

## **Frost & Sullivan introduces “ICT 2007/08: Round-table sessions”**

**SYDNEY, 2 October 2007** – The second annual Frost & Sullivan Australia Best Practices Awards celebration is back this year with 20 new categories. In addition to the Awards, Frost & Sullivan will be introducing for the first time in the Asia Pacific region, “ICT 2007/08: Frost & Sullivan Round-tables.”

There will be 3 round-table sessions focusing on each of Frost & Sullivan’s local research programs: Digital Media Advertising, Enterprise Outsourcing & Unified Communications.

According to Frost & Sullivan Australia ICT research director, Mr. Darryl Nelson “the round-tables sessions are where Frost & Sullivan analysts, industry leaders, partners and end-users come together to discuss issues that will shape the industry in the coming year.”

Each session will commence with a wrap-up of 2007 followed by an outlook for 2008 delivered by Frost & Sullivan’s lead analyst. Following this there will be a 45 minute round-table session which will be moderated by a Frost & Sullivan analyst and include participation from the expert panel and audience.

Adds Mr. Nelson: “We’ve received good response and support from industry participants so far and we are pleased to announce the involvement of Cisco, EDS and NCS for the unified communications session, Yahoo, Tempest Media and News Digital Media for the digital media session and KAZ and EDS for the enterprise outsourcing session. We expect more to confirm their participation on our expert panels very soon.”

Frost & Sullivan intends to make this an annual event in which the Round-tables will act as a forum for industry players and the media to come together to discuss the year that was and more importantly, the opportunities and challenges expected for the year to come.

“The Round-tables will create an excellent forum for market-leading minds in the Australia ICT industry to get together at an informal gathering, to have a no-holds barred discussion and then follow it up by celebrating their achievements for 2007 at the awards banquet”, says Mr. Nelson.

ICT 2007/08: Frost & Sullivan Round-tables will be held on the 16<sup>th</sup> of November at the Hilton Sydney followed by the 2007 Frost & Sullivan Australia Best Practices Awards banquet.

The Awards, held annually, recognise outstanding performance by companies in the ICT industry in Australia. Introduced for the first time in 2006, the Awards attracted some of the leading names in technology on a single platform to compete for the most coveted titles in ICT. Benchmarked against leading companies in each category, the recipients of these awards represent the best-of-breed in the country.

This year’s Awards are supported by sponsors Aspect Software and Salesforce.com, and Viocorp (official internet broadcaster) and MediaConnect. Computerworld Australia is the official media partner.

### **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)

For more information on the Awards, please visit [www.frost-awards.com.au](http://www.frost-awards.com.au)

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