



EVALUESERVE
Your Global Knowledge Partner

Evaluesserve.com Private Limited www.evaluesserve.com

A business intelligence major offering customized reports and value-added research to clients across verticals

The business model: Evaluesserve represents a truly global and modern business model. What started out as an organization offering customized global research and analysis across synergistic business lines, it is currently the largest provider of KPO services in the world. The term, which was coined by Evaluesserve a few years back, has today become the accepted term to define this industry segment. Today, Evaluesserve's team of 1500+ research analysts in five research centers in India and China and Chile, cater to the needs of more than 500 leading clients across the globe.

Business Model Innovation highlights:

- The *Red Herring Magazine* ranked Evaluesserve within its "Red Herring 100 Asia for 2006" listing. Evaluesserve scored high on each of *Red Herring's* criteria, including the uniqueness of the business model, profitability, strength of the management team and innovation.
- Companies can save up to 80 percent and 53 percent on time and cost respectively by outsourcing research and analytics to Evaluesserve.

The market addressed: According to Evalueserve, the revenue from the global KPO market was US\$ 1.2 billion in 2003 and this is expected to grow to US\$ 17 billion by 2010, which implies a CAGR of 46 percent. Based on these estimates, the global KPO market is likely to churn out revenues close to US\$ 14 billion in 2007.

The innovation: Evalueserve has executed a Global Delivery Platform, becoming the only KPO firm to set up operation centers in three of the world's largest emerging economies—India, (Gurgaon), China (Shanghai) and Latin America (Santiago, Chile).

Customer Speak

"We are overall happy with the output and level/quality of teamwork. Initial issues around sense checking of output and hitting deadlines were quickly resolved. Given the sophistication of the analysis required, and the volume of data, the team produced output that was on time, insightful and easy to use: a good result!"

--A leading European consultancy firm