



Transforming advertising
and marketing production

Affinity Express Recognized by 2011 Global Services 100— Companies That Define Leadership in Global IT and Business Process Outsourcing

Chicago, July 19, 2011—[Affinity Express Inc.](#), the leading multi-shore and onsite provider of high-volume advertising and marketing production solutions for interactive and print media, with hundreds of publishing, marketing services, retailer and corporate clients, announced the company's inclusion in the 2011 Global Services 100. Affinity Express was also named as one of the top five knowledge process outsourcing (KPO) providers.

The companies are chosen through a rigorous methodology that evaluates them across multiple dimensions, measured both quantitatively and qualitatively. The study presents a view of the dynamics of the most significant segments that make up the IT and business process outsourcing industry.

Affinity Express CEO Kenneth W. Swanson commented, "Our team is excited to be recognized as one of the Global Services 100 for the second year in a row. The reason for our success is simple. We address the most important need of clients by creating opportunities for them to increase revenues and transforming existing ad and marketing production operations. Whether their model is print and online or pure digital, clients innovate and achieve top-line growth by leveraging Affinity Express ad production services and new interactive offerings, such as websites, video production, analytics and ad operations. As a result, we added a record number of accounts last year and achieved high client satisfaction rates."

According to Ed Nair, Editor of Global Services, "The global services industry has gone clearly beyond the paradigm of 'more work at lesser cost.' Companies are routinely seeking business outcomes and, in some cases, new forms of business value. Service providers who can deliver on these fronts make it to the GS100 and its categories."

According to Atul Vashistha, founder and chairman of NeoGroup, "The firms that are recognized in the GS100 list show a higher level of focus on client needs, employee development and process improvement. They continue to be providers of choice in the market."

Mr. Swanson noted, "Affinity Express will continue to solve client challenges and provide superior value. To that end, we're making it even easier to work with us by assisting client sales and support teams, enhancing workflow solutions and adding best-of-breed third-party tools. These efforts will lead to broader and deeper client relationships and help our clients achieve their business objectives."

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. Fourteen companies in the list have revenues more than \$1B, forty-seven companies have revenues between \$100M and \$1B and 39 companies have revenues less than \$100M, representing various spots of excellence in delivering a wide set of services globally.

The GS100 Methodology

Companies who opted to participate in the survey were asked to share exhaustive information through an online survey done during March 2011 and April 2011. 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.



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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)
- 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 NeoGroup's practice experts.

About Affinity Express

Affinity Express is the leading business process outsourcing company that is 100% dedicated to interactive and print advertising and marketing production solutions. Headquartered in Chicago, Illinois, Affinity Express has more than 900 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.

For more information about Affinity Express, please visit www.affinityexpress.com.

About Global Services and GS100

Global Services, a media platform by CyberMedia, covers strategies, best practices and opportunities in global sourcing of ITO and BPO services. The publication reaches senior sourcing professionals in leading organizations across North America, Europe and Asia. The Global Services brand is an integrated media platform that includes the website 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 NeoGroup. 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. [The complete research study](#) is available on the Global Services website with registration.



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About NeoGroup

NeoGroup was founded in 1999 (formerly neoIT) with the principle that talent in low-cost locations and outsourcing firms, leveraged appropriately, could create sustainable competitive advantage. NeoGroup helps organizations benefit from the rise of services globalization and outsourcing around the world. NeoGroup's services help create competitive advantage through advisory, risk monitoring and program management.

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