## Empowered by Innovation





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# For Immediate Release

## **NEC Receives 2012 Frost & Sullivan Asia Pacific ICT Award**

- Enterprise Telephony Vendor of the Year -



From left, Award presenter: Andrew Milroy, Research Vice President, Frost & Sullivan Award recipient: Kiyofumi Kusaka, Chief Executive Officer, NEC and Takemi Hosaka, Associate Senior Vice President, NEC Corporation

[Tokyo, June 8, 2012 and Hong Kong, July 10, 2012] NEC Corporation (NEC; TSE: 6701) announced today that it received the 2012 Frost & Sullivan Asia Pacific ICT Award - Enterprise Telephony Vendor of the Year.

The Frost & Sullivan Awards are presented to companies that demonstrate best practices in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. The 2012 Frost & Sullivan Asia Pacific ICT Awards recognize companies and individuals that have pushed the boundaries of excellence - rising above the competition and demonstrating outstanding performance across Asia Pacific and is decided by a distinguished panel of judges comprising senior executives from the industry, circle of CIOs/CTOs and Frost & Sullivan analysts.



"NEC has performed outstandingly in a fiercely competitive market. Although the enterprise telephony market grew by 6.2%, NEC grew its revenues by 14.2%. This is remarkable growth for a market leader, already commanding one fifth of the market, in a comparatively mature market. NEC's success is primarily related to its extraordinary focus on this market and the successful migration of its customers from TDM to IP telephony. Additionally, it offers customers a broad choice of offerings and its channel strategy has been successful. NEC has also made deep inroads into tier two cities of India and China (third and fourth largest telephony markets in Asia-Pacific) hence solidifying its future growth. NEC can be expected to leverage UNIVERGE in order to further improve its position in the IP telephony market segment," said Andrew Milroy, Vice President, Research, Asia Pacific ICT Practice, Frost & Sullivan.

"NEC Corporation developed its Enterprise Telephony business in the Asia Pacific region viewing this region as one of the most important areas for future growth. We believe we have been recognized for our efforts to coordinate with sales partners and to enhance our lineup of services, which have been highly rated by regional customers," said Taichiro Hashizawa, Vice President and Executive General Manager, NEC Corporation.

NEC distributes UNIVERGE telephony products for corporate use that cover a wide range of fields, including SMB and Enterprise. In terms of Unified Communication, the company is expanding its support for mobile devices, including smartphones and tablets, and its support for Web conferences. These efforts resulted NEC's leading share in the corporate telephony market in the Asia Pacific region in 2011, commanding a fifth of the market (\*1). In the same year, NEC launched the SL1000/1100, an efficient IP-enabled Communication Solutions for SMB that has been well received by a large number of customers.

For the purpose of innovative customers' workforce environments, NEC aims to further expand its UC products and services with UNIVERGE 3C and to enhance its support for sales partners.

More information on NEC can be found here:

http://www.nec.com.sg/index.php?q=products/voice-communication-platforms http://www.nec.com.sq/index.php?q=solutions-and-services/unified-communications

(\*1) Source: Frost &Sullivan, Asia Pacific Enterprise Telephony Market CY2011 (April 2012)

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## **About NEC Hong Kong Limited**

NEC Hong Kong Limited has a long and eventful history in Hong Kong since its establishment in 1984 and has been expanding its activities rapidly to meet the growing customer demand in Hong Kong, Macau and Mainland China. Dedicated to information and communication technologies, NEC provides advanced display & visual products, server & storage and telecommunication devices. NEC also plays a leading role in business solutions for security & border control, unified communication and IT platform, as well as services of IT consulting, networking and outsourcing. With a full range of technical experts and resources, we achieve professional customization in response to the dynamic needs of customers in various industries. With our extensive products and services, we continuously develop beneficial values for customers globally and become the one-stop answer for innovative technological excellence.

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