

News

Grand slam of corporate excellence is back: 2007 Frost and Sullivan Awards

This year there is 18 new categories

[Sandra Rossi](#) 27/09/2007 10:40:04

The second annual Frost & Sullivan Australia Best Practices Awards is back in 2007 with 18 new categories.

Once again Australia's ICT industry will be competing to win from two award categories - market leadership and customer satisfaction/endorsement.

Based on Frost & Sullivan's local vertical market research programs, award recipients will be judged according to their market performance in 2006, while the customer satisfaction awards will be presented to companies based on their customer satisfaction ratings.

The research firm's ICT research director, Darryl Nelson, said all of the award categories are in line with Frost & Sullivan's existing coverage of the digital media, enterprise outsourcing and unified communications sectors in Australia.

"Our team of analysts based in Sydney will be involved in the research and selection process, applying the same thorough approach employed in our research and consulting projects," Nelson said.

"Our three dedicated ICT research programs this year have the unique focus of covering high growth markets, where change is disrupting established infrastructures and business models."

The research programs focus on the most important vertical markets within all three ICT sectors.

For example, unified communications and enterprise outsourcing focuses on market trends, adoption patterns and key end-user issues within the banking, financial services and insurance, [BFSI] vertical (published in May 2007), government vertical (available in August 2007) and healthcare (to be published in November 2007).

The digital media advertising program focuses on the key advertiser industries of travel & accommodation, banking & finance, high technology and automotive.

Last year's awards attracted plenty of big names and recipients included Telstra BigPond, Uecomm, Cybertrust, Cisco Systems, Dimension Data and Salesforce.com.

This year is expected to be no different with plenty of companies vying to be recognized for outstanding performance.

Once again Computerworld is supporting the awards as a media partner. Other supporters include Aspect Software, Salesforce.com and Viocorp.

More about [Telstra Bigpond](#), [Telstra](#), [Salesforce.com](#), [Bigpond](#), [Uecomm](#), [Cisco Systems](#), [Cisco](#), [Frost & Sullivan](#), [Aspect Software](#), [Dimension Data](#)



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