



INFINITT: Recipient of the  
2009 North American Imaging Informatics  
Customer Value Enhancement Award



*"We accelerate growth."*

# 2009 North American Imaging Informatics Customer Value Enhancement Award

## Award Recipient: INFINITT

### Award Description

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand its customer base, while maintaining its existing customer base, with more innovative value creation and enhancement strategies than competing vendors. This Award recognizes the company's successful sales entry, customer acquisition and service strategies, and the degree to which those strategies have met customers' stated needs and requirements. Such strategies are expected to significantly improve customer interaction and contribute to customer satisfaction.

### Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked, and those exhibiting significant growth are noted. Company's customer base and revenues are compared year on year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and customer retention, it is a candidate for the Customer Value Enhancement Award.

### Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final Award rankings in this category. The recipient of this Award has excelled based on one or more of the following criteria:

- Expansion of customer base
- Ability to grow in a saturated or maturing market
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product(s) to offer a "one-stop shop" in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new sales avenues, such as online services, for an established product
- Strategic mergers, acquisitions or joint ventures to provide additional benefits to the customer.
- Product features/benefits versus product price

## Significance of the Customer Value Enhancement Award

The Frost & Sullivan Award for Customer Value Enhancement is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This Award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

As the North American RIS/PACS industry as a whole reaches higher technology standards, market differentiation through technology has been giving way to differentiation through customer focus. Personalized attention and customer value enhancement have become critical attributes for vendors to survive and thrive in a highly competitive and fragmented market. As the imaging informatics customer matures, the market is increasingly looking to informatics vendors as true partners that will remain proactive in ascertaining that the solution is optimal at any given time, and that the solution evolves as the imaging practice grows along with it. It is therefore only through a strong commitment to listening to customers and maximizing the value of their investment, that RIS/PACS vendors can still grow and succeed in the North American market.

## Continually Enhancing Portfolio with State of the Art Technology

During the last several years Infinitt NA has built a strong record of continually evolving and refining its solutions portfolio by launching products and services that leverage state-of-the-art technology that stay in touch with emerging market trends. Infinitt NA's RIS-PACS solution, for example, is a single-database system developed from the ground up to offer true integration of RIS, radiology PACS and cardiology PACS, as well as advanced clinical applications with the Xelis product line. Such tight integration has demonstrated in the marketplace that it can help facilitate system deployment and simplify system operation by eliminating the need to manage multiple HL7 interfaces and improving workflow efficiency. Similarly, Infinitt NA's new Web-based cardiology PACS solution, which will gradually evolve into a full-fledged cardiology information system, is well in-line with emerging trends in the cardiology market and new ways of practicing cardiology.

## Delivering a Winning Value Proposition Centered on Customer Value

While it continues to strengthen its clinical depth and expertise, Infinitt NA has also positioned itself a leader in the industry with regard to systems interoperability, working towards providing its customer a more integrated and powerful imaging IT ecosystem. By designing its own gateways and interfaces in house, for example, Infinitt NA has developed strong and cost effective capabilities for data migration, which would otherwise require the services of a third-party company. Customers obtain tremendous value from the continual solution upgrades, which Infinitt NA delivers at least quarterly. Infinitt NA therefore effectively leverages its presence in many countries to fuel global research and development, while also developing market-specific solutions such as the company's RIS that was designed specifically for the North American market. Infinitt NA also operates a successful hosted application service provider (ASP) business called Smart.Net, through which it caters to smaller as well as larger hospitals and diverse image using and image producing health care providers, such as chiropractic and veterinarian clinics. As within all the customer segments it caters to, Infinitt NA delivers very high value at the right price point, with high cost-efficiency and flexibility, together with high value-add services.

## Product Innovation Fueling Organic Growth

Building ever-stronger partnerships with its customers, Infinitt NA's brand recognition in the North American market has been evolving constantly since its inception in 1993, owing also to an unwavering commitment to the quality and availability of service and support. As a result, Infinitt NA is also constantly growing its customer base, especially in the U.S. At the same time, Infinitt NA is also moving up-market in the enterprise RIS/PACS market, by adding increasingly larger hospitals and multi-site facilities to its customer base. More recently, Infinitt NA's expansion into cardiology informatics and advanced clinical applications is allowing the company to sell more to existing customers and also penetrate new markets, owing to a highly flexible and modular portfolio where modules can be activated seamlessly. The continual technology advances and portfolio enhancement at Infinitt NA are therefore fueling organic growth at the company, while also allowing the company to enter new customer segments. With these dynamics taking effect during the last several years, Infinitt NA has maintained a growth rate that is steady and controlled, yet robust, reaching double digits, indicating that the company is well outpacing growth in the total market, and capturing market share. In recognition of its success and the value proposition it brings to the market, Infinitt NA is the deserving recipient of the 2009 North American Frost & Sullivan Imaging Informatics Customer Value Enhancement Award.

## About Infinitt NA

INFINITT North America is a technology leader in web-based Picture Archiving and Communications Systems (PACS), Radiology Information Systems (RIS), and Advanced Visualization solutions for medical imaging. INFINITT offers proven technology, installed in more than 1500 customer sites worldwide. INFINITT's true single-database RIS/PACS/Cardiology PACS can be implemented with the very latest blade server and virtualization technologies for system optimization, high availability and the ultimate in scalability. For low-volume imaging sites and off-site Disaster Recovery, INFINITT Smart-NET provides secure data storage/archiving at its data centers in NJ. For more information, visit the INFINITT North America web site at [www.infinittna.com](http://www.infinittna.com)



### About Frost & Sullivan

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