

# mobile news

## 2011 Awards

### MANUFACTURER

Manufacturer demonstrating best performance, range, innovation, marketing and partner support in UK

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Breadth of devices portfolio
4. Services and software initiatives
5. Brand and marketing activity
6. Channel reach, support and activity
7. Pricing, availability and delivery
8. Innovation
9. Reliability and after-sales support
10. Accreditations and testimonials

### INNOVATIVE HANDSET

The handset that has both supported and moved the industry forward

#### JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Hardware and software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

### INNOVATIVE PRODUCT

A device that has moved the industry forward

#### JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Hardware and software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

### NETWORK OPERATOR

Network operator demonstrating best performance, range, innovation, marketing and partner support in UK

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Breadth of portfolio and extent of market reach
4. Infrastructure and IT performance
5. Brand and marketing initiatives
6. Direct and indirect sales activity and support
7. MVNO/wholesale and M2M activity
8. Innovation beyond mobile
9. Mystery Caller scores
10. Accreditations and testimonials

### MVNO

MVNO showing best service to niche market in UK

#### JUDGING CRITERIA:

1. Commercial performance
2. Pricing initiatives
3. Marketing activity
4. Channel support
5. Market focus and reach
6. Network integration
7. Customer service
8. Technical innovation
9. After-sales support
10. Accreditations and testimonials

### INNOVATIVE SERVICE

A service or solution package that has moved the industry forward

#### JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

### VERTICAL MARKET SOLUTION

Dealer, reseller or network operator demonstrating best deployment of bespoke communications solution for specific any-size business vertical market sector, considering all of its individual requirements

#### JUDGING CRITERIA:

1. Detailed case study of installation
2. Demonstration of highly-tailored solution
3. Detailed consideration of user profile and requirements
4. Heavy integration of hardware, software and communications standards
5. Uplift in user efficiencies
6. Uplift in user profits
7. Business uplift for supplier and partners
8. Customer training, service and support
9. Pricing, marketing and sales initiatives
10. Accreditations and testimonials

### HARDWARE DISTRIBUTOR

Hardware distributor demonstrating best in supply-chain logistics and fulfilment in UK

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Mobile devices portfolio and supplier contracts

4. Market reach and customer contracts
5. Cross-channel stock and supply
6. Logistics capability
7. Value-added services
8. Marketing initiatives
9. Customer service and support
10. Accreditations and testimonials

### AIRTIME DISTRIBUTOR

Airtime distributor adding most value to UK operators and dealers

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. ARPU, churn, data penetration
4. Unified comms
5. Customer service and support
6. Product and services portfolio
7. Value-added services
8. Supply-chain innovation
9. Marketing initiatives
10. Accreditations and testimonials

### INNOVATIVE DISTRIBUTOR

Distributor offering suppliers and customers a distinctive and niche value-added service setting it apart from conventional distribution model

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Profile of supplier and customer bases
4. Supply chain innovation
5. Value-added services
6. Benefits for supply partners
7. Benefits for sales partners
8. Customer service and support
9. Marketing initiatives
10. Accreditations and testimonials

### LARGE RETAILER

Best high street retailer, judged on statistics from Mobile News Mystery Shop. No entry required

### ONLINE RETAILER

Web retailer with best sales performance and customer satisfaction

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Product and services portfolio
4. Website functionality and performance
5. Marketing initiatives
6. Online billing
7. Staff training and initiatives
8. Customer service and after-sales support
9. Customer research and feedback
10. Accreditations and testimonials

### B2B DEALER

Dealer demonstrating fullest portfolio and customer service within local business community

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. ARPU, churn and data penetration
4. Product and services portfolio
5. Unified comms activity
6. Marketing initiatives
7. Customer service and after-sales support
8. Community engagement
9. Staff training and initiatives
10. Accreditations and testimonials

### BUSINESS SOLUTIONS PROVIDER

Reseller or service provider businesses demonstrating best success at selling converged solutions to medium and large businesses

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Product and services portfolio
4. Unified comms activity and marketing
5. Case studies of UC deployments
6. Staff and customer training
7. Innovation in training, marketing and sales
8. Supplier and partner accreditations
9. Customer testimonials

### SERVICE AND REPAIR

Logistics firm with best performance and achievements in product service and repair

#### JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Regeneration and 'green' credentials
4. Parts availability and turnaround
5. Job tracking
6. Customer service and support
7. Staff training and care
8. Commitment to R&D
9. Partner accreditations
10. Customer testimonials

### CUSTOMER SERVICE

For customer-facing business demonstrating highest regard for customer service and satisfaction

#### JUDGING CRITERIA:

1. Commercial performance
2. Customer research and feedback
3. Customer retention
4. Policies and guidelines
5. Processes
6. Innovation
7. Service and support
8. Staff initiatives and training
9. Case studies
10. Customer and partner testimonials

### ENVIRONMENTAL ENTERPRISE

For company initiative that shows best case of ethical business, innovation and community values

#### JUDGING CRITERIA:

1. Responsible business activity
2. Carbon footprint reduction
3. Company and staff 'green' initiatives
4. Community support projects
5. Ethical sourcing
6. Hardware regeneration
7. Efficiency gains and commercial performance
8. Marketing initiatives
9. Accreditations
10. Customer testimonials

### INDUSTRY PERSONALITY OF THE YEAR

Voted for by guests on the night of the Mobile News Awards

### INDUSTRY ADVANCE

For organisation, product or service that has most developed the UK sales channel, judged by Mobile News' editorial team

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