

2009 Excellence in Knowledge Process Outsourcing Award

Integreon

The 2009 Frost & Sullivan Award for Excellence in Knowledge Process Outsourcing is presented to Integreon in recognition of the company's strong reputation as a trusted specialist in the global knowledge process outsourcing (KPO) industry with proven proficiency to deliver a wide range of complex knowledge-based services to big corporations, financial services firms, and law firms. With deep domain expertise, global geographical coverage, and skilled human resources, Integreon delivers high-quality, secure, cost-efficient, and reliable knowledge services in a consistent manner to its clients. Its diversified global network enables a global, multi-shore delivery model that is very client-centric. With a strong and talented work force with appropriate domain knowledge and certified, repeatable processes providing high quality, Integreon is poised to lead the global knowledge outsourcing industry.

KPO Specialists: Strong Horizontal Portfolio and Deep Vertical Expertise

Riding the wave of a swiftly growing global KPO market, Integreon is one of the largest specialized knowledge process outsourcers in the world. With a wide-ranging portfolio of knowledge services sharpened to focus on three main verticals, Integreon is a dedicated KPO specialist for global corporations, financial services firms, and law firms. Within this niche segment of served industries, Integreon distinguishes itself by providing an impressive spectrum of complex, knowledge-intensive support in four different areas.

Research KPO services include primary and secondary private market research and marketing business intelligence for corporations; a comprehensive analytics offering for financial institutions, including valuation analysis, financial research, and financial modeling. **Legal KPO** services include e-discovery, litigation document review and contract drafting and review for law firms and corporate legal departments.

Document KPO services include the production of confidential and privileged legal documents for law firms, banks and corporations; and the creation of pitch books for investment banks and law firms. Finally, a range of other **Business Services** that support the 'Middle Office' of law firms, such as finance and accounting, IT or HR services.

With specialized knowledge expertise on the one hand and a broad service portfolio on the other, Integreon is carving a unique place for itself in the knowledge outsourcing market, distinct from non-specialized, volume-based participants, on the one hand, and small-portfolio niche participants on the other. Integreon's focus on 'middle office' KPO creates strategic advantages by balancing specialized domain expertise with economies of scale. By adding the dynamic dimension of LPO to its portfolio, branching into more verticals, and complementing organic growth with strategic acquisitions, Integreon is poised to carry forward its impressive growth performance in the coming years.

Global Multishore Delivery Model– Onsite, Onshore, and Offshore

A distinguishing feature is Integreon's ability to implement a global multi-shore delivery model for its knowledge services - providing the most appropriate skills and technology from the most suitable location based on client needs. Its expert onshore management team works closely with its clients to determine the most suitable location for execution of work and moves it to an onsite, onshore or offshore location at the time of implementation to ensure clients' demands are met with highest quality. Its global delivery centers enable provision of onsite, offshore, onshore, dual-shore and multi-shore facilities for greater flexibility, better fit and one of the best response times in the industry. Integreon's large and diverse global network allows them to provide 24-hour coverage for all time zones, what Integreon calls its "follow the sun" strategy. This outstanding global delivery model helps to bring cultural compatibility with its clients as well.

To increase its current customer base from the United States, the United Kingdom, and Asian countries, as well as to enhance its capability of providing multi shoring facilities to its clients, Integreon is expanding its global footprint and has a concerted strategy in place to grow geographically through mergers and acquisitions. From initial operations in New York and Mumbai, Integreon made its first Indian Document KPO acquisition of Contentscape in 2003 and then acquired Research KPO Brahmy Solutions in 2005 to expand in the United Kingdom and India. In 2006, Integreon acquired Bowne's New York e-discovery business to complement Integreon's then relatively new offshore document review Legal KPO service and expanded its India operations to launch in Delhi to support building a virtual captive for leading global law firm, Clifford Chance. In 2007, the company acquired the Document KPO, CBF Group in Fargo, ND, a provider of legal word processing and secretarial services for law firms, to establish its onshore US presence. In 2008, Integreon acquired Legal KPO, Datum, a New York-

based e-discovery vendor, to further build its e-discovery business and offer “end to end” e-discovery (EDD) services, including the option of onshore document review. Also in 2008, the company launched its operation in the Philippines. In 2009, Integreon announced it would acquire Legal KPO e-discovery vendor Onsite3 to build additional scale and capabilities (including proprietary software) in its EDD business. And finally, in March 2009, the company opened a delivery center in Bristol, UK in connection with a major transaction to outsource a significant portion of the middle office of top UK law firm Osborne Clarke.

Top-quality Human Resource Skills

A strong talented work force of over 1,800 people with appropriate domain knowledge spread across the world is one of the paramount strengths of the company and gives Integreon an edge over other participants in this industry. About 300 employees are located strategically in the United States and 1,500 in Asian countries, with expansion in headcount planned for the United Kingdom and the United States in 2009, taking global headcount over 2,000. Integreon prudently recruits talented individuals from renowned and branded colleges, universities, and technical training institutes or those with relevant work experience. The well-structured training program of Integreon, often co-designed with its customers, facilitates employees gaining and honing proper skills in their respective domain with an enhanced ability to serve their clients efficiently. A distinctive and clearly defined career growth path attracts employees to excel in their field. A professional environment, through a policy of openness and performance accountability, as well as one where employees are valued as “associates”, helps Integreon attract and retain the top notch talent in the industry and maintain a much lower attrition rate compared with the industry average. With the high expertise of its employees, and the knowledge it retains by retaining them, Integreon is able to provide services in a cost-effective and efficient manner. In order to take the company to the next level in its growth strategy by increasing vertical expertise, Integreon is actively working toward hiring talented people with domain knowledge with relevant experience in the new verticals of FMCG, technology and pharmaceuticals, in particular.

Quality of Processes and Data Security

An important differentiating factor for Integreon is the unwavering focus on quality of its deliverables, which not only makes its customers satisfied in the short run, but also creates new business opportunities in the long run. Providing the best quality, which is measurable and repeatable, is the binding philosophy at Integreon. Integreon had

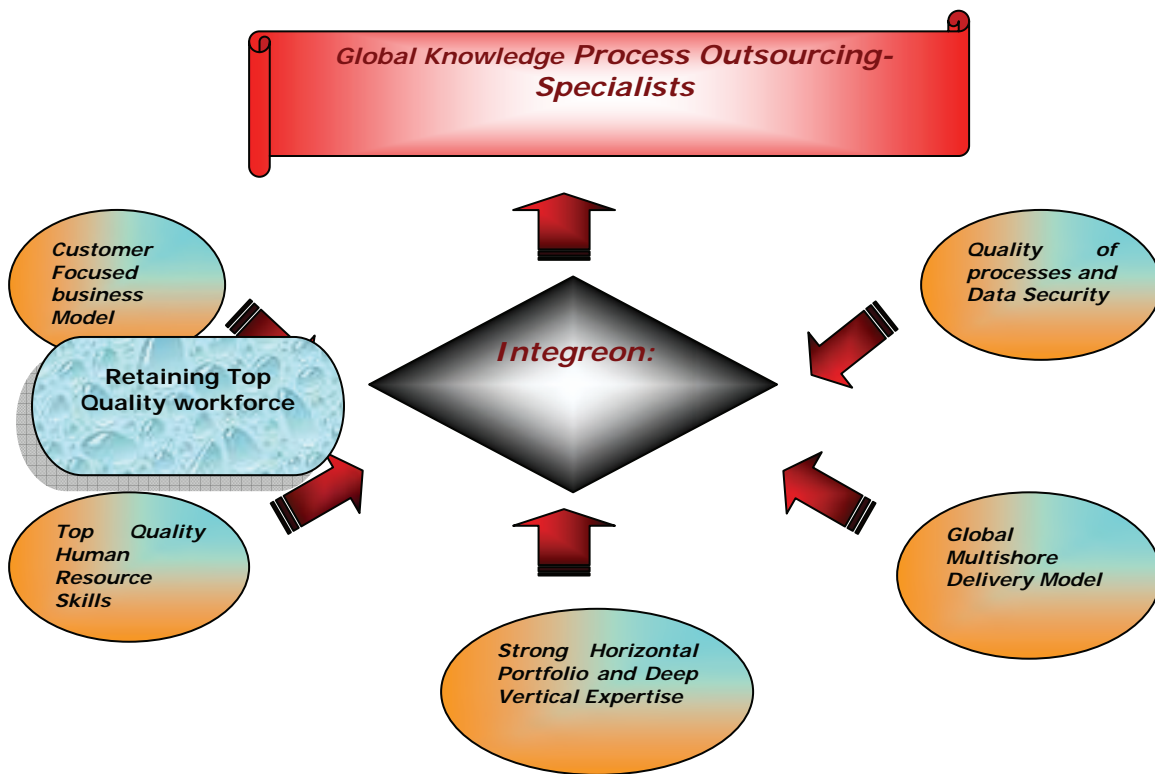
been certified very early in its life with ISO 9001:2000 to provide a benchmark for quality management and quality assurance. Integreon continues the quality assurance procedure from the time of recruiting and training of its staff, to the monitoring by quality assurance staffs of the work of the delivery staff in every customer's dedicated delivery centers. Customer feedback, which is tied to the bonus of every associate, is another important tool used to maintain top level quality. Feedback on the timeliness, quality, and other important parameters of service is diligently incorporated and corrective measures taken in technology, in processes, or in interpersonal interaction with clients to improve service quality in future.

Data security in Integreon has always been met and often exceeds the requirement of its clients. It has developed a security policy to match its clients' business needs and uses appropriate technical solutions, approved and audited by clients' IT staff. Again, early in its life Integreon received ISO 27001:2005 accreditation, the world's highest standard for information security management system.

Customer-focused Business Model

Integreon has carved a defensible niche for itself in the knowledge process industry on account of its customer-centric business model. It is lauded as one of the most trusted information solution provider by its clients, which include Fortune 100 companies and FTSE 100 corporations. Its outstanding customer feedback can be attributed to its delivery of high-quality, secure and reliable knowledge services in a consistent manner to reduce and create flexibility to their costs. By carrying out medium to high volume judgment-based services for its clients, Integreon is able to effectively 'transform the middle office,' allowing its clients' professionals to redirect their focus on their core business. It excels in expertly understanding the clients' specific business processes and problems, proposing most suitable solutions, and executing delivery through a highly proficient, proven global delivery model. The high quality of trained domain experts at Integreon makes client interactions highly satisfactory. The top notch quality of delivery centers and convenience of their 24-hour coverage for every time zone add to the customer satisfaction. As a result of its effective client-focused policies, clients testify to a committed long-term partnership with Integreon.

Graphic 1
Major Foundations of Integreon



Source: Frost & Sullivan

In recognition of Integreon’s expertise in providing broad-based and vertically-focused knowledge services to its geographical dispersed clients with top level quality in a cost-effective manner with the help of its talented domain expert work force and its highly effective client-centric business model, Frost & Sullivan is proud to present Integreon with the 2009 Award for Excellence in the Global Knowledge Process Outsourcing Market.

Award Description

The Frost & Sullivan Excellence in Knowledge Process Outsourcing Award is given to the company that has excelled in growth parameters within the knowledge process outsourcing industry, maximized employee value within the industry through appropriate talent development and serviced customers with superior business value. The recipient provides a host of high quality knowledge solutions while staying competitively priced. It has demonstrated outstanding responsiveness to customer needs by providing flexibility in product offerings to suit customer businesses and has continually focused on long and short-term client profitability goals.

Research Methodology

To choose the recipient of this award, the analyst team track competitor features, service portfolio and prices within the industry along with customer service methods. Analysts monitor the quality of talent pool and talent development processes in the organization and its impact on client value on an ongoing basis. This is achieved through extensive secondary research of proprietary data sources, interviews with key market participants and their key end users. Collected data is cross tabulated to ascertain the number one ranking company.

Measurement Criteria

In addition to the methodology described below, specific criteria are used to determine the final rankings of industry competitors. The recipient of the Award has excelled based on one or more of the following:

- Vertical Domain experience
- Portfolio of Value-added Knowledge based services
- Quality of Processes
- Technical expertise / Quality of talent pool /Leadership/ Employee retention
- Training operations for new hires and existing employees
- Price against Performance

- Growth in geographical markets
- Customer satisfaction/ ROI to customer/Responsiveness to customer needs/ Customer Intimacy
- Innovative growth strategies

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

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