

Frost & Sullivan Award for Technology Innovation

2003

FROST & SULLIVAN

Product Differentiation Innovation

AWARD DESCRIPTION

The Frost & Sullivan Product Differentiation Innovation Award is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. This award recognizes the company's successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

RESEARCH METHODOLOGY

Before considering the recipient of this award, the analyst team tracks competing market participants' product differentiation strategies through ongoing research. This research consists of market participant interviews and extensive secondary research. Participants are then ranked with respect to the measurement criteria. The award recipient is ranked number one in the industry.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used in determining the final ranking of industry competitors. The recipient of this award has excelled based on one or more of the following criteria:

- Degree of differentiation innovation compared to other market participants
- Positive impact on sales directly related to product differentiation
- Time to market improvement based upon product differentiation strategy
- Benefit to end-users due to product differentiation
- Effect of product differentiation on ease of adaptability for new end-user applications
- Effect of product differentiation on market maturation

AWARD RECIPIENT: QUINTUM TECHNOLOGIES, INC.

Frost & Sullivan is pleased to recognize Quintum Technologies, Inc. for the success that it has achieved in terms of product differentiation. The enterprise gateway market is relatively small and has only started gaining real traction. Vendors can pursue a number of different strategies to win business, but in a market where offerings are still evolving, differentiating via technology



innovation can be successful. This has certainly been the case with Quintum.

In Frost & Sullivan's view, Quintum's unique Tenor solution differentiates itself in four distinct ways:

1. Quintum's MultiPath architecture allows for easy integration with existing PBXs. No re-programming is required, end users do not need any special dialing plans, and standardized trunk interfaces can be used with all PBX offerings. Intelligent call routing is a key component of their MultiPath architecture. Integrated call routing intelligence directs VoIP traffic on or off-net for all PBX makes and is transparent to end users.
2. SelectNet™ is Tenor's QoS feature, and it ensures carrier-grade calling at all times. VoIP calls that fall below a tuned QoS threshold are routed automatically to the PSTN in real time.
3. PacketSaver™ is another distinct feature designed to improve bandwidth utilization. By using RTP multiplexing, Tenor will bundle all the voice packets into a single IP header, greatly improving bandwidth efficiency, which is useful when transporting between IP addresses, whether for local access or within the enterprise.
4. NATAccess™ is Tenor's built-in firewall - a feature generally not available in enterprise gateways. This feature is integrated into the gateway and performs H.323 NAT translation for the media streams. Again, this creates less disruption for the enterprise, as there is one less component to integrate with the PBX.

Each of these features is quite distinct among gateway vendors, and when taken in combination, Tenor has a very unique offering for the enterprise market. This is reflected in the success Quintum is experiencing, as they are capturing a growing share of a market that is just starting to come into its own. At this time, Frost & Sullivan does not see other gateway vendors with Quintum's breadth of innovation, which should translate into continued growth for the company.

For more information, visit <http://www.quintum.com> or call 1-732-460-9000.