business beyond its current boundaries

**MOVERS & SHAKERS**



**Manoj Menon**  
Partner & Managing Director  
- Asia Pacific  
**Frost & Sullivan, Singapore**

Manoj Menon is heading the business management of the entire Asia Pacific region. He started Frost & Sullivan in December 1996, as one of the pioneers, when the company was just beginning its trajectory into Asia. He has, since then, successfully grown the company's presence and business in Asia Pacific by manifold. Manoj continues to drive Frost & Sullivan's expansion in the region, yielding the highest year-on-year growth to the group's global business.



**Nitin Bhat**  
Senior Vice President, APAC  
**Frost & Sullivan, Singapore**

Nitin Bhat, senior vice president, Frost & Sullivan, drives the consulting business for the ICT Practice in Asia Pacific. He is responsible for the performance of all custom consulting studies as well as syndicated projects. Having worked on numerous consulting projects offering business strategies and recommendations to some of the world's leading multinational corporations and regulatory bodies, he has amassed a wealth of knowledge in the telecommunications and government sector.



**Craig Baty,**  
Global Vice President information  
Technologies  
**Frost & Sullivan, Australia**

Craig Baty joined as the Global Vice president of Frost and Sullivan's Information Technologies Practice in August 2008. In addition to driving the global team, Craig's personal focus is on consulting around business, marketing and channel strategies for ICT providers in general, with a specific focus on IT services and international market trends. Craig also provides strategic advice to provider CEOs and other senior executives.

These speakers have been regularly quoted and featured by the regional business and IT media, including appearances on **CNN, CNBC, BBC and Bloomberg**.

They are sought after for their insights on the ICT industry and their expert opinions have been heard at seminars and industry conferences at various places.



**MEET THE EXPERTS OF FROST & SULLIVAN!**



**Martin Gilliland**  
Vice President  
- Go To Market Strategies,  
**Frost & Sullivan, Singapore**



**Shivanu Shukla,**  
Industry Manager  
ICT Practice,  
**Frost & Sullivan, Singapore**



**Jayesh Easwaramony**  
Head of Telecoms  
Research,  
**Frost & Sullivan, Singapore**



**Jafizwaty Ishahak**  
Research Manager, Smart Cards  
& Electronics and Security,  
**Frost & Sullivan, Malaysia**



**Arun Chandrasekaran**  
Industry Manager  
ICT Practice,  
**Frost & Sullivan, Singapore**



**Marc Einstein**  
Senior Industry Analyst ICT  
Practice,  
**Frost & Sullivan, Singapore**

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4 June 2009, Singapore

## ■ Payment Procedures

Full payment is required prior to the conference. The registration fee includes access to all the sessions, substantial documentation, the refreshments as well as the lunch.

If, for any reason, you are unable to attend the Conference, a replacement delegate is welcome. However, the name and designation of the substitution must be notified 2 days prior to the Conference.

In case of cancellations, requests received in writing at least 10 working days prior to the Conference, you will receive a full refund less 10% administrative charge. However, for requests postmarked at least 5 working days before the event, ONLY 50% of the registration fee would be refunded. Please note, despite the cancellations, the access to download the complete set of documentation from the Conference website will be provided to ALL.

While every effort will be made to maintain the schedule exactly as represented in the brochure, we reserve the right to make changes and substitutions as needed. Frost & Sullivan will not be responsible for notifying registrants of changes to the program prior to the Conference.

## ■ Sponsorship Programs

Please send me information on the 2009 Sponsorship Program.

For more details, please contact

**Koh Eng Lok at:**

**Tel: +65 6890 0240**

**Email: englok.koh@frost.com**

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## Conference Fee

**Conference Only**  **SG\$699**

**Conference and ICT Awards Banquet**  **SG\$899**

## ■ Phone Registration Information

Call Putu Krisma at +65.6890.0918

Email: putu.krisma@frost.com

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