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Frost & Sullivan toasts ICT 'who's who' at Best Practices Awards

By Cassandra Lane
Nov 23, 2007

Frost & Sullivan presented 17 awards to the "best and brightest" in the Australian Information and Communications Technology (ICT) industry for outstanding efforts in the areas of digital media advertising, unified communications (UC) and enterprise outsourcing.

The 2nd annual Best Practices Awards, held last Friday at the Hilton, was sponsored by Aspect Software (silver sponsor), Salesforce.com (bronze sponsor), Viocorp (official internet broadcaster), along with MediaConnect and M&a, Marketing & Advertising. Computerworld was the official media partner.

"An integral part of our research programme is recognising both market and customer leadership," said Mark Dougan, managing director for Frost & Sullivan. "Market leadership is based on our assessment of who leads the market in terms of market share and growth over the past year. Customer leadership is based on the views of customers and end users on the levels of satisfaction they have with various suppliers."

Dimension Data and Salmat scooped the "Of the Year" awards with DiData picking up the Unified Communications Systems Integrator of the Year, while Salmat brought home the Business Process Outsourcing Service Provider of the Year award.

Microsoft Australia took home the most awards with a total of four. The awards included 2007 Frost & Sullivan Customer Endorsement Award for Unified Communications in BFSI, Customer Endorsement Award for UC in Government, Market Leadership Award for UC in Government and the Customer Endorsement Award for UC in Healthcare.

The winners in the "Digital Media Advertising" awards category included carsales.com.au, which won Advertiser Satisfaction award for Online Classifieds Advertising, and Seek Ltd, which scooped the Market Leadership Award for Online Classifieds Advertising.



In Other News

>> [Debra Taylor leaves editorial director post at Haymarket](#)

Haymarket Media editorial director, Debra Taylor, has left the company in the wake of a business decision that sees the publishing house pump up its investment and resources in IT.

>> [Media luminaries to speak at MediaSmart](#)

Only a couple of slots remain for MediaConnect's second MediaSmart seminar, which will give PR practitioners the chance to learn from some of Australia's most influential journalists about how to most effectively work with them and their counterparts.

Meanwhile, Tempest Media clinched the Market Leadership Award for Online General Advertising, while ninemsn snagged the Advertiser Satisfaction Award for Online General Advertising, and Google Australia clinched two awards: the Market Leadership Award for Online Search Advertising and Advertiser Satisfaction Award for Online Search Advertising.

Finally, EDS and IBM took home the awards in the "Enterprise Outsourcing" category. EDS seized the Market Leadership Award for Enterprise Outsourcing in BFSI while IBM triumphed by taking home two awards: Customer Satisfaction Award for Enterprise Outsourcing in Government and the Market Leadership Award for Enterprise Outsourcing in Government.

"These are all highly competitive markets, and many high quality vendors or suppliers compete neck and neck. Receiving a Frost & Sullivan award is therefore a tremendous recognition of success both in the marketplace and in the minds of customers," said Dougan.

>> Publishers close up shop for Christmas

It's that time of year again. The weather is heating up, the shopping centres are getting crowded and everyone is eyeing the work calendar, preparing for the highly anticipated Christmas break. Luckily, ITJournos has prepared a list of company shut-down dates to make your Christmas-time just that little bit easier to cope with.

>> The Fin clinches top of the podium

The Fin has claimed first place in the Epitome comp, maintaining its reputation with an inspiring 109 points. The Australian

