

Market Engineering Awards

Introduction and Overview

Frost & Sullivan recognizes outstanding industry achievements by presenting marketing engineering awards to top companies in a variety of regional and global markets. Our teams of industry experts recognize the diligence, perseverance, and dedication required to develop a successful business plan and excel in the increasingly competitive global marketplace. Our awards commend excellence for specific marketing qualities, such as leadership, strategy, service, innovation, integration, and development. Frost & Sullivan presents Market Engineering leadership awards to the biochip industry in recognition of companies that endeavored to make a positive contribution to the LIMS market.

Frost & Sullivan's team of specialized market analysts closely monitors market developments and identifies market leaders for nearly every market sector. Individual awards may be presented in each market sector to businesses that demonstrate exceptional marketing skills. Award recipients may choose to enlist Frost & Sullivan to promote this great achievement. We recognize superior planning and execution of product launches, strategic alliances, distribution strategies, and mergers and acquisitions, as well as a host of other crucial marketing factors. Frost & Sullivan's Market Engineering Awards are globally recognized as a standard for marketing excellence.

Merger & Acquisition Strategy: RTS Life Science

Frost and Sullivan has presented the 2002 Market Engineering Award for Merger & Acquisition Strategy in the LIMS industry to RTS Life Science. The parent company, Robotic Technology Systems plc (RTS Group), has already established itself in the automation industry; and recently, RTS acquired Advanced System Management (ASM) in 1996 and Telecation in 2001. ASM was primarily acquired for its MULTI LIMS and CONTROL LIMS, and Telecation for its Aspen LIMS. RTS proceeded to upgrade ASM's products and renamed them C14 LIMS. Subsequently, C14 LIMS was recently renamed OmniLIMS. As part of RTS, Telecation continues to offer Aspen LIMS. RTS also provides additional services such as custom software development and project management to complement its LIMS products. For this successful use of mergers and acquisitions in the LIMS market, RTS Life Science has been recognized with the Merger & Acquisition Strategy Award.

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