


2005

FROST &amp; SULLIVAN

Growth Strategy Leadership

## IEX Corporation



It all connects with  
  
 A TEKELEC COMPANY

IEX Corporation is the recipient of the 2005 Frost & Sullivan Award for Growth Strategy Leadership. Frost & Sullivan opines that, in a market experiencing saturation in the large contact center market within North America, IEX treaded a different path in 2004, registering its best year in IEX history. IEX very successfully increased revenues by 16% as compared to 2003, thereby reinforcing its stronghold in the workforce management market. This growth came as a result of more than 75 new customer wins, competitive displacements, as well as immense growth in Europe and Asia-Pacific regions.

IEX's growth, investments in research and development and reputation in delivering technologically strong solutions is reinforced by the strong customer feedback that it enjoys in the market. The strength of IEX's significant market presence is visible in the benefits reaped by 755,000 agents spread across 2,700 sites in 41 countries. Such robust growth was spearheaded by the adoption of the TotalView Workforce Management system by emerging small and medium contact centers. Although the large contact center space is at a saturation level for investments into new WFM solutions, contributions from their replacement sales were also a factor in IEX's growth during the year.

The integration capabilities of IEX's Smart Sync technology make it easy to interoperate with a wide variety of functions and technologies within the contact center. Long-standing and fruitful partnerships with Merced Systems, for performance management capabilities, and Bay Bridge Decision Technologies, for strategic planning capabilities, have helped IEX expand the breadth of its solution offerings without compromising on depth in functionality.

The on-going trend within overseas outsourcing of contact centers was one of the lynchpins of IEX's sterling performance in 2004. IEX has well-established relationships with outsourcers such as SITEL and Convergys that have been a contributor to the company's success within Europe and Asia-Pacific. Key customer successes within EMEA include SITEL, TDC and UPC. Strong performance by distributors in the UK, Spain and Scandinavia, as well as successful direct selling efforts in France, Italy and Germany have also contributed to the company's success in the region. The Asia-Pacific region also represented significant growth for IEX, based on successful channel partnerships with Avaya GlobalConnect (formerly Tata Telecom) and FutureSoft in India, as well as resurging demand for the TotalView system in Australia.

Key customer successes in 2004 included GE Consumer Finance Australia, Bank of America, Singlepoint (part of Vodafone), American Electric Power, Worldspan, Unibanco Brazil, SITEL, and others.

With the WFM market challenged to reinvent itself in the light of ever-increasing consolidation and wider functionality in solutions, IEX's traditional stronghold of significant investments into research and development contributed immensely to its leadership position during the year. IEX's strength in product capabilities was demonstrated with the launch of the TotalView Workforce Management system Version 3.6 in July 2004, followed by Version 3.8 in December 2004, with enhanced features to improve contact center productivity and agent performance.

In addition, focused marketing, continuous expansion in channel partnerships and offering multi-lingual support in a global market translated to revenue growth of 16% in 2004 as compared to 2003. Penetration into the European markets with multi-lingual support for German, French, Danish, Dutch, Swedish and Portuguese typifies IEX's global growth initiative in 2004.

A well-planned and executed growth strategy built upon a strong and deep product portfolio, coupled with an insight into industry and market trends and drivers, have been some of the factors responsible for IEX's excellent growth year in 2004. Frost & Sullivan lauds IEX's successful growth in a maturing and consolidating marketplace.

**Award Category:  
Growth Strategy Leadership****Award Description**

The Frost & Sullivan Award for Growth Strategy Leadership is presented each year to the company that has demonstrated an exceptional growth strategy within the industry.

**Research Methodology**

A recipient is chosen to receive the Frost & Sullivan Award for Growth Strategy Leadership based on specific criteria. Through primary and secondary research methods, all companies' market revenues are tracked and those exhibiting significant growth are noted for their strategy implementation. Revenues are then compared year to year to monitor growth patterns. When a company continues to show high growth rates, it is a candidate for the Frost & Sullivan Award for Growth Strategy Leadership.

**Measurement & Judging Criteria**

This Award is given to the company that has bolstered their position in the market during the base year and whose strategy will have a lasting impact on the market. The Award criteria is based on the following:

- Ability to grow in a saturated or maturing market
- Implementing a unique sales strategy
- Technological innovation and leadership
- Discovering new venues for an established product
- Effective Internet strategy
- Strategic mergers, acquisitions, or joint ventures to penetrate new markets
- Reorganization structured around growth strategy