

## Best Practices in the Asia Pacific ICT Industry

2009 Asia Pacific Frost & Sullivan ICT Award for  
Collaboration & Conferencing Services Provider of the Year

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### COLLABORATION & CONFERENCING SERVICES MARKETS IN ASIA PACIFIC

The collaboration & conferencing services markets of Asia Pacific are witnessing a surge in growth in Asia Pacific, and this is the continuation of a trend of steady growth for the last 5 years in this region. The conferencing markets have shown strong demand for audio and web conferencing services all throughout the Asia Pacific region, in developed as well as emerging economies alike. This hints at the enormous potential of growth in the region.

The global economic recession has become a major driver for the broader collaboration & conferencing market in general, and has pushed adoption to higher levels than before. In addition to broader trends around globalization, increasing productivity and cutting costs, companies are more seriously looking at increasing their investments in collaborative tools such as audio and web conferencing services, and this is being reflected in the impressive market growth rates around the region.

### AWARD DESCRIPTION

The Asia Pacific Frost & Sullivan ICT Awards are an acknowledgement of companies that excel in their business segments, and are noted for their efforts to improve the industry as a whole.

The 2009 Frost & Sullivan Asia Pacific ICT Award for Business Intelligence (BI) Vendor of the Year recognize the exemplary growth, performance and achievement achieved by the vendor in the Business Intelligence market.

The Scope of Business Intelligence includes software tools or applications for:

- Data Integration
- Data Visualization
- Query and Reporting
- Functional Analytics
- Performance Management

The contenders of this Award were evaluated on the following key criteria:

- Revenue and Revenue Growth
- Portfolio Diversity and Focus
- Key Innovations
- Key Achievements
- Major/New Wins

## **METHODOLOGY**

### **Creating a shortlist of nominees**

The companies short listed for each of the Frost & Sullivan Asia Pacific ICT Awards were selected by our analysts, based on their expert knowledge and analysis of the market.

The companies were typically studied on their revenues, market share, capabilities, and overall contribution to the industry. The short listed companies were interviewed, and the analysts compared the data collected with proprietary Frost & Sullivan resources, as well as secondary research available from public sources.

### **Selecting the award recipient**

The companies' profiles were presented to an independent panel of judges to determine the most deserving recipient for each Frost & Sullivan Asia Pacific ICT Award.

For this Award, the judges were:

- Nitin Bhat - Senior Vice President, Asia Pacific ICT Practice, Frost & Sullivan
- Jayesh Easwaramony - Director, ICT Consulting and Head of Telecoms Research, Frost & Sullivan
- Dr Leong Chou Ching - Head of Global Technology, International Baccalaureate
- Ho Khai Leng - Senior Director, Academic Informatics Office, National University Health System
- Tan Hock Hai - CIO, ST Engineering



## **2009 ASIA PACIFIC FROST & SULLIVAN ICT AWARD FOR COLLABORATION & CONFERENCING SERVICE PROVIDER OF THE YEAR**

### **Award Recipient: InterCall, Inc**

The 2009 Collaboration & Conferencing Service Provider of the Year award is presented to InterCall for its market leading position in the conferencing & collaboration markets of Asia Pacific. InterCall has been conferred with this award as a result of being one of the pioneers in integration of collaboration & conferencing services, global reach with in-depth regional coverage, and impressive growth in revenue and usage.

### **Integration of collaboration & conferencing services**

InterCall was one of the early adopters of the integration of audio and web conferencing services into a single platform via its acquisitions of Genesys Conferencing. This provided not only a vastly simplified method of performing daily meetings with internal employees or external clients across the world, but also provided a simple and easy to use interface where users can share presentations, documents, entire desktops as well as enable VoIP and basic video communications with participants around the world.

Customers of InterCall conferencing services also have the option of enabling usage of asynchronous collaborative services such as shared workspaces, with a recent partnership with Huddle. The Huddle account is fully integrated with InterCall audio & web conferencing services. This pioneering service provides globally dispersed teams with the ability to have real time communications over audio and web conferencing, as well as perform asynchronous activities such as project and document management, participate in discussion forums, or share whiteboards. This has the potential to improve productivity and reduce costs tremendously for customers.

### **Global reach, local coverage**

InterCall is present in all major Asia Pacific markets such as Australia, China, India and Japan as well as many smaller markets such as Hong Kong, Singapore, South Korea, and Malaysia. This high depth of local reach enables customer to reduce costs by dialing toll-free local access numbers for audio conferencing services, and is thus very ideal for small and medium sized businesses.

With companies focusing on increasing their global footprint in order to improve their competitiveness, setting up a presence in Asia Pacific countries increasingly makes good business sense. For these global customers that require a cost effective conferencing platform to have regular communications and reduce overheads, InterCall conferencing is the ideal choice as well. This is because of the strong global presence of InterCall in North American, European and Middle Eastern countries, as well as in Latin America.

### **Impressive growth in Asia Pacific**

With estimated revenues of \$82.0 million in 2008, InterCall is the largest conferencing services provider in Asia Pacific, according to recent research from Frost & Sullivan.

InterCall's growth in high double digits has far exceeded the steady growth of the Asia Pacific conferencing markets in recent years, as well as its major competitors and has made it one of the top

choices for customers in the region. This remarkable track record in growth was strengthened in early 2008 when it acquired Genesys Conferencing, thus consolidating the strength of the global audio conferencing services network from Intercall and the integrated audio & web conferencing services client from Genesys.

This acquisition has also helped in expansion of market coverage and has made Intercall's presence stronger in markets such as Singapore and China. The increased sales & customer support force as a result of this will no doubt be beneficial to existing and new customer alike and will help maintain the high level of customer satisfaction for its services.

## **Conclusion**

Combined with its traditional strength in providing quality global audio conferencing, impressive market reach in Asia Pacific, and integrated services, this combination has proved to be very successful and have led Frost & Sullivan to award Intercall with the Asia Pacific Conferencing & Collaboration Service Provider of the Year award for 2009.

### **About Best Practices**

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry. [awards.frost.com](http://awards.frost.com)

### **About Frost & Sullivan**

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 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.