

## **Frost & Sullivan recognises the best ICT players in Asia Pacific**

~ Axiata Group, Ericsson, Huawei and SingTel bag multiple awards at the 2010 Frost & Sullivan Asia Pacific ICT Awards banquet ~

**Singapore, June 10, 2010** – Frost & Sullivan today hosted the annual **Asia Pacific ICT Awards** (<http://www.ict-awards.com/>) banquet at the Shangri-la Singapore. Into its seventh year, the Awards program has since grown in size and stature and has become the hallmark event for the information & communication technologies (ICT) sector in this region.

While a few notable companies have maintained their position consistently year after year showcasing their leadership and best practices, the awards have also demonstrated a dynamic honour roll that includes emerging players along with the 'big daddies' of the industry.

Among the consistent champions was IBM Daksh that has maintained its title as the Contact Center Outsourcing Service provider of the year, for the fifth year in a row and Huawei Technologies for the Fixed Broadband Equipment Vendor of the year, retaining the title for four consequent years.

Other notable recipients who have maintained their 2009 positions were Microsoft for the Unified Communications Vendor of the year, Intercall for the Conferencing and Collaboration Service Provider of the year, Alcatel-Lucent for Optical Vendor of the year, and Axiata Group for the Best Telecom Group.

The Award program represents the entire spectrum of enterprise solution vendors, telecom equipment vendors and service providers in Asia Pacific. There is also a best-of-the-best category that recognises the best vendor, service provider, telecom group, innovative application and CEO of the year. The Awards are held annually and seek to recognize companies and individuals who have pushed the boundaries of excellence, rising above the competition and demonstrating outstanding performance in the ICT industry across the region for base year 2009.

"Despite the difficult economic climate in 2009, the award recipients demonstrated great success. They attained key wins with strategies including product and service innovation, customer focus and robust business models. Vendors excelled by offering tailored solutions focusing on individual markets rather than just offering products. Successful service providers used bundling and blending of services and effective market segmentation to monetize their networks and maximize their return on network investments. The award recipients are industry leaders in Asia Pacific and are shaping the ICT landscape of this region," said, Manoj Menon, Partner and Asia Pacific Managing Director at Frost & Sullivan.

Historically, Japanese, Korean, South Asian as well as Greater China players have dominated the take-up of these coveted titles. This year rising stars, from emerging markets such as Telkomsel from Indonesia, Meffone from Cambodia and Axiata from Bangladesh have ousted competition and claimed prestigious titles for themselves.

The selection process for Frost & Sullivan Asia Pacific ICT Awards is a rigorous one. From a short-list of 85 top ICT players operating across Asia Pacific, Frost & Sullivan's team of

analysts research and evaluate the contenders in each of the three categories. The analysis of the evaluation is then presented to an independent panel of judges, comprising of influential personalities, decision-makers and thought leaders from the ICT sector across Asia Pacific. To view the complete list of 2010 ICT Awards judging panel, please visit, <http://www.ict-awards.com/judges.htm>

All contenders were evaluated based 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.

**~ Frost & Sullivan congratulates all the outstanding recipients of the 2010 Frost & Sullivan Asia Pacific ICT Awards ~**

<b>Enterprise Vendor Category</b>	
Enterprise Telephony Vendor of the Year	Avaya
Network Security Vendor of the Year	Fortinet
Contact Center Outsourcing Service Provider of the Year	IBM Daksh
Business Process Outsourcing Service Provider of the Year	Genpact
Unified Communications Vendor of the Year	Microsoft
Contact Center Applications Vendor of the Year	Aspect Software
Application Networking Vendor of the Year	Riverbed
Video Conferencing Vendor of the Year	Polycom
Conferencing & Collaboration Service Provider of the Year	Intercall
<b>Telecom Vendor Category</b>	
Carrier Data Infrastructure Vendor of the Year	Juniper Networks
Fixed Broadband Equipment Vendor of the Year	Huawei
Optical Vendor of the Year	Alcatel-Lucent
Telecom Managed Services Provider of the Year	Ericsson
Wireless Infrastructure Vendor of the Year	Huawei
Telecom BSS Vendor of the Year	Amdocs
Telecom OSS Vendor of the Year	Clarity
IPTV Vendor of the Year	Ericsson
<b>Service Provider Category</b>	
Managed Service Provider of the Year	SingTel
Fixed Broadband Service Provider of the Year	Nippon Telegraph and Telephone Corporation
Data Communications Service Provider of the Year	SingTel
Emerging Market Service Provider of the Year	Axiata (Bangladesh) Limited
Wireless Data Service Provider of the Year	Celcom Axiata Berhad
Wireless Service Provider of the Year	PT Telekomunikasi Selular
<b>Best of the Best Category</b>	
Most Innovative Application of the Year	T-Cash by SK Telecom
Vendor of the Year	Huawei
Most Promising Service Provider of the Year	Metfone
Service Provider of the Year	PT Telekomunikasi Indonesia Tbk
Best Telecom Group	Axiata Group Berhad
CEO of the Year: Service Provider	Dato' Sri Jamaludin Ibrahim from Axiata Group Berhad

RP International is the category sponsor for the 'service provider' category, Tech Mahindra is the silver sponsor, GN Netcom is the bronze sponsor while IXIA is the supporting sponsor for the 2010 *Frost & Sullivan* Asia Pacific ICT Awards.

The Wall Street Journal Asia is the official newspaper partner while PR Newswire is the official newswire for the banquet. Official online TV partner is Telecom TV, official business newspaper partner is the Malaysia Reserve, official business magazine is Business Today and the official online media partner is ZDNet Asia.

~ end~

**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 seventh consecutive year, the 2010 *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*, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>

**MEDIA CONTACT:**

Neethiya Sadagopal  
Corporate Communications – Asia Pacific  
P: +65.6890.0966  
E: [neethiya.sadagopal@frost.com](mailto:neethiya.sadagopal@frost.com)