



# The Sauce

**MEDIA KIT 2012**

**OUTSOURCE INFORMATION THAT MATTERS**



**DATA**



**LOGISTICS**



**SECURITY**



**DESIGN**



**IT&C**



**TRANSCRIPTION**



**CUSTOMER SERVICE**



**BACKOFFICE**

## What is The Sauce?

The Sauce is the only centralised newswire service for Business Process Outsourcing (BPO) information in the Asia/Pacific region. Consisting of a website and e-newsletter, The Sauce provides up-to-date information to subscribers and visitors on the latest developments and trends relevant to the BPO Industry to ensure key decision makers are fully informed on all mission critical aspects of this new and emerging key business sector.

The Sauce is read by BPO users and vendors, business professionals, government representatives, and key stakeholders operating in the BPO Industry. By combining the effectiveness of web based content, online community and email marketing, The Sauce keeps the industry informed and provides it's supporters (advertisers) with the perfect vehicle to promote their products and services.

## Industry Analysis

- The Asia Pacific BPO industry is comprised of a large number of organisations across diverse operational services from animation to payroll processing and has an estimated value of **over \$6.4 billion per annum within Australia alone**<sup>1</sup>.
- Over the last three years the Asia Pacific BPO sector has taken a commanding position in the global arena, with countries such as India, Vietnam and the Philippines in particular experiencing exponential growth due to the impressive standard of service outsourcers are able to deliver.
- Today, more than 65% of Australian organisations engage in some form of process outsourcing – be it locally sourced or from offshore providers.
- According to Deloitte over 60% of the world's back office functions are already outsourced to the Asia Pacific – demonstrating the growing importance of the regional industry.



*1 - Australia Outsourcing Services Market Forecast and Analysis  
2009-2013, IDC Asia/Pacific*

## Industry Analysis

- More importantly, given the increasingly global nature of business operations and the ongoing pressure to provide shareholder return, growth in this area is likely to continue to increase.
- The value of the industry is expected to grow from US\$17 billion to US\$29 billion by 2013<sup>1</sup>.
- Often misunderstood and poorly represented, The Sauce aims to provide this diverse and important sector with a vehicle to communicate effectively, share ideas and educate the world about its benefits and innovative solutions to everyday business issues.

# Service Sectors & Operational Tasks

Back Office	Transport & Logistics	Medical	IT&C	Architecture & Engineering	Customer Service
Accounts Receivable Accounts Payable Claims Processing Legal Document Abstraction Document Scanning Information Extraction Information Indexing Web Portal Design Payroll & Benefits Administration Legal Research	Customs support Dispatch Data Entry Accounts Receivable Debtor Control Collections HR Supply Chain Procurement	Medical Reporting Transcription Emergency Services HR Locum Services	Application Development System Maintenance Storage Managed Services System Testing Games Testing Data Analytics	Drafting Plan Recording Storage Research & Development Product Testing Design Simulation CAD/CAM/CAE	Switch Enquiries Info Lines Help Desk Customer Support Call Centre support Fulfilment Member Services

Security Services	Design	Finance & Accounting	HR	Legal	Domestic & Custodial
Help Desk Back-to-base emergency support Alarm system monitoring Patrol services	Web Design Mini-Site Web Hosting Web Management Graphic Design Industrial Design Packaging Animation	Transaction Management General Accounting Auditing Treasury & Risk Tax Management Data entry	HR Benefits Payroll Training Recruitment & Staffing	Competition & Compliance Environment & Planning Insurance and Risk Intellectual Property International Arbitration Legal Support Litigation & Dispute Resolution Product Liability Real Estate Restructuring & Insolvency	Catering Events Management Cleaning Services Grounds Building Management Building Maintenance

# Readership & Demographics

- The Sauce targets a market-specific, highly engaged audience within an interactive and stimulating environment.
- Our audience is comprised of both existing and aspiring leaders within the BPO space, users, vendors, government advisors, academia and other key stakeholders.
- The global reach of web-based publications also allows The Sauce to access readers within international markets, such as Europe, United States and Canada and is supported through editorial contributions by industry pioneers.

# Who will read it?

The Sauce is distributed to individuals from a diverse range of disciplines and rank throughout the BPO industry, including:

Chief Executive Officers  
Managing Directors  
CIOs, CFOs, CMOs, CLOs and  
COOs, General Managers  
Business Unit Managers  
Procurement Managers

Brand Managers  
Researchers  
Government  
Academics  
Business community interested in  
BPO

## Reader Feedback

The Sauce eMagazine has received a lot of positive feedback including:

Great article, I just finished bookmarking it for later. I'd love to check on future posts. Thanks so much!

This article is an excellent starting point! Shared it on Stumbleupon & submitted on Digg.

I recently came across your web site and have been reading along. Nice blog. I will keep visiting this blog frequently.

Very informative articles. Thanks Again. Great.

I found your site via yahoo. I will bookmark it for future reference. Thanks.

Really appreciate you sharing this blog post. Thanks Again.

I wish more people would write sites like this that are actually helpful to read. With all the fluff floating around on the web, it is rare to read a site like yours. Thanks.

I found this page bookmarked and I truly liked what I read

Thanks for sharing valuable information

I manage to include your blog among my reads every day because you have honest entries that I look forward to.

Fantastic job

# Advertising Options

- The Internet is a well-established and effective advertising medium.
- The potential of advertising through this medium for your business grows every day as people turn away from traditional mediums such as Newspaper and Radio, and instead look to the Internet as their main source of information and news. Advertising through The Sauce gives you a specific and targeted audience of BPO professionals, key industry individuals, and a business market specifically interested in the emerging sector.
- There are several different placement and size options for Website and eNewsletter Advertising.



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# The Sauce

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## Issue 1, Year 3

### Market Snippets – Week 1, Year 3

18 January 2012

Infofys BPO Limited, the business process outsourcing subsidiary of Infofys Limited, announced the signing of a definitive agreement to acquire all of the outstanding share capital in Australia-based Portland Group Pty Ltd, a leading provider of strategic sourcing and category management services. The acquisition is expected to be completed by early January 2012, subject to [...]

Read the full story

Posted in News Archive Comments (0)

### The Future isn't what it used to be

18 January 2012

From the Editor's Desk Martin Corboy, President – Australian BPO Association (ABPOA) Well here we are then. It's 2012 and it's a new blank piece of paper – well not really as we have a lot of things in the pipeline. So welcome back to work and if you have been in Sydney you might [...]

Read the full story

Posted in Editor's Note, News Archive Comments (2)

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### BPO Vendors Caught in the Headlights?

18 January 2012

By Mark Atterby – Senior Staff writer in terms of managing fast changing technology configurations, new channels and consumer behaviour for interaction channels such as social media and smart phone apps, most BPO vendors are completely stunned like rabbits caught in the headlights of an oncoming car and it could get messy. The role of [...]

Read the full story

Posted in News Archive Comments (1)

### Watchdog to Vodafone: leash your telemarketers

18 January 2012

By Clark Richmond VODAFONE has been ripped over the knuckles for the second time in a month, after its telemarketers were caught ignoring the Do Not Call Register. The Australian Communications and Media Authority's chairman, Chris Chapman, said the core of the issue was that telecommunications carriers needed to ensure they complied with the Do [...]

Read the full story

Posted in Call Centre, Contact Centre, Outsourcing Comments (0)

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### Core research & development services integral to global pharmaceutical outsourcing

18 January 2012

Recently published research from HIS Research (A research analyst firm focused on outsourcing and shared services strategies), and co-authored by ValueNotes (a provider of business research) shows a major shift in global pharmaceutical companies outsourcing core research and development (R&D) services such as drug development and clinical trials through strategic third-party collaborative partnerships. Key findings [...]

Read the full story

Posted in Contact Centre, Industry Reports, Pharmaceutical Comments (0)

### Kenya is open for business as BPO sector matures

18 January 2012

By Jeremiah Okello – CEO, Collins Consulting International Overview : Although the regional hub for trade and finance in East Africa, Kenya has been hampered by reliance upon several primary goods whose prices have remained low. In the key December 2002 elections, Daniel Arap Moi's 24-year-old reign ended, and a new opposition government took on [...]

Read the full story

Posted in Call Centre, Outsourcing Comments (0)

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### Everest Group: Expect sluggish global sourcing market in 2012

18 January 2012

2012 Market Predictions report predicts the year's focus on sourcing management and consolidation due to worldwide macroeconomic and political uncertainty, global sourcing activity is projected to be sluggish in early 2012, but business confidence is likely to be restored toward the end of the year, according to a complementary research report issued by Everest Group. [...]

Read the full story

Posted in Industry Reports Comments (0)

### Global uncertainty impacts BPOs

18 January 2012

By Pradeep Khanna Sovereign debt issues in Europe have again made investors risk averse the world over. US\$ has now become a safe haven currency. The impact is being felt in emerging economies as funds are being pulled out of these markets. There has been a general trend of depreciation of emerging country currencies. In [...]

Read the full story

Posted in Financial, Industry Reports Comments (1)

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Page 1 of 75 1 2 3 4 5 ... 10 20 30 ... x Last x

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# How much will it cost?



## The Sauce eNewsletter Rate Card

Number of Weekly Issues	1 - 4	5 - 8	9 - 12	13+
Mast Head 468 x 60 pixels	\$1,500	\$1,250	N/A	Price on application
Side Bar 150 x 150 pixels	\$250	\$200	\$150	Price on application

Prices are in Aus\$ and are per individual 'weekly issue'  
(+ GST for Australia only)

## Artwork Design & Delivery

- Formats accepted: animated GIF, JPEG, Flash, HTML (no rich media or Flash available for E-newsletter).
- Maximum file size: 30kb Flash/HTML, 20kb GIF/JPEG.
- URL: Please supply the URL to which your advertisement is to be linked.
- Alt text: clients have the option of supplying up to 50 characters of alt text (this is text which appears when the reader's mouse hovers over the advertisement).
- Transparency: graphics may be used on many different coloured backgrounds, so please do not use transparent backgrounds in artwork.
- Web-safe colors: all large, flat areas of color must be from the non-dithering palette of 216 colors. Be especially careful when using JPEGs.
- Deadline: Material deadline is two days prior to publication.
- Send files to: [editorial@thesauce.net.au](mailto:editorial@thesauce.net.au)

# 2012 Deadlines

JANUARY							
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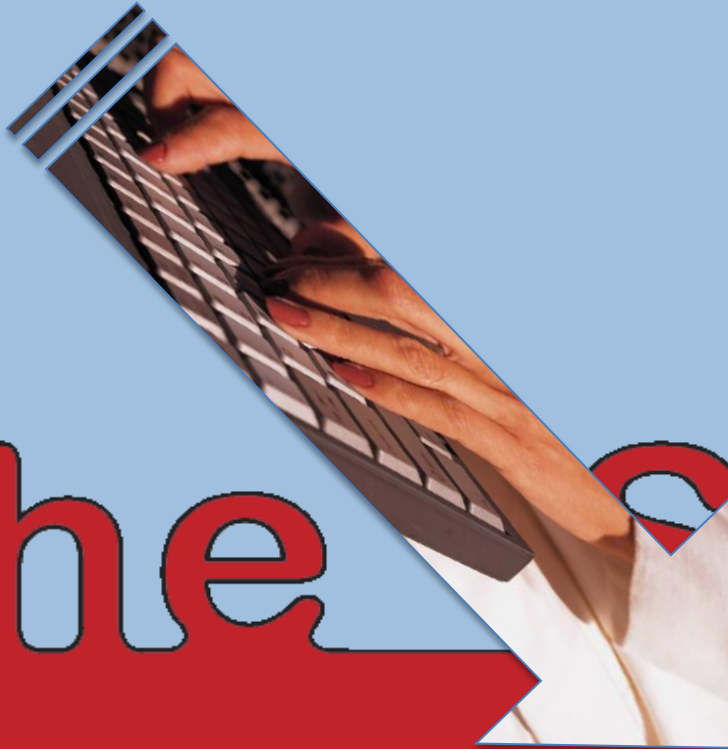
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Editorial and Advertising Deadline

Date of Publication

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# The Sauce

Published by

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