

**2007 Frost & Sullivan European Excellence in
Technology Of The Year Award
Award Recipient: Inclarity Ltd., UK**

2007

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European Excellence in Technology
Of The Year Award**AWARD DESCRIPTION**

Frost & Sullivan's Technology Excellence Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

RESEARCH METHODOLOGY

To choose the award recipient, Frost & Sullivan's analyst team tracks innovation in key hi-tech markets. The selection process includes primary participant interviews and extensive primary and secondary research via the bottom-up approach. The analyst team shortlists candidates on the basis of a set of qualitative and quantitative measurements. The analysts also consider the pace of research and technology innovation, and the significance or potential relevance of the innovation to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

MEASUREMENT CRITERIA

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

- Significance of the innovation(s) in the industry, and across industries (if applicable)
- Potential of the products of innovation(s) to become industry standard(s)
- Competitive advantage of innovation vis-à-vis other related innovations
- Impact (or potential impact) of innovation(s) on company or industry mind share and/or company bottom line
- Breadth of intellectual property related to the innovation(s), that is, patents, scientific publications, and papers in peer-reviewed journals.



The 2007 Frost & Sullivan European Excellence in Technology Of The Year Award in voice-over-internet protocol (VoIP) technologies goes to Inclarity Ltd of the UK, for its development of advanced, innovative voice-over-internet protocol (VoIP) solutions such as the "Hosted VoIP"-- a managed telephone solution in which each line is connected to the provider's switch. Inclarity is a market leader in the UK and operates across 5 continents.

By using a broadband connection with advanced telephony functionality, Hosted VoIP enables users to make and receive calls. An application server controls the connection of phone calls over the Internet after the calls are digitized. Every call made by users will be sent to the Hosted VoIP platform and it will be switched to the public switched telephone network (PSTN) or to a different VoIP terminal. As such, Hosted IP has large scalability and is designed to support hundreds of thousands of subscribers.

End users are increasingly mobile and Hosted VoIP supports such mobility. Users are provided flexibility to add a connection at home, in the office, or even when they travel abroad. Users can use a softphone on their laptop, (a software client to be installed on a laptop to make and receive calls) or a dual-mode phone. One of the advantages of Hosted VoIP is that users will not have to use a different number from their office number when the phone is installed at home. In this case, each user carries a single phone number. This provides more convenience for colleagues trying to reach users. Owing to the trend of fixed mobile convergence, users can make office calls when they are in the Wi-Fi coverage area using laptops or palmtops. Any calls made within the office presence are free. These include business features such as conferences, call transfers, follow me calls (transferring calls to another handset or softphone), and so on.

With regards to manageability, it is the end users who control Hosted IP. This cuts down the costs of hiring an engineer to manage and control the system. End users can easily manage their calls--to be forwarded or even to be

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transferred via Phone Manager. This is a dedicated portal associated with each phone, which enables real-time user interaction with the phone, and it works under various operating systems.

Apart from normal features enabled by Hosted VoIP, it also includes some advanced features such as Hunt groups, Fax2email, interactive voice response (IVR), softphone, and operator console. Hunt groups provide the routing intelligence to route the calls to alternate telephones once the request reaches the server. With Fax2email, users receive the facsimile messages via their e-mail address. By using the IVR feature, it gives the options for the callers to dial the relevant departments based on the automated message when they call using the main number. Finally, the operator console is a software-based application that has high efficiency in calls handling. It has the capability to supervise a maximum of 250 calls with multiple operators. During out of office hours, the operator console routes the calls to an alternate number.

Compared to other VoIP solutions, especially IP PBX (private branch exchange), Hosted VoIP provides more features in terms of scalability and also greater control with system management tools. It is able to forward calls to any landline or mobile number. In fact, the company's in-house R&D team spent five years developing this type of secured, carrier-graded solution. Despite the fact that Hosted VoIP is considered an established product in the market, more added value and features are continuously enhancing its appeal for end users. In order to continually refine and improve Hosted VoIP, Inclarity carries out case studies and incorporates feedback from its clients making this a truly collaborative process.

Since its introduction, Hosted IP has received a positive response from end users in various industries. This has helped drive growth at Inclarity. In fact the company grew 750% in 2006 and it has grown by over 250% in the first half of 2007 alone, with over 10,000 contracted hosted users. In summary, Frost & Sullivan's Award for Excellence in Technology acknowledges Inclarity for its development of its Hosted IP VoIP technology with enhanced features.