



THE ARCHITECTS OF THE AS-A-SERVICE ECONOMY

Research | Strategy | Community



Membership and Analyst Subscription Programs

Business Services and Technology Providers

HfS RESEARCH, BY THE NUMBERS

2007	Horses for Sources blog founded
2010	HfS Research founded
23,000+	Members of the HfS LinkedIn community
100,000+	Subscribers to the blog, website and communications
1,000,000+	Annual pageviews on the HfS network of sites

OUR CLIENTS AND SUBSCRIBERS



C-level, VP, Director or Managers from multiple industries



are buyers or evaluators



want to discuss global business initiatives



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:

COMPUTERWORLD

YAHOO! FINANCE

ZDNet

THE ECONOMIC TIMES

THE WALL STREET JOURNAL

Forbes

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WSJ

The Economist

CIO

Market Watch

THE TIMES OF INDIA live mint

FT

BusinessWeek

Business Standard

Bloomberg

FINANCIAL TIMES
banking technology

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

Distinctive, trusted voice

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 ground-breaking 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.

Unique global community

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.

Practical industry Blueprint Reports

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.

Unrivalled data

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.

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.



THRIVING IN THE AS-A-SERVICE ECONOMY

Research | Strategy | Community



Research Subscriptions

HfS Action

HfS Action clients are limited to the following:

- Enterprise access to premium research, including Blueprint Reports and Service Provider profiles
- 6 Analyst advisory calls (50 minutes each)
- 1 strategy sessions (4 hours per session. Remote or at our Cambridge HQ)

HfS Ride

HfS Ride clients gain access to the following:

- Enterprise access to premium research, including Blueprint Reports and Service Provider profiles
- Enterprise access to Price Indicator
- 12 Analyst advisory calls (50 minutes each)
- 2 Strategy sessions (4 hours per session. Remote or at our Cambridge HQ)
- 2 Executive tickets for our HfS Working Summits

Options to purchase supplements during the contract:

- HfS event sponsorship
- 6 extra advisory calls
- Remote strategy session(s)
- On-site strategy session(s)

HfS Canter

HfS Canter clients gain access to the following:

- Enterprise access to premium research, including Blueprint Reports and Service Provider profiles
- Enterprise access to Price Indicator
- Unlimited analysts advisory calls (50 minutes each. Fair use policy)
- 4 strategy sessions (4 hours per session. Remote or on-site)
- 3 Executive tickets for our HfS events
- 1 Webinar
- 1 HfS Point of View report (with reprint rights)
- 2 Executive job posting (on HorsesforSources.com for a period of two weeks)

Options to purchase supplements during the contract:

- HfS event sponsorship
- Remote strategy session(s)
- On-site strategy session(s)



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Market Awareness Subscriptions

HfS Conformation

HfS Conformation clients gain access to the following:

- 4 Blueprints
- Unlimited distribution with (approved) badge, banner, excerpt use in marketing, web materials
- HfS Soundbite snapshot of service provider capability on HfSResearch.com
- Analyst quote for press release



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Ask a question, request a call or a quote
e-mail: research@hfsresearch.com

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