

## **Frost & Sullivan Announces the 2009 Best Practice Awards**

**SYDNEY, 30 September 2009** – *Frost & Sullivan* today announced that the 2009 Frost & Sullivan Australia Best Practices Awards will be presented at a gala dinner in Sydney on Wednesday 25 November 2009.

Now in its fourth year, the Awards are held annually to recognise outstanding performance by companies in the Australian Information & Communications Technology (ICT) industry.

Launched for the first time in 2006, the Awards attract some of the leading names in the Australian ICT industry onto 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 their own sectors in Australia. Last year's award recipients included Telstra, Google, Cisco Systems, IBM, Vodafone Australia and realestate.com.au.

For 2009, *Frost & Sullivan* will provide awards for market leadership and customer satisfaction in five industry categories: Telecommunications, Enterprise Communications, IT and Infrastructure Security, Digital Media and Sustainability. Further information on the individual award categories is available at <http://www.frost-awards.com.au/awardscategories.htm>

Several measurement parameters will be used by *Frost & Sullivan* analysts in conducting the detailed study of each nominated company based on actual market performance indicators. These include: revenue growth, market share in specific category and growth in market share, demonstrated leadership in new product introduction and innovation, breadth of products and solutions, major customer acquisitions, subscribers and growth in subscriber base and business and market strategy.

“The Frost & Sullivan Best Practices Awards recognise those organisations who are driving innovation and market leadership in the Australian ICT industry. We look forward to honouring those companies who are continuing to drive success in these challenging times,” said Mark Dougan, Managing Director ANZ, *Frost & Sullivan*.

The 2009 Frost & Sullivan Australia Best Practices Awards banquet will be held at the Four Points by Sheraton Hotel, Darling Harbour, commencing at 6:30 pm. For further information and tickets, please contact Mark Dougan at Frost & Sullivan on 02 8247 8914.

PR Newswire is the official newswire while Strategic Path Australia is the media partner for the Awards.

*Frost & Sullivan*, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and

implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>

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