

P&W Solutions' "Sweet Series" Receives the Frost & Sullivan 2009 WFM "Market Leadership Award"

In September 2009, P & W Solutions Co., Inc., for its Sweet Series Workforce Management Solution, received the Frost & Sullivan "2009 Japan Frost & Sullivan Market Leadership Award" in the Japanese Workforce Management (WFM) market. To choose the recipient of this award, the Frost & Sullivan analyst team tracks all companies in the Contact Center WFM Applications industry and benchmarks them with respect to the criteria for evaluation. The evaluation criteria include market share and market share growth, revenue growth, strategic and profitable partnerships/alliances, market reach and presence, innovation and product integration.

The Award was presented to P&W Solutions for its leading market share position in the Japanese Workforce Management market in 2008, maintaining the lead it held in 2007. P&W Solutions successfully addressed the needs of the market by continuously upgrading its product suite. Looking ahead, P & W will expand its market presence world-wide, entering Western markets with the intent of delivering the same high customer satisfaction as achieved in Japan.

"P&W Solutions has grown the sales of its Sweet Series significantly to capture 41 percent market share in Japan. Its success is attributed to the company's consistent focus on innovation and product differentiation to meet the diverse demands specific to the Japan market. Supported by a strong brand recall among its end users and a robust partner network, it has achieved a number of key wins last year and maintained its leading position in the WFM market in Japan for the second consecutive year," says Frost & Sullivan research analyst, Nozomi Kono.

Beyond its own technologies, P&W Solutions' effort to ensure seamless integration with various other contact center application vendor solutions, such as Avaya, Cisco, Genesys, NEC and Fujitsu also creates value for its customers regardless of their existing infrastructure. This provides a truly flexible application framework for customers by allowing them to connect to existing infrastructure while benefiting from P&W's easy to use interface. Such smooth connectivity contributed to P&W Solution's large mindshare in the Japan market.

■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.

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■About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

■Research Method:

To select the recipient of this award, the analyst team tracks all companies in the Contact Center Applications industry and benchmarks them with respect to the criteria for evaluation. The evaluation criteria include Market share and Market share growth, Revenue growth, Strategic and profitable partnerships/alliances, Market reach and presence, Innovation and product integration. The selection process includes interviewing market participants and extensive primary and secondary research. The data obtained is then compared and ranked for determining relative positions, and the company that secures the highest rating in terms of the criteria established, is awarded the number one industry ranking.