

## 25 Hotly Contested Titles at the 2006 Frost & Sullivan Asia Pacific ICT Awards

**Singapore, April 19, 2006** -- Heralding the best in Asia Pacific, the 2006 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. Held for the third consecutive year, 25 prestigious titles will be contested at this hallmark event of the year seeking to recognize excellence in the Asia Pacific ICT industry.

A total of over 70 prominent ICT players and telecommunications companies operating across 14 countries in the region are expected to be short listed as top challengers and appraised for their performance in financial year 2005, in a bid to vie for the 25 awards being contested.

According to Manoj Menon, partner at Frost & Sullivan, "Last year was a defining year in the ICT landscape - we saw the market consolidating, voice rates plunging and traditional voice business being attacked more aggressively by competitive players. This was allayed by enormous opportunities in the cellular and broadband sectors even in mature markets."

2005 also saw the region steadily embracing the MVNO (mobile virtual network operators) business model and 3G in many developing nations. In addition, the industry is also at the threshold of fixed-mobile convergence and is experiencing a huge shift in the deployment of IP-based solutions and applications.

Menon said, "At the same time, growth has been and still is the top priority on every CEO's agenda, and many companies have had remarkable success in achieving growth despite the daunting competition. However, growth alone cannot be the only premise on which we measure the performance and success of these companies, but rather a good mix of strategy in uncovering new revenue streams, creating a differentiation in the market, and delivering value to customers.

"Selecting the deserving recipients this year will certainly prove to be the most trying task yet, but an exciting one nonetheless," he added.

The 25 award categories to be contested are:

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

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. Nitin Acharekar - Head of Enterprise Research, Frost & Sullivan Asia Pacific
3. Sin Siew Teyew - Head of Telecoms Research, Frost & Sullivan Asia Pacific
4. Joseph Waring - Group Editor, Telecom Asia, Wireless Asia & Telecoms Europe
5. John Lui - Editor, MIS Asia
6. Nick Hutton - Chief Marketing Officer, Alcatel Asia Pacific
7. Rudi Frey - President & CEO, Siemens Com FN, Asia Pacific
8. Andy Miller - Director of Marketing, Juniper Networks Asia Pacific
9. Hu Yong - Vice President, Global Corporate Marketing, Huawei Technologies
10. Idris Vasi - Managing Director, SP Alliances, Partnerships & Strategy, Cisco Systems, Asia Pacific
11. Phillip Beniac - Vice President, SAS Asia Pacific
12. Arvind Mathur - CTO, Bharti Airtel, India
13. David Nishball - Senior Vice President, Sales & Marketing, Equant
14. Wilfred Kwan - CTO, Asia Netcom
15. John Mulligan - CTO/CIO, AT&T Asia Pacific
16. Nathan Bell - General Manager, Products & Services, BT Asia Pacific
17. Chu Hong Keong - CIO, IT & E-business, HSBC Bank Malaysia
18. Stephen Beacham - Regional IT Director, BAX Global Asia Pacific
19. Ahmad Azhar Yahya - Group CIO, Telekom Malaysia
20. Sunil Kapoor - CIO, Fortis Healthcare, India
21. Raju Buddharaju - CIO/CTO & Director, National Library Board, Singapore

The deserving recipients will be awarded their coveted titles at an awards banquet to be held at the Grand Hyatt, Singapore on Friday, June 16, 2006.

Some of the recipients of the 2005 awards who will be defending their titles this year are Alcatel, SingTel, Asia Netcom, Juniper Networks, Avaya, Cisco Systems, Huawei Technologies, LG Electronics, Telstra, NTT DoCoMo, PCCW, Optus, SAS and SAP.

The Frost & Sullivan Asia Pacific ICT Awards is held annually to 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, and are suitably hailed the 'Gems of Asia'.

The 2006 Frost & Sullivan Asia Pacific ICT Awards is supported by CommunicAsia 2006 and EnterpriseIT 2006, and is hosted in thematic collaboration with exquisite watchmaker, Ebel - purveyor of haute joaillerie collection, 'Gems of the Ocean' and 'Gems of the Night'.

Media partners of the awards are Telecom Asia, Wireless Asia and MIS Asia.

Featured nominees and sponsors of the awards include Huawei Technologies, Sonus Networks, GN Netcom, Toshiba and HP.

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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 third consecutive year, the **'2006 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.frost.com](http://www.frost.com)