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CeBIT Australia 2008 | 20 - 22 May

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CeBIT.AU 2008

CEBIT.AU BUSINESS AWARDS 2008

The CeBIT.AU Business Awards recognise outstanding achievement in the information and communications technology industry. The Awards carry the full weight of the CeBIT brand, one of the most recognised non-vendor technology brands in the world. Award winners will be able to use the awards' branding on their website and marketing material for a full year following CeBIT Australia 2008.

CeBIT.AU Business Advantage Award

WINNER :

- **Saasu.com** *Product Name: Saasu.com online accounting*

FINALIST:

- **Gizmosis** *Product Name: Gizmosis Infill G4*
- **eChannel Online Pty Ltd** *Product Name: Dynamic Creative*
- **Ansarada Pty Ltd** *Product Name: Online Secure Datarooms*
- **eWay** *Product Name: eWay/Commonwealth Bank Merchant Application*
- **Saasu.com** *Product Name: Saasu.com online accounting*

CeBIT.AU Early Innovators Award

WINNER :

- **CSIRO Australia** *Product Name: Customer Facing System for Smart Electricity Grids*

FINALIST:

- **CSIRO Australia** *Product Name: Customer Facing System for Smart Electricity Grids*
- **Optimice Pty Ltd** *Product Name: The Partnership Scorecard*
- **Kisla Interactive** *Product Name: XIML*

CeBIT.AU Entrepreneurial Excellence Award

WINNER :

- **Ansarada Pty Ltd** *Product Name: Online Secure Datarooms*

FINALIST:

- **Vololink** *Product Name: Vololink Volofone WBT*
- **Ansarada Pty Ltd** *Product Name: Online Secure Datarooms*
- **Tomizone Limited** *Product Name: Wi-Fi HotSpot Service Platform - Monetising Broadband*

CeBIT.AU Excellence in Communications Award

WINNER :

- **Ipscape Pty Ltd** *Product Name: Software as a Service for Contact Centres*

FINALIST:

- **GrandStream Networks** *Product Name: GXE502x Series*
- **MYUNOS Australia Pty Ltd** *Product Name: UNOS Pro*

- **Fonality** *Product Name: trixbox Pro*
- **Alloy Computer Products Pty Ltd** *Product Name: QuadrM32x IP-PBX*
- **Ipscape Pty Ltd** *Product Name: Software as a Service for Contact Centres*

CeBIT.AU Excellence in Engineering Design Award

WINNER :

- **Motion Computing** *Product Name: C5 Mobile Clinical Assistant Tablet PC*

FINALIST:

- **Motion Computing** *Product Name: C5 Mobile Clinical Assistant Tablet PC*
- **Kensington** (via Acco Australia): *Product Name: Slimblade Trackball Mouse*
- **Fonality** *Product Name: trixbox Appliance*
- **Thomson** *Product Name: Advanced ADSL Gateway and DECT Terminal*

CeBIT.AU Excellence in New Media Award

WINNER :

- **TerraPages Pty Ltd** *Product Name: Location Based Services and Mobile Applications*

FINALIST:

- **Kisla Interactive** *Product Name: XIML*
- **TerraPages Pty Ltd** *Product Name: Location Based Services and Mobile Applications*
- **Devnet Pty Ltd** *Product Name: Enterprise Web Optimisation Products and Services*

CeBIT.AU Excellence in Technology Services Award

WINNER :

- **eWay** *Product Name: eWay Direct Debit Payment Solution*

FINALIST:

- **eWay** *Product Name: eWay Direct Debit Payment Solution*
- **Ipscape Pty Ltd** *Software as a Service for Contact Centres*
- **Saasu.com** *Product Name: Saasu.com online accounting*
- **Symbio Networks** *Product Name: Managed VoIP Platform – White Label Service*

CeBIT.AU Platinum Award for Export Excellence

WINNER :

- **Pronto Software** *Product Name: Pronto-Xi*

FINALIST:

- **Ipscape Pty Ltd** *Product Name: Software as a Service for Contact Centres*
- **Saasu.com** *Product Name: Saasu.com online accounting*
- **Pronto Software** *Product Name: Pronto-Xi*

Award Categories

CeBIT.AU Award for Entrepreneurial Excellence 2008

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The CeBIT.AU Award for Entrepreneurial Excellence showcases innovative Australian or New Zealand companies that have just started the journey to commercial success. Entry in this category is restricted to Australian or New Zealand firms of less than three years old. They can be exhibiting at CeBIT either independently, or in conjunction with a larger partner. The entrant's product or service can either be fully developed as a commercial offering, or a prototype offering that awaits a partner to assist with the commercialisation process. The winner will be judged on a series of criteria related to product or service innovation, commercial potential or commercial successes to date, and the general excitement buzzing around the company's plans and prospects.

CeBIT.AU Excellence in New Media Award 2008

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The CeBIT.AU Excellence in New Media targets companies, products and services operating in the broad generic category of New Media. These can include digital platform companies, digital audio and video delivery systems, electronic marketing firms, content development firms, content integration services and the like. The entrant's product or service must be a fully commercial offering within the Australian market. This category is not restricted to Australian companies, though the product or service must be exhibited at CeBIT Australia, either by its developer or by the local distributor or value-added reseller.

CeBIT.AU Excellence in Engineering Design Award 2008

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The CeBIT.AU Excellence in Engineering Design award will showcase overall elegance of design in a hardware product sold in the Australian market and exhibited at CeBIT Australia. The judging criteria for the award will include the visual elegance and impact of the product, its simplicity, functionality and useability, and its broad appeal as a business product. This category is open to any product or service exhibited at CeBIT Australia, either by the designer/developer, or by its local distributor or value-added reseller. Elegance and simplicity are the key criteria for this award. The product or service is a business technology product or service that possesses a Wow-factor that sets it apart from the crowd.

CeBIT.AU Business Advantage Award 2008

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The CeBIT.AU Business Advantage Award is given to the product or service that provides a clear, immediate and outstanding business benefit to its users. The product or service must be sold in the Australian market and be exhibited at CeBIT Australia, either by its designer/developer, or by a local reseller or distributor. The Business Advantage Award covers products and solutions that service any industry – from retail and supply chain, to banking and finance, to office productivity, to e-marketing and e-commerce. It can be a hardware, software or services offering. Integrated business solutions will also be considered. It will be awarded to the product or solution that is best crafted to its target market and which provides clearest business value to its users.

CeBIT.AU Excellence in Communications Award 2008

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The CeBIT.AU Excellence in Communications Award seeks to highlight new innovation in the fast evolving communications sector. This award can be for a hardware or software product, or for a particular service innovation. The award is aimed at innovative voice or data communications products. The product or service must be sold in the Australian market, and must be exhibited at CeBIT Australia either by the product's developer or the Australian distributor/reseller. The Communications award is open to locally-based and overseas companies.

CeBIT.AU Early Innovators Award 2008

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The CeBIT.AU Early Innovators Award aims to provide a showcase for pre-commercialisation ideas, innovations and prototypes of our research and development community in Australia and New Zealand. Entries for this award can come from the private sector or public sector. The entries can be innovations coming out of Cooperative Research Centres, or new pre-commercial products and services coming from institutions like universities, TAFE's or research bodies like the CSIRO and National ICT Australia (NICTA). This award aims to provide a platform for Australian and New Zealand innovators to generate early commercial or equity interest in their ideas and developments.

CeBIT.AU Excellence in Technology Services Award 2008

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The CeBIT.AU Excellence in Technology Services Award is devoted to the hosted, managed and outsourced services sector. The award is open to local and multinational companies that offer ICT service products in Australia. This category is for companies that provide ICT service products either domestically in Australia or New Zealand, or in providing offshoring services to overseas customers. Software development providers, systems integrators, project management firms, hosted solutions providers and on-demand software companies are all eligible to nominate for this award. Broad judging criteria includes both service innovation and value, but will also be weighted toward general market success as measured by growth.

CeBIT.AU Platinum Award for Export Excellence 2008

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The CeBIT.AU Platinum Award for Export Excellence is one of two Platinum awards – the categories considered most coveted by the CeBIT Australia Board of Advisors. This award aims to reward overall export excellence – conceiving the export opportunity and then successfully

executing an export strategy. The Platinum Award for Export Excellence is not restricted to local companies. Multi-national firms with an Australian operation that has conceived and built an export business in the technology sector is certainly welcome to enter. The criteria for judging this category is not restricted to just the raw export dollars earned by the entrant, but will also include weighting to the strategy and execution of the export plan targeting offshore markets. This award is not restricted to Australian companies. CeBIT Australia recognises that in global markets, foreign-based firms contribute enormously to the export performance of the local community. Entrants in this category – which can be large or small – must be exhibiting at CeBIT Australia, either directly or through a distributor or value-added reseller.

CONDITIONS OF ENTRY

- The awards are open to the products and services of CeBIT Australia 2008 exhibitors. [Top](#)
- Most categories are open to both local and international companies. International products can be entered by the local distributor or value-added reseller provided they are exhibiting the product at CeBIT Australia 2008.
- The CeBIT.AU Award for Entrepreneurial Excellence and the CeBIT.AU Early Innovators Award are open only to Australian and New Zealand companies.
- All nominations must be submitted on the CeBIT.AU Award nomination form. A nomination form (for all award categories) can be downloaded from the CeBIT Australia website.
- Companies may nominate more than one award. However a separate form must be used in every case.
- There is no charge for entry.
- All nomination forms must be faxed to CeBIT Australia on + 61 2 9280 1977 or e-mailed to awards@cebit.com.au.
- A confirmation e-mail will be sent on receipt of your nomination.
- Nominations for all awards close at 11.59pm (AEST) on Friday 2 May 2008. All e-mailed and faxed nomination forms must be received before this time.
- Finalists and winners will be selected by a judging panel, appointed by Hannover Fairs Australia (Organiser of CeBIT Australia) and consisting of representatives from the media, Industry Association and Hannover Fairs Australia.
- Judging panel members are bound by the eligibility and evaluation criteria of the CeBIT.AU Awards. Each nomination will be assessed against the selection criteria and scored accordingly.
- Three finalists that best meet the selection criteria will be chosen and announced on 8 May 2008.
- The company that best meets the selection criteria will be chosen as the winner and announced on 21 May 2008.
- The decisions of the judging panel will be final and no discussion or correspondence will be entered into.
- The winner of each CeBIT.AU Award will receive:
 - CeBIT.AU Award trophy
 - the right to use the CeBIT.AU Award logo on publicity materials and website for a period of 12 months after CeBIT Australia 2008
- The CeBIT.AU Award winners will be presented with their trophy at an ICT Celebration Dinner to be held on 21 May 2008.
- Hannover Fairs Australia is bound by the Information Privacy Principles of the Privacy Act 1998.
- We collect minimum personal information to enable us to contact a nominee and to assess the merits of a nomination if required.
- Details of the nominations are only accessible to Hannover Fairs Australia and members of the judging panel.
- For more information, e-mail awards@cebit.com.au or telephone +61 2 9280 3400.

***If you have any queries please contact CeBIT Australia at
awards@cebit.com.au or on +61 2 9280 3400***

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