Research, Insight, and Advice for Buyers of Global Business and IT Services
HfS Services for Providers

**HfS Research, by the Numbers**

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>2007</td>
<td>Horses for Sources blog founded</td>
</tr>
<tr>
<td>2010</td>
<td>HfS Research founded</td>
</tr>
<tr>
<td>23,000+</td>
<td>Members of the HfS LinkedIn community</td>
</tr>
<tr>
<td>100,000+</td>
<td>Subscribers to the blog, website and communications</td>
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<tr>
<td>1,000,000+</td>
<td>Annual pageviews on the HfS network of sites</td>
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**Our Clients and Subscribers**

- **They’re Influential**: 74%
  - C-level, VP, Director or Managers from multiple industries

- **They’re Buyers**: 40%
  - are buyers or evaluators

- **They’re Eager to Participate**: 93%
  - want to discuss global business initiatives

- **They’re Willing**: 79%
  - want to participate in HfS surveys

**Our Influence and Reputation**

- Award-winning research:
  - Analyst Firm of the Year
    - 2014 Influencer Relations.com
  - Highest Influence Gain
    - 2014, 2013 kea Analyst Value Survey
  - Innovative Analyst Firm of the Year
    - 2012 IIAR
  - Analyst of the Year
    - 2011-2010 IIAR

- A new generation media outlet qualified as a Google news source:
About HfS

HfS is a global Research and Advisory firm dedicated to helping our clients, and the market, realize long-term value through business, process and technological transformation.

The Four Pillars of HfS Research

<table>
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<tr>
<th>Distinctive, trusted voice</th>
<th>Unique global community</th>
<th>Practical industry Blueprint Reports</th>
<th>Unrivalled data</th>
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<tbody>
<tr>
<td>We are recognized around the world for our distinctive style and voice. HfS is unafraid to voice objections and raise real issues, drawing in readers across our global community with our edgy insight and disruptive viewpoints. We make our insights available to our global community using a groundbreaking freemium model that inspires debate and encourages sharing of our insights. As a result, more than a million unique visitors engage with our websites every year.</td>
<td>Our global community engages with us in regular intimate working summits that bring together services buyers and sellers to push the industry forward with a collective voice and a clear action plan.</td>
<td>We distill entire market landscapes into straightforward, balanced reports that provide an unparalleled deep view of the global services community. The key research findings and vendor results are not hidden behind a pay wall. In fact, they’re posted on our blog for all to read.</td>
<td>No other analyst firm rivals our high-quality and constant stream of buy-side data for global services demand. We talk to thousands of industry stakeholders each year. Our cutting edge market forecasts in the emerging As-a-Service and Digital Economies provide us with a unique view of the trajectory of our markets.</td>
</tr>
</tbody>
</table>

Our Value Proposition

At HfS, we believe that client satisfaction is directly tied to client success. Core to the HfS value proposition, and a key point of our own business model, is the focus on helping our clients achieve their strategic business goals and objectives. Only through this success can we truly have an impact on the global business market.

WE MEASURE OUR SUCCESS BY HELPING YOU ACHIEVE YOURS.

We’ve tailored our services to deliver outstanding value across our clients’ organizations, and through the go-to-market journey.

www.hfsresearch.com
About HfS

HfS is the leading analyst authority and knowledge community for global business and IT services.

HfS educates and facilitates discussion among the world’s largest knowledge community of services professionals, with more than 100,000 research subscribers and over a million clicks across the HfS network of sites.

HfS delivers rapid insights on global sourcing industry trends and developments.

Since 2011, HfS has surveyed over 15,000 organizations on their sourcing intentions and dynamics.

HfS Research

HfS Research draws from the industry’s largest network of enterprise practitioners. Our experts tap deep into industry experience and leading edge thinking about global business and IT services. Clients gain exclusive access to our most valuable research and data, delivering critical insight for making key business decisions, every day. HfS also helps clients leverage knowledge and strategic insight in a rapid, responsive and engaging manner for custom requests.
Advisory Services

HfS experts are available when you need them, with ideas on multiple ways to bring innovation and success to your sourcing environment.

*Analyst Strategy Sessions*

HfS analyst strategy sessions use a unique and proven methodology for supporting your business decisions. Strategy sessions typically last either a half a day or a full day, and include a review of relevant data for the topic at hand. Sessions conclude with discussions that reach consensus on a way forward. We'll be happy to provide examples of how previous clients have used an analyst strategy session.

*Analyst Inquiry*

With the HfS Analyst at your disposal through inquiry, you gain timely access to the industry’s most complete body of knowledge so that you can make real-time, research-based decisions. You can schedule inquiry calls at any time and the HfS team will respond promptly.

*Custom Research*

In addition to the research available to subscription clients on our website, we conduct frequent custom research projects. Each project includes significant primary research and analysis along with creation of a final report outlining the findings.

Benchmarking Solutions

Accelerate your business performance with HfS benchmarking solutions.

*Price Benchmarks: HfS Pricelndicator™*

HfS analysts research local labor rates, exchange-rate fluctuations, service provider margins, and other relevant geographical dynamics on an ongoing basis, to produce the most accurate and current lens into today's ITO and BPO pricing. Data is mined from more than 1,000 current contracts, producing price ranges for different staffing roles across 13 major destination countries.

Pricelndicator provides a narrow range of hourly FTE pricing benchmarks, updated on a bi-annual basis.

*Best Practice Benchmarks*

Join HfS in discovering how well your organization performs relative to your competitors. HfS analysts measure process and operational effectiveness, driving data from metrics into solutions for your enterprise.
HfS Events

HfS has an unrivalled network of more than 100,000 services professionals. We are pleased to bring relevant discussion and debate to the forefront with a regular lineup of live events:

**HfS Roundtables and Summits**

HfS Sourcing Executive Council regional roundtables and summits are considered the most prestigious in the sourcing industry, renowned for intense behind-closed-doors debate, superlative research, and exclusive networking opportunities for the global sourcing elite. Agendas are shaped specifically to stimulate discussion and debate to fulfil the primary purpose of shaping the future global operating model for today’s enterprises. Attendance is reserved for members of the HfS Sourcing Executive Council: senior, buy-side professionals deeply involved in sourcing planning and execution.

More information: [hfsevents.com](http://hfsevents.com)

**HfS Webinars**

HfS brings together leading industry experts from across the globe to our vast community of services professionals. Providers, advisors, yay-sayers, nay-sayers, gurus and experts alike delve into rich discussion and debate on timely, relevant industry issues, opportunities and trends. Stay abreast of upcoming webinars and events by subscribing to our newsletter or visiting the website.

More information: [hfsresearch.com/webinars](http://hfsresearch.com/webinars)
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e-mail: research@hfsresearch.com

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