



News

Winners announced for the 2007 Frost and Sullivan Awards

IBM dominates enterprise outsourcing category

[Sandra Rossi](#) 11/10/2007 11:50:44

Research firm Frost and Sullivan today announced the winners of its Australian best practice awards.

Launched in 2006, the awards cover 20 categories and have attracted the attention of all the top players in the ICT industry.

Award recipients will be invited to attend a banquet award ceremony planned for November 16, 2007, in Sydney.

As reported previously in Computerworld, [[ArtId:891875713], organizations are benchmarked against leading companies in each category and are also judged on market performance as well as customer satisfaction ratings.

Last year's winners included Uecomm, Cybertrust, Dimension Data and Commander Communications.

Frost and Sullivan Australia ICT research director, Darryl Nelson, said each award is in line with local vertical market research programs.

Nelson said categories are in line with existing coverage of the digital media, enterprise outsourcing and unified communications sector across Australia.

"These awards recognize outstanding market performances by the recipients based on actual revenue growth and service levels achieved," he said.

Nelson said the the research programs have the unique focus of covering high growth markets, where change is disrupting established infrastructures and business models.

"Companies that are attaining best practices in such highly dynamic environments are setting the benchmarks, and our annual awards are designed to demonstrate that," Nelson said.

Recipients for 2007 include IBM, EDS, Microsoft, Cisco Systems, NineMSN, Tempest Media, Seek and carsales.com.au.

More award winners will be announced in coming weeks.

Microsoft Australia was the big winner in the unified communications market capturing three awards in this category including a customer endorsement award in the government vertical and a market leadership award in the same vertical.

The final unified communications award for Microsoft was customer endorsement in the banking, financial services and insurance vertical.

The Frost and Sullivan market leadership award for unified comms in the banking sector went to Cisco Systems.

In the online classified advertising market category, the advertiser satisfaction award went to carsales.com.au while the leadership award went to Seek Ltd.

In the general online advertising market, Tempest Media won the leadership award while NineMSN won the advertiser satisfaction award.

Competition was fierce in the enterprise outsourcing market, especially for the banking, financial services and insurance sector.

In this category IBM won the customer satisfaction award and EDS won the market leadership award.

When it came to the enterprise outsourcing market in the government sector, IBM dominated this category winning both the customer satisfaction and leadership awards.

Frost & Sullivan partner, Manoj Menon, said companies are evaluated on market performance indicators such as revenue growth, market share, leadership in product innovation, breadth of products and solutions, major customer acquisitions, business and marketing strategy.

More about [IBM](#), [Microsoft](#), [Uecomm](#), [Cisco Systems](#), [Cisco](#), [Frost & Sullivan](#), [Commander Communications](#), [EDS](#), [Ninemsn](#), [Dimension Data](#)



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