

## 26 Hotly Contested Titles up for Grabs

~ Frost & Sullivan to host the fourth annual Frost & Sullivan Asia Pacific ICT Awards ~

**Singapore, May 31, 2007** – The 2007 edition of the Frost & Sullivan Asia Pacific ICT Awards will see some of the region’s most illustrious names compete for the most coveted titles in the information and communications technology (ICT) industry in Asia Pacific. Held for the fourth year in succession, 26 titles will be contested at this prestigious event of the year seeking to recognize outstanding performance and best practices by companies and individuals in the Asia Pacific ICT industry.

A total of over 80 prominent ICT players and telecommunications companies operating across 14 countries in the region have been short listed as top challengers and appraised for their performance in financial year 2006, in a bid to vie for the 26 awards being contested. The awards will be held on June 15, 2007 in Singapore, in conjunction with CommunicAsia 2007.

According to Manoj Menon, partner at global growth consulting company, Frost & Sullivan, “It has been a great year for the ICT industry in Asia Pacific with several companies registering outstanding growth in their businesses in 2006. Several large companies have seen impressive growth rates of between 15 and 40 percent. The wireless sector in particular has seen remarkable growth driven by the countries of India, Indonesia and China.”

Menon says, “The overall growth of the Internet in Asia has translated into strong demand for networking infrastructure and security solutions. Last year also saw service providers becoming more regional and expanding their footprint through investments in emerging economies. Service providers in developed economies have also made rapid progress towards transforming themselves into leaner and more efficient organizations, capable of driving next-generation services.

“There are three common trends across companies which have done extremely well in the region. Firstly, they have invested in market development strategies with a focus on growing new segments through the introduction of innovative products and services. Secondly, they have prioritized their investments with a heavy focus on emerging economies which have yielded outstanding results. And finally, these companies are unique in their ability to differentiate their offerings by paying attention to customers, rather than being distracted by the competition,” he adds.

The 26 award categories to be contested are:

Enterprise Vendor Categories	Telecom Vendor Categories	Service Provider Categories	Best of the Best
<ul style="list-style-type: none"> <li>➤ Business Intelligence Vendor of the Year</li> <li>➤ Contact Center Applications Vendor of the Year</li> <li>➤ Enterprise Telephony Vendor of the Year</li> <li>➤ Network Security Vendor of the Year</li> </ul>	<ul style="list-style-type: none"> <li>➤ Broadband Equipment Vendor of the Year</li> <li>➤ Next Generation Infrastructure Vendor of the Year</li> <li>➤ Optical Vendor of the Year</li> <li>➤ Telecom BSS Vendor of the Year</li> <li>➤ Telecom OSS Vendor of the Year</li> <li>➤ Wireless Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>➤ Broadband Service Provider of the Year</li> <li>➤ Competitive Service Provider of the Year</li> <li>➤ Contact Center Outsourcing Service Provider of the Year</li> <li>➤ Data Communications Service Provider of the Year</li> <li>➤ Mobile Content Developer of the Year</li> </ul>	<ul style="list-style-type: none"> <li>➤ CEO of the Year: Service Provider</li> <li>➤ Most Promising Innovative Application/Product of the Year</li> <li>➤ Most Promising Service Provider of the Year</li> <li>➤ Most Promising Vendor of the Year</li> <li>➤ Outstanding</li> </ul>

	Vendor of the Year	<ul style="list-style-type: none"> <li>➤ Next Generation Service Provider of the Year</li> <li>➤ Satellite Communications Service Provider of the Year</li> <li>➤ Wireless Data Service Provider of the Year</li> <li>➤ Wireless Service Provider of the Year</li> </ul>	Contribution to Industry Development <ul style="list-style-type: none"> <li>➤ Vendor of the Year</li> <li>➤ Service Provider of the Year</li> </ul>
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All contenders are evaluated on a variety of actual market performance indicators which include revenue growth, market share and growth in market share, leadership in product innovation, breadth of products and solutions, major customer acquisitions, and business and market strategy, amongst other category-specific criteria.

A team of some 30 leading Frost & Sullivan analysts and consultants based across the region are involved in the short listing, evaluation and research process, applying the same thorough approach that has been the hallmark of Frost & Sullivan globally.

The findings of the detailed examination are then presented to a panel of independent judges comprising influential personalities, decision makers and thought leaders in Asia Pacific's ICT industry, who have in themselves pushed the boundaries of innovation and corporate excellence, in deciding the recipients in each award category.

The line-up of judges includes:

1. Manoj Menon - Partner, Frost & Sullivan
2. Sin Siew Teyew - Director of Telecoms (Asia Pacific), Frost & Sullivan
3. Subbaraman Iyer - Director, ICT Practice (Asia Pacific), Frost & Sullivan
4. Sunil Kapoor - Director of Central Buying and former CIO, Fortis Healthcare
5. Ahmad Azhar Yahya - Group CIO, Telekom Malaysia
6. Chu Hong Keong - CIO, HSBC Bank Malaysia
7. Teo Chin Seng - CIO, ST Engineering
8. Todd Schofield - CTO, International SOS
9. Raymond Tan - Editor, Network World Asia
10. Ashwini Bakshi - Director of Services Sales (Asia Pacific), Nokia Siemens Networks
11. John Tull - Chief Marketing Officer and VP of Public Affairs (Asia Pacific), Alcatel-Lucent
12. Steven Ing - Professional Services Director (Asia Pacific), SAS
13. Wendy Koh - Sales Director (ASEAN), Juniper Networks
14. Jay Andersen - VP, Sales (South & East Asia), Networks & Enterprise, Motorola Inc.
15. Joseph Waring - Group Editor, Telecom Asia and Wireless Asia
16. David Storrie - Head of Network & Wholesale Services, StarHub
17. David Nishball - President (Enterprise Services), Bharti Airtel
18. Wong Soon Nam - VP (Business Marketing), SingTel
19. Benney Cheng - VP, Southeast Asia, PCCW Global
20. Wilfred Kwan - President and CTO, Asia Netcom

Last year's recipients include Alcatel, Huawei Technologies, Comverse, Ericsson, Bharti Airtel, SK Telecom, PCCW, KT Corporation, Asia Netcom, Shin Satellite, SAS, SAP, Avaya, Symantec, IBM Daksh, SingTel, D-Link and SoftBank.

The 2007 Frost & Sullivan Asia Pacific ICT Awards is supported by CommunicAsia 2007, EnterpriseIT 2007, Interactive DME, MSC Malaysia, Huawei Technologies and ZTE. Media partners of the awards are BBC World, Telecom Asia, Wireless Asia, Enterprise Innovation, Network World Asia, ZDNet and Business Today.

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#### **About the Frost & Sullivan Asia Pacific ICT Awards**

The Frost & Sullivan Asia Pacific ICT Awards is held annually to recognize outstanding performance by companies and individuals in the Information and Communications Technology (ICT) industry in Asia Pacific. The awards are presented to companies that demonstrate best practices in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. It has attracted some of the leading names in technology on a single platform to compete for the most coveted titles in ICT. Now in its fourth consecutive year, the **2007 Frost & Sullivan Asia Pacific ICT Awards** will once again recognize companies and individuals that have pushed the boundaries of excellence - rising above the competition and demonstrating outstanding performance across the region. Benchmarked against the highest standards of measurement criteria, the recipients of these awards indeed represent the best-in-class in Asia Pacific. For more information on the awards, research and judging process, and past recipients, please visit [www.ict-awards.com](http://www.ict-awards.com)

#### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community, by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.awards.frost.com](http://www.awards.frost.com)

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