

Award Description

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand the customer base and enhance adoption, with innovative value creation and enhancement strategies. This Award recognizes the company's successful customer acquisition and service strategies, and the degree to which those strategies have met customers' stated needs and requirements. Such innovation is expected to significantly improve customer interaction and contribute to customer satisfaction.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked, and those exhibiting significant growth are noted. Company installed base and growth rates are compared year to year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and among its install base, it is a candidate for the Customer Value Enhancement Award.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final Award rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Expansion of installed base
- Adoption rate and increased usage of its products and services
- Ability to grow in a saturated or maturing market
- Implementation of a unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product(s) to offer a "one-stop shop" in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new venues, such as online services, for an established product

**2006 North American Multimedia Conferencing
Customer Value Enhancement Award
Award Recipient: Genesys Conferencing**

The 2006 Frost & Sullivan Customer Value Enhancement Award is presented to Genesys Conferencing for its contribution to the multimedia conferencing market. Genesys Conferencing has received this award in recognition for effectively meeting the full range of multimedia conferencing and collaboration needs by offering exceptional value to its customer base.

Founded in 1986, Genesys Conferencing is a global leading provider of converged conferencing and collaboration services. With offices in 23 countries, Genesys Conferencing develops and delivers audio, video, web and rich media conferencing solutions to over 200 of the global Fortune 500 enterprises.

Ability to Grow In a Highly Competitive Market

In order to remain competitive in a market that constantly demands enhanced communications tools at lower prices, Genesys Conferencing has been focused on helping its customer base to have access to effective solutions that optimize their day-to-day business operations.

The company's flagship product, Genesys Meeting Center, is a rich multimedia platform that combines voice, video and web conferencing into a single interface. In 2005, the usage volume of this advanced platform for real time collaboration and communications significantly increased by 34.9 percent to 1.8 billion minutes, most of which was generated by the *Multimedia Minute* program.

With no subscription, seat license, or minimum usage fee, Genesys *Multimedia Minute* is an attractive pay-as-you-go pricing strategy that offers one single rate for voice, web, and video conferencing. Frost & Sullivan believes that the strong volume growth under this flexible and simple pricing model is a testament to Genesys Conferencing's ability to provide a cost-effective and end-to-end solution for real-time collaboration. The considerable growth of the installed base and extensive enterprise adoption are examples of Genesys Conferencing's determination to create new growth opportunities in a highly competitive market.

Business Strategy Focused on Meeting Customers Needs

To overcome the challenges of today's communications world, as a way to best meet customers needs, Genesys Conferencing's current business strategy contemplates the consolidation and expansion of its portfolio of advanced conferencing solutions.

Focused on enhancing the user's collaborative experience, Genesys Conferencing has been committed to seamlessly increase the functionality of its multimedia conferencing platform developing, for example, a fully integrated proprietary VoIP solution. This initiative offers a cost-effective alternative to the traditional telephone, especially suitable for large-enterprise conferencing environments that require advanced communications such as IP telephony.

Frost & Sullivan believes that Genesys Conferencing's multimedia conferencing approach enhances business value by improving real-time communications and collaboration in a cost effective way. In response to customer inquiries, the company has also demonstrated its ability to offer distinct vertical industry expertise and custom-design services. These high-touch competitive differentiators have proven to be significantly appealing for large enterprises that have specific conferencing and collaboration requirements.

Finally, it is important to emphasize that Genesys Conferencing's current product and service strategies are allowing organizations of all sizes to have access to increased business efficiency, simultaneously reducing undesired operative costs. In recognition of these achievements, Frost & Sullivan awards Genesys Conferencing with the 2006 Frost & Sullivan Customer Value Enhancement Award.

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.

About Best Practices

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About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.frost.com.