

Our Analysts

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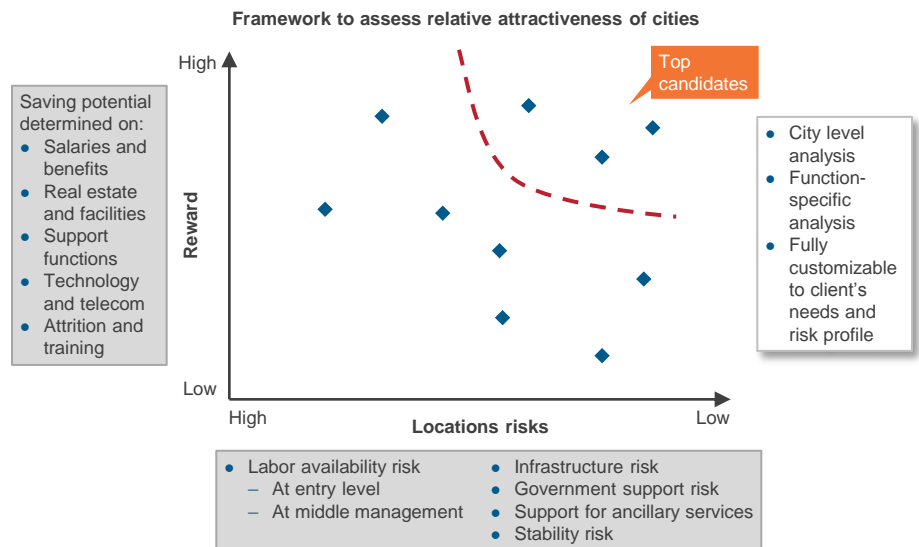
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Overview

Everest Group provides actionable insight and visionary research on a wide range of offshoring issues through its Location Optimization practice (LO). Our Location Optimization research covers multiple regions and issues relating to offshoring locations, with a focus on helping companies assess the trade-offs of choosing between alternative locations. Our Location Optimization team combines deep subject matter expertise with broad analytical skills and insight into the global sourcing market, all of which are based on years of experience working in the offshoring industry.

Focus of Research

Everest Group's Location Optimization practice helps companies evaluate, prioritize and select locations for their delivery centers. We help companies seeking to determine locations for offshore delivery centers as well as third-party outsourcing service providers assess and select locations – focusing upon the trade-offs between reward and risk.



Our ability to deliver insights on locations is based on extensive and continuing market research coupled with on-site market experience. Key highlights of our Location Optimization practice include:

- A research team of eight analysts, focused exclusively on LO, currently track over 150 offshore locations across multiple geographies and functions (e.g., IT, Finance & Accounting, Contact Center, HR, Knowledge Process)
- We provide perspectives on locations across various factors relevant for delivery center location selection, including costs, labor pool sizes, market maturity, and risks
- Everest Group has completed over 60+ projects with leading global companies, including both Fortune 500 companies and outsourcing service providers
- Our capabilities span across all geographies, including Central and Eastern Europe, Asia, India, and Central & South America

Unique Aspects of Everest Group

- Unparalleled focus on the offshoring market – including locations, business models, functions and industry verticals
- Dedicated focus on location optimization
- Ability to customize research & provide client-specific best-fit solutions

Example Location Optimization research projects

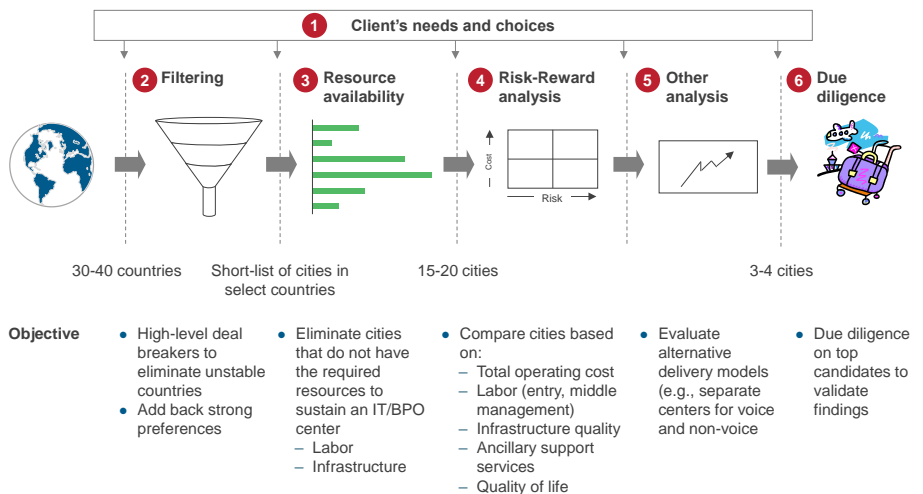
- Assessment of relative costs of different locations to determine strategy for choosing between an offshore captive versus third-party outsourcing – Top 5 global energy company
- Analysis of 100+ potential global BPO & ITO service delivery cities across Eastern Europe, Latin America, Asia, and North America – Top 5 global outsourcing service provider
- Assessment of opportunity to locate delivery centers in Tier 2/3 cities in India – Top 5 global outsourcing service provider
- Assessment of leading Tier 1 cities in India for offshoring credit risk and banking finance back office processes – Top 5 UK bank
- Analysis of labor pool, costs, and risk parameters in multiple locations in Latin America and China – Top 10 U.S. Bank
- Identify key gaps in location portfolio and suggest alternate location options - Leading global travel technology company
- Identify best-fit locations for expanding IT infrastructure management services operations – Top 5 leading global service provider

Working with Our Location Optimization Practice

Depending upon the needs of an organization, we can provide custom research that is tailored to the specific needs of a client, published research, or a combination of services. Based upon our work with companies around the globe and across industries, we can successfully adapt our capabilities to fit a wide-range of needs. Finally, we have experience in labor markets ranging from technical skills to contact centers to industry specific capabilities.

Custom research

Our team of analysts works closely with clients to provide the necessary expertise and information to make location decisions. The typical process we utilize allows us to work with a client to assist on an initial filtering of locations, analyze trade-offs between a few locations in detail, or support due diligence efforts. We can provide end-to-end support or for only a portion of the process.



Published research

We also publish research reports on various locations. Examples of our published research include:

- Perspectives on Maturity of Brazil's Offshore Services Market, March 2011
- Global Locations Database - Standard Edition, February 2011
- India in 2011 – Labor and Cost Sustainability in the Indian Offshore Services Market, December 2010
- East or West? A Profile of Delivery Footprint Expansion Plans of Service Providers, October 2010
- What is the True Maturity of China's Offshore Services Market?, August 2010
- Offshore Locations: Buyers' Perceptions and Plans for 2011-2012, June 2010

Our published research provides insights into the differences between regions, countries, and cities. When combined with a custom research effort, our published research provides an accelerated approach to quickly creating a short-list of potential locations.