

**P&W Solutions' "Sweet Series" has been awarded the Frost & Sullivan WFM Market Leadership Award in 2009, and again in 2011.**



In July 2011, P&W Solutions' (Head office: Tokyo, CEO: Mr Omiya, below: "P&W") contact center management system "Sweet Series" was awarded the "2011 Japan Frost & Sullivan Market Leadership Award in the Workforce Management Market". To choose the recipient of this award, all companies in the Contact Center Applications industry are tracked and benchmarked with respect to market share and share growth, revenue growth, strategic and profitable partnerships/alliances, market reach and presence, innovation and product integration. Frost & Sullivan has given this award twice in the Japanese market, and P&W has received them both (the first was in 2009.)

Receipt of this award is proof that P&W Solutions successfully addressed the needs of the market through continuous technical development, the ability to read market trends and adapt the product suite. Frost & Sullivan's 2010 research has shown that market awareness of the benefits of the Sweet Series solution has dramatically increased. Regarding WFM sales, solution feature set, as well as customer satisfaction, P&W is recognized as the undisputed leader.

The Sweet Series has developed into much more than just a packaged software solution. Highly customizable and scalable, the Sweet Series delivers the speed and dependability required by large contact centers. Independently developed, the Sweet Series has evolved from a cost saving WFM tool into a multi-function "Digital Hub" backbone which helps deliver both Customer and Employee Satisfaction.

The 7000+ seat large scale user deployment and 4 consecutive years of market leadership was evaluated highly by Frost & Sullivan. Moreover, with the large scale deployment, Sweet Series is now supporting multiple voice infrastructures (Genesys, Avaya, Cisco). In this occasion of receiving the award for a second time, P&W has plans for further large scale Japanese deployments, as well as the development of an English version and entry into the Asian market. In the contact center management system market, P&W has set its sights on becoming the unrivaled market leader, and is re-double its efforts to continually develop the Sweet Series to exceed the customer's expectations.

#### ■About P&W Solutions

Founded in 2002, P&W Solutions has over the years grown to be recognized in the industry as one of the leading providers of Contact Center WFM applications. P&W Solutions provides a comprehensive range of products and unique application features that cater to the various needs of customers in the market.

Please visit our website. (<http://www.pw-s.com/english/index.html>)

#### ■Yuka Kurata, Frost & Sullivan's Industry Analyst says:

Workforce management system has grown at a rapid pace in Japan due to the increasing awareness of its benefit. P&W Solutions has successfully continued its momentum as a market leader, leading the market in terms of revenue, product features, and market reputation.

Besides its own proprietary technology with a great focus on reliability and customization capability, its Sweet Series ushered in biggest change to customer and employee satisfaction in addition to cost savings for enterprises with its innovative features.

Through a robust partner network, it has succeeded in its extensive reach in key verticals such as telecommunications and banking & financial services and has fostered strong mind share among customers in the Workforce management market in Japan.

#### ■ About Frost & Sullivan

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