



## Leading Lights 2014 - Most Innovative SMB Service

Awarded to the communications service provider (cable, fixed, mobile) that has launched the most innovative business service for small or medium-sized corporate users during the past year. This category is for communications service providers (not vendors).

**Company's legal name:**

**Headquarters:**

**URL:**

**Name of marketing or PR contact, with email address and phone number:**

Name:

Email Address:

Phone Number:

**What is the name of the service you are nominating?**

**When was the service announced?**



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**Describe the geographic availability of the service:**

**Who is the target audience for your service?**

**Provide a brief description of the service (200 words or less):**

**Briefly explain how your service is differentiated from the competitors' equivalent offerings in terms of performance, features, price, etc. (200 words or less):**



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**Briefly describe the business case for your service if not already covered in your answer above (200 words or less):**

**Briefly describe why you believe your service is innovative, if not already covered in your answer above (200 words or less):**

**Who are your three (3) main competitors?**

**Provide links to detailed online information about the product:**