

# Horses for Sources Analyst Advisory Services



## Introducing “Horses for Sources”

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Horses for Sources is the foremost social networking community and advisory analyst firm, focused on helping enterprises make complex decisions with their global outsourcing strategies.

*Horses* provides the most impactful and frequently-visited collaborative community in the global services industry, providing rapid and insightful commentary, analysis and debate of enterprise outsourcing dynamics. The organization is unique in the fact that it integrates personable social networking with market research and advisory services.

Launched in 2007, the Horses for Sources blog has more than 80,000 regular visitors across the global outsourcing industry, and is widely recognized as the leading destination for collective insight, research and open debate of industry issues and developments. With an entertaining style brimming with unbridled opinions, Horses for Sources is well-regarded across the industry as the platform that delivers the "real hard facts" about outsourcing.

Horses for Sources can be followed on Twitter at [twitter.com/horses4sources](https://twitter.com/horses4sources) and LinkedIn by joining “[The BPO and Offshoring Best Practices Forum group](#)”, which today has over 9,000 members.



## ***Why the name "Horses for Sources"?***

HORSES FOR COURSES - "A mostly British expression urging someone to stick to the thing he knows best, 'horses for courses' comes from the horse racing world, where it is widely assumed that some horses race better on certain courses than on others. In 1898 a British writer noted in the first recorded use of the expression: 'A familiar phrase on the turf is 'horses for courses.'" From the "Encyclopedia of Word and Phrase Origins" by Robert Hendrickson; "A course of action or policy that has been modified slightly from the original to allow for altered circumstances. A horse that runs well on a dry course will run less well on a damp course and vice versa."

We always felt this phrase sums up the experiences of both vendors and buyers which have danced around with outsourcing relationships over the years. An outsourcing engagement that works well for one firm in its particular circumstances, may not be as successful for another; there is no one-size-fits-all solution, when you are dealing with a company's people, processes and technology.

## ***Why Horses for Sources is unique as an analyst organization***

**We have a massive social media presence** that gives us the ability to survey large numbers of practitioners very, very quickly. We think we may just have the pulse on the outsourcing industry. Our last industry study polled the opinions and intentions of 1,055 senior industry executives.

**We track the demand for outsourcing** as opposed to simply racking-and-stacking revenue data from suppliers (and taking their word for it). In this fast-moving environment, companies are moving quickly with their decision-making and our goal is to keep in tune with them as they make them. Our ongoing demand tracking of the entire global outsourcing industry keeps us regularly tied into changing dynamics that helps us advise our clients with real-time data at our fingertips.

**We give practical advice to buyers of outsourcing services**, backed up by demand-side data. Our analysts have deep, real-life experience of outsourcing and we aim to deliver crisp, realistic recommendations to outsourcing buyers that is easily digestible.

**Our audience is the buyer of outsourcing**, which is why we've [partnered with the SSON](#) (IQPC's "Shared Services and Outsourcing Network") to service the largest buyer-audience of BPO services. Yes, our team spends most its time interacting with buyers, and not solely suppliers.

**We're not afraid to call it how it is.** While most analysts puff up their markets to keep their paying vendor customers happy, we're just giving our audience the real deal. Outsourcing can represent the toughest, most challenging experience for executives today - careers can either be made or broken over specific choices and decisions. Our goal is to educate our audience with real, practical advice.

**We cover the outsourcing of business operations, and not solely IT.** The traditional analyst industry focuses most its resources on tracking the outsourcing of IT and advising IT executives. We devote equal attention to business operations, where we regularly advise practitioners across finance, human resources, procurement and other operational business functions.

## Our core analyst advisory services

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Horses for Sources Research provides expert analyst services for all stakeholders in the outsourcing industry. Our clients are predominantly customers (buyers) of outsourcing services, but we also make our research available to service providers, advisors, management consultants, investors and economic development agencies seeking to develop their global sourcing presence.

### *What we are, and what we're not*

We are research analysts - pure and simple. We help customers of outsourcing services make better decisions; service providers, intermediaries, academics and government bodies better understand the industry. Our only agenda is to inform, listen and analyze.



### *How we deliver our expertise*

We're not consultants, we're industry experts. Bring us in for a day and we'll download our knowledge, white-board your strategy and leave you with a better idea of what you need to accomplish. We don't broker contracts and don't write sponsored white papers for vendor services. We validate, inform and help you make decisions. Our core analyst advisory services are delivered in the following formats:

**Research Reports.** Our analyst team produces a series of premium research reports covering BPO and IT outsourcing markets, best sourcing practices, competitive analyses etc. These are available to our subscription service clients.

**Analyst Subscription Service.** Most our clients reserve a pre-set amount of analyst time with us on an annual basis, where we can answer your questions, validate your strategy, or discuss market dynamics. You can access our premium reports as part of the subscription service.

**Custom Research / Research-based Consulting.** If your requirements are particularly unique, we can provide research-based help as a custom assignment.

**Strategy Workshops.** Bring us in for a half or a full-day and we can get a lot accomplished with you.

**"Business Outcomes" Case-studies.** We are always looking to write about customers' outsourcing experiences to share with the industry at large.

**Sponsored Webcasts.** With our vast community presence, we are very experienced at drawing a crowd to discuss the hot industry *topics du jour*. We're always interested in working with our clients to help inform and educate industry audiences.

**Speaking Engagements.** Wheel us out, we'll help draw a crowd and put on a good show for you.



## Why we are the most relevant outsourcing analyst team

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Our analyst team comprises a mix of experienced researchers, writers and industry practitioners who are engaged deeply in tracking outsourcing markets to produce insights, provide strategic advice and deep research. We believe we have a unique combination of analytical expertise combined with real industry experience to deliver research on the outsourcing industry that is meaningful, relevant and compelling.

### *We don't have a "firewall"*

In addition to our in-house analyst team, we also engage with industry experts outside of Horses for Sources to produce joint-reports, presentations and analyses. Our vision is to expand the collective co-learnings of the outsourcing industry by embracing knowledge and experience.

### *We deliver "real-time"*

Our clients demand insight and intelligence on industry dynamics that is timely and easy-to-digest. We believe we have cracked the "secret sauce" for combining social media and research. Our social networks across the global services and outsourcing industry allow us to get our insights out to market at rapid speed. Wherever our analysts are in the world, we are committed to keeping on top of industry developments when they occur.

### *We engage the entire industry to research dynamics as they happen*

With 80,000 regular visitors to our blog, over 9,000 members in our LinkedIn group (["The BPO and Offshoring Best Practices Forum group"](#)) and 1,100 followers on Twitter ([twitter.com/horses4sources](https://twitter.com/horses4sources)), we are the only research firm in our industry who has such powerful outreach to survey industry dynamics in real-time. Our last industry survey received over 1,000 senior executive responses and the findings were disseminated within days of the study. Our clients benefit from us being on the pulse of change in this new rapid-fire environment for market intelligence.

### *Our research agenda is the most relevant and compelling in the outsourcing services industry*

While we maximize our social networks to share our up-to-date opinion and insight for broad industry discussion, we also have to draw the line somewhere to pay the bills. While we provide the free lunch, unfortunately you will need to pick up the dinner tab, when it comes to the compelling series of industry reports we have scheduled. For more information on our core research coverage across outsourcing areas such as Finance and Accounting, Human Resources, Supply Chain, Healthcare, Financial Services and Cloud-utility services drop us an email

### *We don't take ourselves too seriously*

Outsourcing's a tough business sometimes, and we don't claim always to have the answer (it's Horses for Sources!). But we do aim to give you the real-deal on what's going on in the market, help you validate whatever it is you're hoping to achieve, and - if all else fails - will try keeping you entertained in the process :-)



## For more information

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## About Horses for Sources

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Horses for Sources is the foremost social networking community and advisory analyst firm, focused on helping enterprises make complex decisions with their global outsourcing strategies.

*Horses* provides the most impactful and frequently-visited collaborative community platform in the global services industry, providing rapid and insightful commentary, analysis and debate of enterprise outsourcing dynamics. The organization is unique in the fact that it integrates personable social networking with market research and advisory services.

Horses' mission provide a unique environment for collective research, opinion, experience and knowledge across the global outsourcing industry to help enterprises explore new performance thresholds. Led by industry expert [Phil Fersht](#), the Horses for Sources team is a multi-disciplinary group of analysts and experts with deep domain knowledge in Business Process Outsourcing, Industry Specific Process Outsourcing and Cloud Computing.

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The company can be followed on Twitter at [twitter.com/horses4sources](https://twitter.com/horses4sources) and LinkedIn by joining "[The BPO and Offshoring Best Practices Forum group](#)."

For more information about Horses for Sources research, please email [research@horsesforsources.com](mailto:research@horsesforsources.com)