



ValueNotes

MRO Buyer Survey

An Executive Briefing based on a survey of International Market Research companies, conducted by ValueNotes.

March 6, 2009

10.00 am to 1.00 pm
(Followed by lunch)

Regus Conference Centre , Mumbai

OVERVIEW

ValueNotes conducted a survey of international market research agencies about their company's offshoring outlook. The total responses included in the survey includes market research agencies from 28 countries, of which, a little over half of the respondents were from the US while European companies represent 35% of the sample. A majority of the respondents surveyed are decision makers or share a direct responsibility for revenues. The survey was followed up with detailed interviews with select respondents.

The Market

Most of the research agencies surveyed offshore activities around data collection, data processing and panel services. However, many companies have explored offshoring in relatively difficult to offshore areas like project management, report writing and research design. Other services offshored include moderation, small pilots for various studies etc. Consulting firms and full service research agencies are offshoring greater volumes and processes when compared to qualitative and fieldwork and tabulation agencies.

Buyer Perspectives

The survey reveals that multiple offshoring drivers influence the offshoring decision of research agencies. While better quality and cost are key drivers for most of the research agencies, equally, concerns about quality of work, data security and cultural differences have emerged as key concerns. There is a greater desire to transcend beyond cost arbitrage and add value through other drivers.

Investment Perspective

While the Research & Analytics services companies have always been attractive for investors, astronomically high valuations of these companies have been a major deterrent to actual investments. Despite this scenario, the sector has witnessed some pioneering investments, deals, and acquisitions in the recent past. Given the uncertain economic environment in the near future, we expect rationalization of valuations and heightened interest towards investments in these companies.

Why attend this briefing?

ValueNotes will bring to you the key insights from this exhaustive survey of MRO buyers through a combination of comprehensive tracking of the industry on a daily basis and primary interviews with key executives research companies, buyers, consultants, and other experts.

A panel discussion on "**Funding in MROs: Opportunities and Expectations**" brings together investors and companies from research and analytics services on a common platform to discuss both the apprehensions in the minds of investors and the need and expectations of service providers.

Who should attend?

- ◆ Market research outsourcing service providers
- ◆ Domestic market research firms
- ◆ Buyers of market research services
- ◆ IT / BPO/ KPO firms evaluating the potential of MRO
- ◆ Outsourcing consultants
- ◆ Venture capitalists and investors
- ◆ Industry observers keen to get a strategic overview of MRO in India

AGENDA

9:30 am - 10:00 am Registration & Tea

10:00 am - 10:45 am MRO buyer survey: Presentation by ValueNotes

10:50 am - 11:45 am Panel Discussion
"Offshoring MR: Future outlook for the business"

Panelists:

Sunil Mirani, CEO, Ugam Solutions
Pravin Shekhar, CEO, Dexterity
Alok Tayal, CEO, EXEVO
V.K Raman, CEO, TCS BPO

11:50 am - 12:45 pm Panel discussion
"Funding in Knowledge services BPOs: Opportunities and Expectations"

Panelists:

Rahul Sahgal, President & CEO, Annik Technology Services Pvt Ltd
Manish Modi, President, EXEVO
Aswhin Mittal, Director, Cross-Tab

1:00 pm Lunch

About the Valuenotes Outsourcing Practice

The Outsourcing Practice within ValueNotes is one of the largest information providers on the outsourcing industry. Our Outsourcing Practice uses a comprehensive, analytical framework providing fresh insights into the fast emerging and yet, complex outsourcing space. We extensively track the outsourcing space in-depth through a regular analysis of news and events and continuous primary research and contact with the industry.

THE VENUE

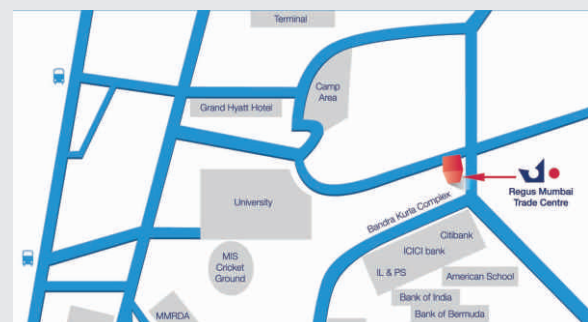


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