

28 October 2009
FOR IMMEDIATE RELEASE

MEDIA RELEASE

**OUTSTANDING ICT SALES GROWTH IN GOVERNMENT MARKETPLACE:
SUPPLIER SHORTLIST ANNOUNCED**

At a sell-out industry breakfast this morning, Government ICT analyst firm Intermedium announced Logica as the outright winner of its 2009 Froggy Awards.

The annual **Froggy Awards** recognise outstanding sales growth in the Australian Federal Government ICT marketplace. Prizes are awarded based on the average rate of growth in winning government business over the last three years.

Logica also scooped one of the category awards for growth against their existing customer base.

Category winners were:

- EDS (now HP Enterprise Services)
- Datacom
- Logica

Commenting on the awards, Intermedium's Head of Consulting, Kevin Noonan observed: "The last three years have delivered a slow-down in the market for most suppliers. Nonetheless, there have been hot spots of ICT activity, and it is in these areas that some companies have experienced outstanding growth."

Overall, the Federal Government ICT market delivered a record year in 2008-09, thanks to a strong second half year of outsourcing announcements and volume sourcing agreements.

"Our analysis of 2008-09 has produced some surprising results. Essentially we identified two different government ICT markets at play, with significantly different outcomes for participating companies".

The strong performing market segments were all service-related, especially IT outsourcing, and telecommunications services. Labour hire was the notable exception, driven largely by cutbacks flowing from the Government's response to the 2008 Gershon Report.

Product related market segments delivered slow or negative growth, impacted by delays in agency procurements while the Government implements volume sourcing agreements.

"Some market sectors have been doing it tough, while other market segments have delivered significant growth".

"The government market has delivered the rally Intermedium predicted, based on our view of government market cycles", Noonan said.

http://www.intermedium.com.au/research_and_reports/froggy_awards.html

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Event Details:

Date: Wednesday 28 October 2009

Time: 07:15-09:45am

Venue: Hotel Realm, Canberra

For more information, photographs of the event or to arrange an interview, please contact:

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Intermedium

Intermedium specialises in Australian public sector markets. We have achieved a strong reputation with companies offering technology products and services to the public sector, and public sector agencies seeking to better understand the capabilities and capacity of their supplier base. We provide our clients with market information so that they can make informed decisions about the government market and with consulting services so that they can be more effective in the way they engage in the market.