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## FOR IMMEDIATE RELEASE

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### **Affinity Express Recognized as One of 2010 Global Services 100— Companies That Define Global Outsourcing**

**Chicago, August 17, 2010**—[Affinity Express Inc.](#), the leading offshore, onshore and onsite provider of high-volume print and interactive advertising and marketing production solutions, with hundreds of newspaper, direct marketer, yellow pages, retail, marketing services, corporate and ad agency clients, announced its inclusion in the [2010 Global Services 100](#).

The Global Services 100 is compiled through an online survey using a scientific research methodology based on over 200 data points and several qualitative parameters. Rather than a list of the 100 largest outsourcing vendors, this list reflects the diversity and overall landscape of the service provider community in terms of company sizes, countries of origin and countries of delivery. It celebrates organizations from 18 countries with operations in 30 countries, including large providers in established outsourcing segments such as Infosys Technologies Limited, HCL Technologies Limited and Tata Consultancy Services Limited.

Affinity Express CEO Kenneth W. Swanson commented, “It is very gratifying to receive this recognition, especially as it reflects the confidence our clients have in us. Affinity Express has been steadily growing as a business process outsourcing provider of advertising and marketing production services thanks to our focused strategy and immense experience in this niche, the hard work of a very dedicated and talented team and the support of our many clients. The GS 100 will strengthen our efforts toward getting the word out to educate companies in a wide array of industries about the viability of outsourcing production for print and online media and the benefits of lower costs, improve efficiency and speed time to market.”

According to Ed Nair, editor, Global Services, “2009 was a tough year for the outsourcing industry. Service providers in the GS100 list are typified by their resilience to weather the economic downturn, the ability to retain market leadership, and the flexibility to play by the changed rules of the industry.”

“There is recognition in large companies that outsourcing as a means to reduce costs has had its time; these companies are increasingly looking at service providers being able to make their operations more effective globally and even to transform key areas of their business. The GS100 companies are the ones who are delivering on these fronts and are equipped to demonstrate new forms of value in outsourcing to their clients,” says Atul Vashistha, Chairman, NeoAdvisory.

#### **The GS100 Methodology**

Companies who opted to participate in the survey were asked to share exhaustive information through an online survey done during 04/10 and 05/10. The top 100 list and the names in the categories are derived using a scientific research methodology based on over 200 data points and several qualitative parameters.

The GS100 model for analysis is based on four primary pillars:

a) Management Excellence (includes revenue, growth, profitability, expansion, M&A, headcount, thought leadership, innovation capability, marketing excellence, leadership quality, resource profile, risk management measures, HR practices and policies, and several other performance indicators)



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b) Customer Maturity (paying customers, new customers, verticals represented, geographies represented, sectoral diversity, contract sizes, customer case studies, complexity of projects, marquee clients, important wins, etc.)

c) Global Delivery Maturity (global delivery footprint, type of work done, expansions, headcounts, growth in headcounts)

d) Breadth of Services Portfolio (breadth of capabilities and service offerings across ITO and BPO, domain expertise across verticals, engagement models, vendor management practices, new capabilities and services launched, category leadership, ability to serve niche markets, etc.)

A weighted scoring scheme was used to rate each of the above areas based on a scoring scheme designed by a panel from *Global Services*' and NeoAdvisory's practice experts.

### **About Affinity Express**

Affinity Express is the leading business process outsourcing company that is 100% dedicated to print and interactive advertising and marketing production solutions. Headquartered in Chicago, Illinois, Affinity Express has more than 800 employees and maintains production centers in Pune, India and Manila, Philippines. The company is the only multi-shore BPO in the outsourced graphic production space, which offers disaster recovery and business continuity planning for clients. Affinity Express delivers services 24 hours per day and six days per week, executing designs in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files. The comprehensive, customized advertising and marketing production solutions of Affinity Express help clients lower operational costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally.

At the end of 2006, Livelt Investments, Inc., the holding company for Ayala Corporation's investments in the Business Process Outsourcing (BPO) sector, acquired 100% of Delaware-incorporated Affinity Express. Founded in 1834, Ayala Corporation is the oldest business house in the Philippines and one of the largest conglomerates in the country. Ayala Corporation and its listed subsidiaries have a combined market capitalization of approximately \$13.5 billion.

For more information about Affinity Express, please visit [www.affinityexpress.com](http://www.affinityexpress.com).

### **About Global Services and GS100**

Global Services, a media platform by CyberMedia, serves the global ITO and BPO industry through quality content, research, services, and marketing solutions. A multi-shore team spanning the U.S.A. and India drives the Global Services brand. The Global Services brand is an integrated media platform that includes the website [globalservicesmedia.com](http://globalservicesmedia.com), conferences, research, webinars, e-magazines, custom publishing, and various other content delivery formats.

GS100 is the annual survey and analysis of the global ITO-BPO industry done by Global Services in association with NeoAdvisory. The survey recognizes service provider excellence and maturity to serve the global market. The GS100 is a benchmark in the global ITO and BPO industry because of its rigorous methodology, exhaustive coverage, and value to the services buyer community.

### **About NeoAdvisory**



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Neo Advisory is a consulting and advisory firm that enables organizational transformation by leveraging outsourcing and globalization, while ensuring that their clients become “Great Globalizers”. Through a blend of consulting and implementation, backed by a robust knowledge database and hands on experience of consultants, NeoAdvisory provides objective and actionable advice and help clients to truly leverage Globalization and Outsourcing. The company provides consulting and advisory services in globalization, sourcing, vendor management, transition management, performance management, and governance.

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