

News

Analyst roundtables to present ICT industry outlook for 2008

Digital media, enterprise outsourcing and unified communications to be covered

[Sandra Rossi](#) 02/10/2007 15:43:21

Industry leaders, analysts and end users will come together next month to discuss issues that will shape Australia's ICT industry in the coming year.

Three roundtables are planned covering digital media advertising, enterprise outsourcing and unified communications.

The roundtables are part of the second annual [Frost and Sullivan Best Practices Awards](#), which will be held on November 16, 2007.

Each roundtable will commence with a wrap-up of 2007 followed by the outlook for 2008 and will be presented by the research firm's lead analyst.

Frost and Sullivan ICT research director, Darryl Nelson, said there has been strong industry support for the roundtables with the likes of Cisco and NCS participating in the unified communications session while Yahoo, News Digital Media and Tempest Media taking part in the digital media roundtable.

Nelson said KAZ and EDS are involved in the 45-minute enterprise outsourcing session.

He said the analyst firm plans to make the roundtables an annual event held prior to the awards banquet.

"The roundtables 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," Nelson said.

"It will create an excellent forum for market-leading minds in the Australian ICT industry to get together for a no-holds barred discussion and then follow it up by celebrating their achievements for 2007 at the awards banquet."

Frost and Sullivan introduced the awards in 2006 attracting some of the leading names in technology all competing for a best practices title.

Benchmarked against leading companies in each category, the award participants are judged according to their market performance and customer satisfaction ratings.

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

Frost & Sullivan partner, Manoj Menon, said Uecomm had won because it achieved 20.5 percent revenue growth in an intensely competitive market.

"Uecomm is very focused on Ethernet solutions and has been able to differentiate itself effectively in a tough market," he said.

Companies were 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.

Australian-based firm ERG Group won the smartcard vendor of the year award in 2006 while Cybertrust won best managed security service provider.

More about [ERG](#), [ACT](#), [Uecomm](#), [Cisco](#), [Frost & Sullivan](#), [Yahoo](#), [Leading Minds](#), [Commander Communications](#), [EDS](#), [Dimension Data](#)

