

26 October 2010

MEDIA RELEASE

FOR IMMEDIATE RELEASE

### A SHARP RATE OF GROWTH IN THE FEDERAL GOVERNMENT ICT MARKET

Sharp Corporation has been announced as the overall winner of Intermedium's Froggy Awards 2010 held at Hotel Realm, Canberra on Thursday 28 October. The award recognises outstanding sales growth in the Federal Government ICT market and is awarded on the basis of rate of growth in government business over the past two years.

Intermedium's Managing Director Judy Hurditch offered detailed analysis of the results. "Sharp also won the Category Three award, meaning it is the fastest growing Federal Government ICT supplier with an average annual value of contracts under \$20 million. According to *Intermedium* data, Sharp went from \$1.2 million in Federal Government ICT sales in 2008-09 to \$51.5 million in 2009-10, demonstrating growth rate of 4008% from 2008-09 to 2009-10. Other finalists in this category include Mosaic Recruitment, Heyday Group and Daronmont Technologies.

"A number of key contracts account for Sharp's rate of growth, particularly a substantial ongoing contract with the Department of Foreign Affairs and Trade (DFAT) for provision of IT equipment and software worth \$50.5 million over four years to 2013. Sharp is also a key supplier to the Department of Agriculture, Fisheries and Forestry (DAFF) for provision and maintenance of printing, faxing, scanning and photocopying services.

"CSC Australia was announced as the winner of the Category One award, which recognises growth rates for suppliers with an average annual Federal Government ICT contract value over \$100 million. CSC achieved a growth rate of 270% from \$52.8 million in 2008-09 to \$195 million in 2009-10. Other finalists in this category included Unisys, IBM and Telstra.

"In Category Two, SAP Australia headed off rivals Micom, Compas and Thales for the crown. These suppliers average between \$20 million and \$100 million per annum in Federal Government ICT contract value. SAP recorded a decrease in sales in 2008-09 – from \$33.4 million in 2007-08 to \$15 million – but has rebounded to secure \$76 million – or a 408% growth rate – in Federal Government business in 2009-10," Ms Hurditch said.

In order to be in the running for a Froggy, suppliers must have accrued at least \$150,000 in Federal Government ICT business in three consecutive years.

The Froggy Awards were announced following Intermedium's Federal Government ICT Market Year in Review Briefing, which gave a thorough overview of the 200-10 market results. For more information or to obtain a copy of our annual market report, please contact Kaan Uysen on (02) 9955 9896.

<<ENDS>>

**Event Details:**

Date: Thursday 28 October 2010

Time: 07:30-09:30am

Venue: Hotel Realm, Canberra

<http://www.intermedium.com.au/content/federal-government-ict-market-year-review-2009-10>

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**For more information on 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 government 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.