

**Award Category:
Customer Value Enhancement Award****Award Description**

The Customer Value Enhancement (CVE) Award is presented each year to the company that has best demonstrated the ability to expand the customer base, while maintaining its existing installed 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 innovation is 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 positions and market growth are tracked, and those exhibiting significant growth are noted. Company installed bases and revenues are compared year over year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates from market expansion and among its installed base, it is a candidate for the CVE Award.

Measurement and Judging Criteria

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

- Expansion of the installed base
- Ability to grow in a saturated or maturing market
- Launch of a new or unique technology, product, or service to respond to evolving customer needs and demands
- Implementation of a new or unique product bundling, marketing or sales strategy
- Launch of a new service protocol to improve overall customer ownership experience
- Implementation of training, technical support or sales support programs that enable customers to improve performance and the utilization rates of certain technologies, products, or services
- Strategic mergers, acquisitions, or joint ventures to provide additional benefits to the customer

2005

FROST & SULLIVAN

Building Technologies
Customer Value Enhancement Award

WebGen Systems, Inc.



The 2005 Frost & Sullivan Client Value Enhancement Award for Building Technologies is presented to WebGen Systems for maximizing the value proposition for its clients through an integrated marketing management approach blending the delivery of service and quality together with pricing strategies.

WebGen Systems was the recipient of the Frost & Sullivan Client Value Enhancement Award in 2004. Conferment of the Award this year as well speaks volumes about the consistency and steady efforts of the company to create better partnerships with clients and meet their un-met needs and requirements.

The building technologies industry has, like any other business, evolved into a customer-oriented, relationship-based, technology-driven competitive business played out on a global scale. Most companies are focusing on outmoded systems, metrics, and strategies, rooted in their product-centered view of the world, in order to get ahead. WebGen Systems has, however, created and focused on a dynamic business model and a strategic framework designed to maximize the total lifetime value of its customer base.

WebGen Systems offers "Intelligent Use of Energy" (IUE) for better energy management and more energy savings in building facilities. The company provides its customers with a complete, dynamic energy management solution to manage the whole energy cycle through procurement, operations, optimization, and financial reporting.

Satisfied Customers, Increased Revenues, Improved Profitability: Consistent growth, over time, is a sure testament of great client relationships as well as quality products and services for any company. In 2004, WebGen Systems witnessed a 100.0 percent increase in revenues and over 50.0 percent increase in the company's installed base of 30.0 million square feet from the previous year.

How did this company maintain such growth rates in a market that, by itself, is growing by under 10.0 percent per annum? The answer lies in the fact that WebGen Systems avoided "The Commodity Zone," a black hole of "me too" products and services that produce lower costs and evaporating profits for competitors. WebGen Systems has set high industry benchmarks in adding value for clients through their proactive, comparison defying approach to energy management

WebGen Systems' client list has doubled since 2003, primarily by the company catering to financial institutions, and corporate establishments as well as making rapid inroads into other sectors like institutional and government facilities. This unprecedented success can be attributed to WebGen Systems' ability to save 10.0 to 20.0 percent more energy by use of IUE in addition to the savings generated by employing building automation controls, its technological superiority over competing products, and its strong focus on adding more value to the customers by meeting their energy usage concerns more efficiently and effectively.

Redefining Selling to Create & Capture Customer Value: Costs remain a prime concern for end-users, especially for corporate America. Customers are clamoring for the highest quality at the lowest possible price, forcing companies to continually slash prices. The end result is that businesses refrain from adding expensive new features and amenities. When innovation is a low priority, everyone loses - customers get mediocre products and services, and companies earn meager profits.

WebGen Systems has emphasized its long-term success strategies by focusing on new forces shaping the world of sales and marketing.

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The company offers multiple pricing options allowing customers to choose which is best suited for them:

- Maintenance fee, plus a share of savings and utility curtailment revenues
- System lease/purchase
- Purchase installation
- Lease fully-operational system at fixed rate
- Negotiated performance based criteria
- Prepaid system purchase
- Purchase installation and full operation at NPV price
- Negotiated performance based criteria

WebGen
Systems®

Moving Energy to Your Bottom Line™

Linking Customer Value to Business Value: In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to "create" value for customers. Marketing and brand strategies successfully deployed in the past are no longer sufficient to ensure continued profitable growth, customer loyalty, and competitive advantage. Today, global competition offers everyone a meaningful choice of equally competent suppliers. The sharp-end of creating customer value lies with the organization's ability to create profitable long-term customer relationships, integrate and direct the organization towards customer value, lead unbeatable alliances, and generate break-through innovation.

WebGen Systems integrate value-added processes through a powerful combination of reputation, performance, customer and product portfolios, along with a network of third-party relationships. WebGen Systems' business acumen, foresight, and aptitude for acting quickly when the need arises are exemplified in the company's partnerships with companies, such as Echelon and Millennial Net. For former contributed better integration of products and systems, and the latter inroads into emerging wireless technologies. WebGen Systems was also the platinum sponsor for BuilConn 2005 and has actively participated in BuilSpec, two popular forums for the dissemination of information to the industry as well as within specifying communities.

Such partnerships demonstrate WebGen Systems' commitment to stay ahead of the technology curve and offer 'best-in-class' products and services as well as simultaneously generate much needed awareness levels regarding improved control solutions.

WebGen Systems is on an outstanding growth path, in part, due to offering an optimum blend of high quality, technologically advanced products and services, outstanding customer service, and missionary educational initiatives.

As such, Frost & Sullivan is pleased to present its 2005 Client Value Enhancement Award to WebGen Systems for the company's accomplishments within the Building Technologies industry.