



Directory of Outsourcing Companies and Capabilities in Canada

Company Profile Prospectus

Fall 2009



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The Directory of Outsourcing Companies and Capabilities in Canada

The preminent guide to profiling Canada's acclaimed outsourcing sector

Introduction

Launched in early 2008, the Directory of Outsourcing Companies and Capabilities in Canada has quickly become the "go to" resource for both buyers and sellers of outsourcing. With over 250 companies featured in the inaugural year, the listing has continued to evolve in its online form with new companies and updated profiles being added daily.

The Directory provides an unbiased view of Canada's prosperous outsourcing sector, promoting small to large organizations, and detailing their vast outsourcing capabilities, in domestic and export markets; a true representation of the wealth of outsourcing talent that Canada has to offer buyers worldwide.

Based on a study conducted by Branham in the 2006-07 timeframe, it was clear that Canada, as an outsourcing destination, was not marketing itself effectively to other regions, including the largest consumer of outsourcing services, the United States. Canada enjoys a robust, expansive outsourcing industry, full of leading companies with a wide scope of outsourcing capabilities that rival any other nation (IT, ITES, call center, legal, accounting, human resources, manufacturing, R&D, etc.). The Directory was designed as a resource to help promote Canada's outsourcing industry, and in furthering its position on the world stage.

Branham believes there is a tremendous and increasing amount of opportunity for Canadian-based outsourcing firms. The economic challenges both in the United States and globally have prompted all companies from the financial sector and beyond to apply an intense focus on separating core from non-core activities and outsourcing those considered non-essential to competitive differentiation. The unemployment situation in North America will make it unsympathetic, even unpatriotic for many North American companies to look too far offshore. Recent scandals and terrorist attacks will also intensify the scrutiny of risk in the site selection process, with near-shore being a clear winner.

These trends, along with the fact that Outsourcing is increasingly global and hybrid in makeup, bode well for both buyers and sellers in Canada and the United States. Many companies are dividing their outsourcing spend on a best shore model by function basis, and Canadian companies are using the Directory to clearly delineate their functional specialty and differentiators to both buyers and investors alike.

In 2008-09, over 50,000 copies of the Directory were put into circulation, helping to raise the visibility of not only those listed, but also the industry as a whole, both nationally and internationally.

Key enterprise executives responsible for outsourcing services have taken notice of the Directory, even more so in its online form, and are using it to expand their previously limited knowledge of Canadian companies, their capabilities and the business value proposition of Canadian centers of excellence in outsourcing. Further, the directory has proven itself as an effective conduit, bringing real opportunities to the vendors represented and real expertise to interested buyers.

Through the continued collective determination of private sector companies, public sector economic development authorities and other related institutions, the Directory will continue to grow and further demonstrate the depth and overall attractiveness of Canada's outsourcing sector.

Directory Objectives

The primary objective of **THE DIRECTORY OF OUTSOURCING COMPANIES & CAPABILITIES IN CANADA** is to actively promote the wealth of outsourcing talent that Canada has to offer outsourcing buyers worldwide, with the ultimate goal of generating realized returns for profiled vendors. Sub-objectives include, but are not limited to, the following:

- » providing a nucleus for outsourcing companies of all types to raise their profile in North America and around the world;
- » providing current and detailed data on organizations that are currently offering or would like to offer outsourcing capabilities to the US and other global markets;
- » actively marketing this national capability, collectively, to key decision-makers through a range of channels;
- » providing an ongoing forum for promoting Canada's ICT and outsourcing brand; and
- » getting the Directory in front of buyers of outsourcing services.

Vendor Profile Subscription Levels

The Directory includes a detailed listing of vendors, each profiled at various levels, and all of which are searchable by various means (i.e. alphabetically, by geography, by vertical, and by service, online at www.branhamoutsourcing.com).

In order to have your vendor profiled, four levels of subscription are available to choose from. Each subscription level builds on the previous and offers added exposure benefits in the Directory.

Vendor information included at each level of subscription consists of the following:

Entry Level Profile (FREE)

- » Company Name
- » Services (abbreviated listing)
- » Vertical Sector Focus (abbreviated listing)
- » Office Locations (abbreviated listing)

Corporate Level Profile (\$149/yr)

Includes Entry Level Profile description, plus the following:

- » Company Name displayed in bold in listing (for added visibility)
- » Canadian Headquarters Address
- » Phone/Fax

Premier Level Profile (\$349/yr)

Includes Corporate Level Profile description, plus the following:

- » Corporate Logo (with website link)
- » Website link
- » Year Established
- » Business Description/Corporate Message
- » Value Proposition/Solution Description
- » Services (complete listing)
- » Vertical Sector Focus (complete listing)
- » Office Locations (complete listing – national/international)
- » Awards/Certification
- » Executive Message or Customer Endorsement

Platinum Level Profile (\$749/yr)

Includes Premier Level Profile description, plus the following:

- » Featured Profile (offers significant visibility, with rotating vendor profile on right hand column of webpage)
- » Key Contact(s) details, included in main profile listing (name/title/email/phone)

Marketing & Distribution Plan

The marketing and distribution plan for **THE DIRECTORY OF OUTSOURCING COMPANIES & CAPABILITIES IN CANADA** has the following components to target outsourcing buyers:

- » published electronically in a highly searchable website along with corresponding website marketing;
- » promoted in various forms, in either hard or soft (electronic) copy format and via support from various government departments and regional economic development agencies;
- » promoted at several outsourcing conferences, presentations and exhibitions in North America and select international locations;
- » distributed and marketed to relevant industry associations; and
- » sent to the Fortune 1000 US companies and any other interested parties.

Preparation of the Directory

Branham has identified hundreds of eligible vendors, both Canadian and Multi-national, who have IT, ITES (IT Enabled Services) and BPO outsourcing capabilities based in Canada. Many of these vendors are currently supported through the limited Entry Level Profile. Should your company wish to expand its profile or be included in the Directory, please contact outsourcing@branhamgroup.com.

All participants will be asked to complete a detailed data submission sheet. Upon completion of this form, Branham will review and approve all content for submission to the Directory.

About Branham Group Inc.

Branham Group is a leading industry analyst and strategic consulting firm servicing the global information technology marketplace. Branham Group assists information technology companies and related institutions in achieving market success through its custom consulting services (Planning, Marketing and Partnering), and through its multi-client research subscription programs (eHealth, Outsourcing, Green IT and Wireless). Branham also produces an annual listing of the top information technology companies in Canada (www.branham300.com), tracks the Canadian Outsourcing industry (www.branhamoutsourcing.com) and monitors over 450 eHealth vendors. For more information regarding Branham Group, please visit www.branhamgroup.com.



Vendor Profile Subscription Agreement

Should your organization wish to participate in Branham Group's Directory of Outsourcing Companies & Capabilities in Canada, as described in the attached Prospectus, please complete the following and fax to Branham Group at 613-745-4990.

CONTACT DETAILS			
Organization Name			
Address			
City		Province/State	
Country		Postal (Zip) Code	
Telephone		Fax	
Email		URL	

Please select (✓) one of the following Vendor Profile Subscription levels:

VENDOR PROFILE SUBSCRIPTION LEVEL	
Level (✓)	Cost (per year*)
<input type="checkbox"/> Platinum Level Profile	\$749/yr (+ GST)
<input type="checkbox"/> Premier Level Profile	\$349/yr (+GST)
<input type="checkbox"/> Corporate Level Profile	\$149/yr (+GST)

* Subscription is valid for one year from contract start date.

Please select (✓) your preferred method of payment:

PAYMENT	
<input type="checkbox"/> Credit Card	<input type="checkbox"/> Cheque
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard Name of Cardholder: _____ Account Number: _____ Expiration Date (mm/yy): _____	Please mail cheque (with signed copy of contract) to: Branham Group Inc. 100 Constellation Cres., Suite 915 Ottawa ON Canada K2G 7E6

Signature

Title

Name (Printed)

Date