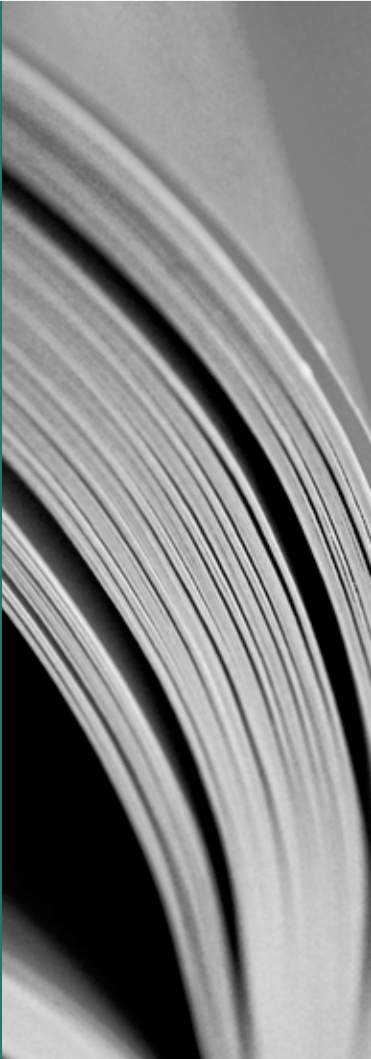


ZAGADA

ZAGADA RATINGS



"Small Means Big"™

ZAGADA



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# 1. Why Trust Zagada Ratings?

● **We help suppliers grow.** Our practice is totally focused on the global outsourcing sector. Our attention is on business development analytics which means helping suppliers secure deals and grow quicker. Our **ZaCCURS**, **ZaBURS**, **ZaITURS**, and **ZaFURS** ratings on call centers, BPOs, ITO and FSOs will help you grow revenues and solidify your company as a distinctive service brand.

● **Wall Street recognizes us.** With the launch of our family of 7 ZagadaWaagstein global outsourcing indices we are the global leader in equity benchmarks on service globalization outsourcing. Quoted on Bloomberg, distributed by Wachovia and followed by institutional investors.

● **We are used as a decisioning framework.** We are a trusted advisor to over 50 Fortune 500 clients who come to us for sourcing, analytics, rating and research support. Clients include GE Money, Washington Mutual, McKinsey, A.T. Kearney, AT&T, Avaya and more. Our brand speaks for you.

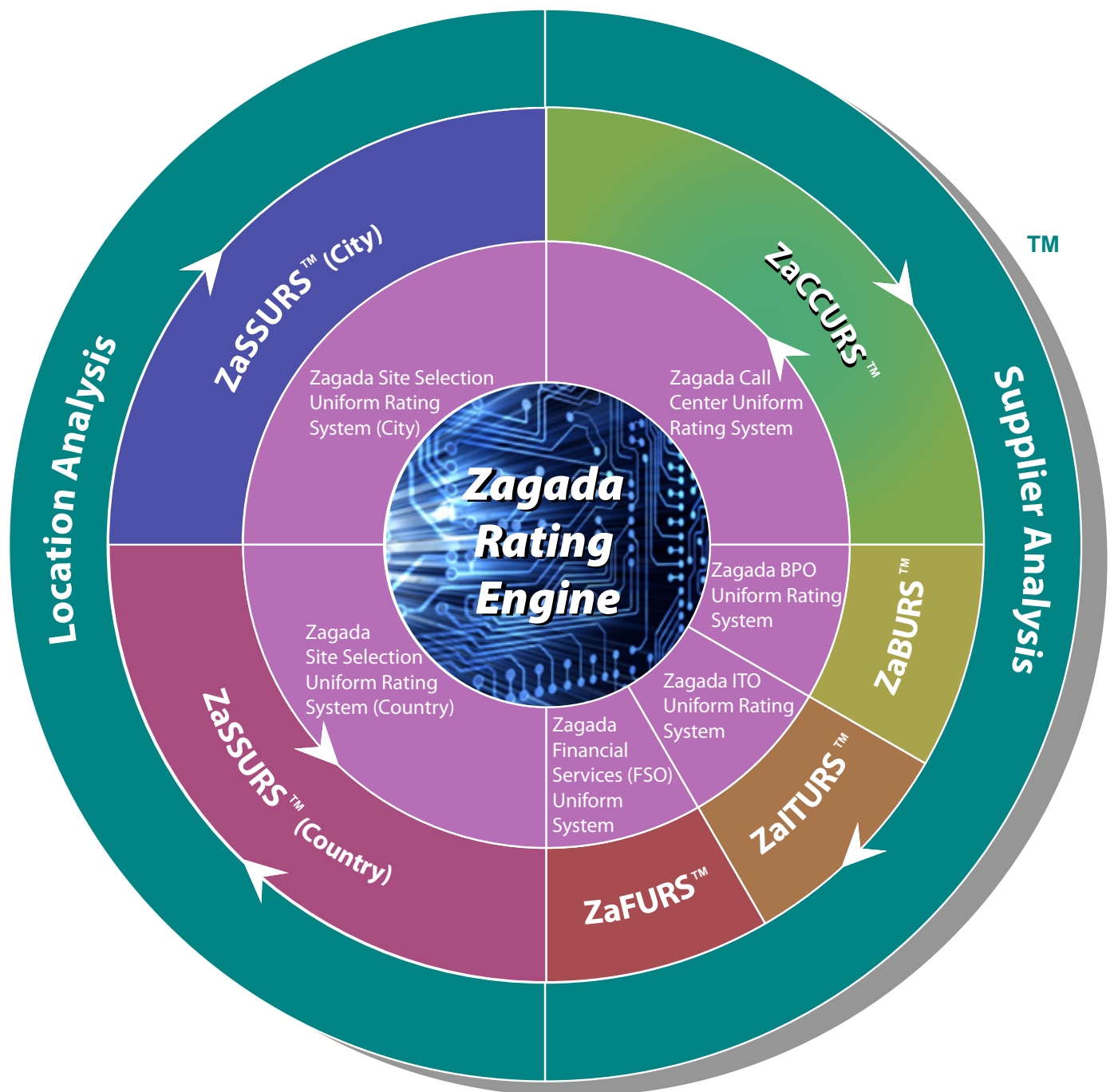
● **We are experts of sourcing analytics.** We have moved beyond subjective feelings and opinions about the customer care management selection process. Corporate buyers want simple, transparent and reliable data. Our Metacare™, CDAM™ tools, analytics engine and protocols delight corporate buyers. Our market recognition and acceptance means the Zagada's brand becomes your advocate.

We help suppliers grow. Our practice is totally focused on the global outsourcing sector



# 2. Zagada Rating Engine Diagram

Zagada Parallax Methodology





# 3. Zagada Rating Engine Overview

ZaCCURS (Zagada Call Center Uniform Rating System) is the world's premier quantitative model - driven customer service rating engine. Business Process Outsourcing, Information Technology Outsourcing, and Financial Services Outsourcing firms receive customized rating designations as: **ZaBURS™**, **ZaITURS™**, **ZaFURS™**. Our Country and City ratings are defined as **ZaSSURS™** (Zagada Site Selection Uniform Rating System). The model's algorithm tests for two key measurements:

- a. Level of financial or investment value and
- b. Level of operational excellence

This process results in an aggregate numeric score. ZaCCURS reflects a shift from subjective- human-driven analyst rating assessments practiced by traditional analyst rating firms and institutions and integrates, measures and quantify existing industry assessments together with its own parameters to arrive at an accurate rating score.

## Our rating objectives include:

- Objectifying, qualifying, prioritizing Customer Service Center-specific data and metadata
- Actionable results based on the "supremacy of data"
- Isometrization and harmonization of company data

Our clients have found **ZaCCURS™** and our rating solution portfolio invaluable tools to understand and decide on a particular supplier and market, as well as what strategies to adopt in order to maximize returns on supplier selection and performance. Some further advantages include:

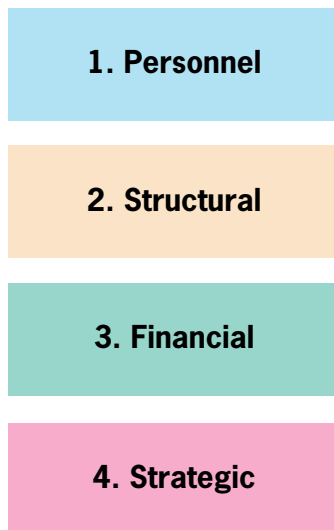
- Customizable to service supplier's particular sector and focus
- Easy to read, understand, and compare rating results analysis
- Permits "apples to apples" comparisons
- Simple creation of what-if and repeatable scenarios

ZaCCURS™  
is the world's  
premier  
quantitative  
model  
driven  
customer  
service  
rating  
engine.



# 3a. ZaCCURS Four Main Quadrants

ZaCCURS and all our ratings are organized into four main quadrants:



These quadrants contain twenty-four data dimensions that cover all aspects of call center, BPO, ITO and FSO companies. Standard fundamental measurements and scoring include financial balance sheet ratios, IT, infrastructural and technical reliability, service spectrum, ISO9001 and CMMI. Important soft and intangible parameters scored include union activity level, management performance; U.S. culture alignment, foreign language capability, high English speaking proficiency and customer care delivery assessment.

The results of the data submitted to Zagada from the service supplier questionnaire is objectified, scored, and displayed for easy analysis and action. Once this is completed, it is easy to verify the comparative value of each dimension of the company. This permits fast, accurate decisions, as well as advanced analytical and scenario generation functions. The Zagada Rating Flow Process below details how our rating exercise is managed.

ZaCCURS™  
is easy  
to read,  
understand,  
and  
compare  
rating  
results.



# 4. Supplier Business Benefits

Service supplier firms who obtain a ZaCCURS rating or any of our industry vertical ratings receive four distinct business benefits for growing and managing their company. They include:

- 1. Improved deal closure.** A branded Zagada rating helps suppliers market their companies to corporate service buyers as proactive, transparent, and qualitative.
- 2. Increased operational insight.** Gain a complete 360° objective analysis of your firm's strength and areas needing attention for better service delivery.
- 3. Gain competitive knowledge.** A Zagada rating allows suppliers to compare their rating score with competing companies in their sector.
- 4. Subscriber based pricing.** Zagada Rating is modestly priced as a monthly subscriber based model. Priced at US\$1600 per month, suppliers subscribe to 1, 2 or 3 year agreements.

We are a  
used as a  
decisioning  
framework.



# 5. Zagada Rating Flow Process Summary

After receiving all requested data from the service supplier Zagada generates its rating score within 48 hours.

As described above, Zagada's 24 data dimensions for its analytic rating process is organized into four main quadrants. These measure Personnel, Structural, Financial and Strategic aspects of the firm.

## **Zagada executes ratings on the following outsourcing service suppliers:**

1. Call Centers
2. Business Process Outsourcing (BPO) firms
3. Information Technology Outsourcing (ITO) firms
4. Financial Service Outsourcing (FSO) firms

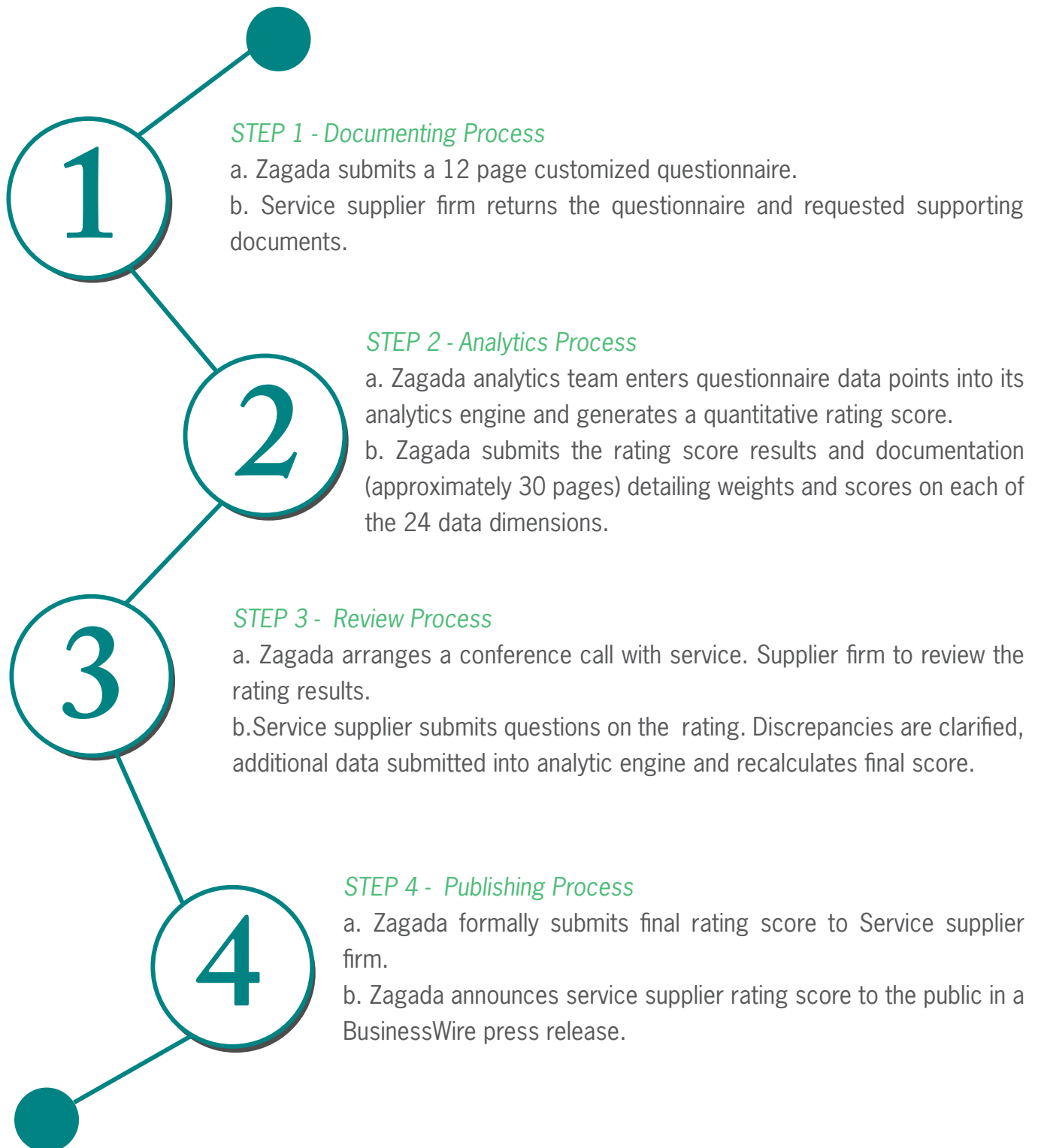
## **Zagada executes ratings on the following locations:**

1. Country specific rating
2. City specific rating
3. Regional geographic rating

We are experts of sourcing analytics. We have moved beyond subjective feelings and opinions.



# 6. Zagada Rating Flow Process Diagram





# 7. Contact Information

## About Zagada Ratings

Zagada Ratings is the Ratings Analytics arm of Zagada Markets

## About Zagada Markets

Zagada is a business development analytics firm. The company provides research, indexes, proprietary rating and tailor-made sourcing, acquisition, service supplier selection advisory services on countries, cities and service suppliers to corporations. Zagada is the developer and publisher with its joint venture partner Waagstein Research of the Zagada Waagstein Global Outsourcing 100 Index (ZAWA100), which is the first global equity index benchmark on service globalization (outsourcing). The company principally serves the corporate buy-side and is totally focused on delivering sourcing analytics on the global outsourcing sector.

## Contacting US

Companies interested in subscribing to Zagada's rating services are invited to contact Zagada directly at 786 348 7531 or 305 529 9028 to reach our South Florida office, or send emails to **Ratings@zagada.com**. General enquiry can be sent to **hello@zagada.com**. Mails can be sent to Zagada Markets, Inc, 145 Grand Avenue, Coral Gables Florida 33133.

## Visiting US

Corporate Headquarters: 145 Grand Avenue, Coral Gables Florida, 33133. 2038 N Clark Ave #180, Chicago IL 60614.

## We welcome your visit to our web sites at the following URLs:

- Corporate Site: [www.zagada.com](http://www.zagada.com)
- Our eStore: [www.ZagadaStore.com](http://www.ZagadaStore.com)
- Our index site: [www.ZagadaWaagstein.com](http://www.ZagadaWaagstein.com)
- Our service supplier portal: [www.SphaeroAlliance.com](http://www.SphaeroAlliance.com)

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Markets