

# The standouts in Asia telecom

The telecom industry's top service providers and equipment suppliers were singled out for special acclaim in 21 different categories at the 2007 Frost & Sullivan ICT Awards held in Singapore on June 15

Malaysia's incumbent operator, Telekom Malaysia, was named Service Provider of the Year in the awards, a selection that underscored the rising strength of new recipients in the annual regional competition, which in the past has been dominated by firms in Japan, Korea, Greater China and South Asia.

Malaysia mobile operator DiGi was named Wireless Service Provider of the Year, as it successfully gained market share from larger service providers in

its local market. This year marked the first time that a Malaysian company has received recognition in the competition.

In one of the most hotly contested categories, China Mobile's Wang Jian Zhou was selected CEO of the Year: Service Provider for his leadership in continuing to drive the world's largest mobile operator's user base, revenue growth and services. Last year revenue grew 21.5% while EBITDA margin rose to 54%.

Other first-time telecom winners included Orange Business Services

(Hong Kong) for Data Communications Service Provider of the Year, ZTE (China) for Most Promising Vendor of the Year, Asia Satellite Telecommunications (Hong Kong) for Satellite Communications Service Provider of the Year, Clarity (Australia) for Telecom OSS Vendor of the Year and the Infocomm Development Authority of Singapore for Outstanding Contribution to Industry Development.

NTT Group captured the Broadband Service Provider of the Year. Not only did it NTT increase its broadband market share from 37.9% to 42.1%, the operator reported big gains in revenue and subs in 2006 – broadband revenue jumped 39%, broadband subs increased 28% to 10.8 million and broadband ARPU rose 22% to \$45.30.

Held for the fourth consecutive year, the Frost & Sullivan Asia Pacific ICT Awards are presented annually to recognize companies and individuals that have demonstrated best practices in the industry and have risen above competitors and pushed the boundaries of excellence.

The 21 telecom awards were offered in three broad categories: vendors, service providers and "Best of the Best." Award recipients were selected after a rigorous process that involved a team of 30 Frost & Sullivan analysts and a panel of independent judges.

Awards are based upon measurable performance by companies in the Asian market. Factors evaluated included rev-



Nokia Siemens Networks' director of service sales Ashwini Bakshi (right) presents the Data Communications Service Provider of the Year Award to Simon Lawrie, Orange Business Services' VP of global Communications Solutions for Asia Pacific

enue growth; market share and market share growth; leadership in new product introduction and innovation; breadth of products and solutions; major customer acquisitions, subscriber growth; and business market strategy.

Nitin Bhat, Asia-Pacific VP for the ICT Practice at Frost & Sullivan, said the region's strong economic growth played a role in the rise of the new winners. "Stronger economic fundamentals, intense competition and the realization of the scale and scope of ICT adoption has led to a phenomenal year in terms of growth in 2006. While the industry leaders were able to strengthen their position in many markets, emerging companies stole the thunder by employing innovative business models."

## Expanding share

Other winners in the service provider category were SoftBank (Competitive Service Provider of the Year), whose acquisition of Vodafone K.K. in April 2006 enabled it to rapidly enter the mobile business. It had a 15.5% market share in mobile as of December 2006, and in just four years gained a 20% share in broadband.

Wireless Data Service Provider of the Year went to 3 Australia for the launch of its mobile content portal and expanding its data revenue by 109% in 2006. It took the bold move of shutting down its 2G network last summer. Data revenue accounted for 25.5% of total revenue at the end of 2006, up from just 15.8% the year before.

Telstra was the clear winner as the Next Generation Service Provider of the Year for its \$8 billion "network transformation

## Service Provider Category

- Wireless Service Provider of the Year  
DiGi (Malaysia)
- Wireless Data Service Provider of the Year  
Hutchison Telecom's 3 Australia
- Competitive Service Provider of the Year  
SoftBank Corporation (Japan)
- Next Generation Service Provider of the Year  
Telstra (Australia)
- Broadband Service Provider of the Year  
NTT Corporation (Japan)
- Mobile Content Developer of the Year  
Index Corporation (Japan)
- Data Communications Service Provider of the Year  
Orange Business Services
- Satellite Communications Service Provider of the Year  
Asia Satellite Telecommunications (Hong Kong)

## Telecom Vendor Category

- Next Generation Infrastructure Vendor of the Year  
Alcatel-Lucent
- Optical Vendor of the Year  
Huawei Technologies
- Broadband Equipment Vendor of the Year  
Huawei Technologies
- Wireless Infrastructure Vendor of the Year  
Ericsson
- Telecom BSS Vendor of the Year  
Converse
- Telecom OSS Vendor of the Year  
Clarity

## Best of the Best

- Most Promising Innovative Application/Product of the Year  
Genico 3G Pocketsports by NGC Systems (Malaysia)
- Most Promising Vendor of the Year  
ZTE Corporation
- Vendor of the Year  
Ericsson
- CEO of the Year: Service Provider  
Wang Jian Zhou – China Mobile
- Most Promising Service Provider of the Year  
Vanco Asia Pacific
- Service Provider of the Year  
Telekom Malaysia Berhad
- Outstanding Contribution to Industry Development  
Infocomm Development Authority of Singapore



Telekom Malaysia's group CEO Dato' Abdul Wahid Omar (left) receives the Service Provider of the Year Award from Aroop Zutshi, Frost & Sullivan senior partner and member of the board