

Adventity BPO Pvt. Ltd., Today announced that it has been named to The Black Book of Outsourcing's prestigious 2008 "Top 10 Knowledge Process Outsourcing (KPO)" list at 8th rank.

THE BLACK BOOK OF OUTSOURCING

2008 TOP TEN KNOWLEDGE PROCESS OUTSOURCING (KPO)

2008 RANK	COMPANY
1	Integreon
2	Evaluserve
3	RR Donnelley/Office Tiger
4	Satyam BPO
5	Genpact
6	iGATE
7	Capgemini
8	Adventity
9	Wipro
10	Mphasis

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About Brown-Wilson Group

Brown-Wilson Group's research mission is to offer balanced, objective and unbiased results to help organizations maximize significance, increase speed-to-results, and mitigate risk in outsourcing/sourcing initiatives. Brown-Wilson Group, based in Clearwater FL USA, measures their own success via clients' ability to achieve and sustain significant improvements in their outsourcing decisions from aligning customer experience research and strategies that stand the test of time.

About the Authors:

Doug is co-author of the best-selling business book, *The Black Book of Outsourcing: How to Manage the Changes, Challenges and Opportunities* (Wiley Publishers, 2005). He's a principal of The Brown-Wilson Group, advisors and consultants to the outsourcing industry. With over 19 years experience in Fortune 50 corporations as well as start-up ventures,

Scott is co-author of *The Black Book of Outsourcing* and co-founder of Brown & Wilson Advisors. Scott has been involved with designing, marketing and delivering outsourcing solutions in healthcare for more than 12 years. He has experience with multiple outsourcing models and has participated directly in numerous outsourcing transactions. Scott is also an entrepreneur and leading speaker on outsourcing's silver lining, particularly in the healthcare and IT industries.

Black Book Methodology

The fifth annual Black Book survey for Brown-Wilson Group's "Top 10 Knowledge Process Outsourcing (KPO)" list was distributed electronically to customers, employees, buyers, contractors and users world-wide. In March, surveys were sent to the nearly 30,000 outsourcing decision makers who were verified in the previous surveys, followed by 400,000 additional invitations sent to individuals in corporations, businesses, organizations and government agencies who use, offer and are employed in outsourcing services or pre-registered for the survey on the Black Book website. Survey entry access codes were available only one time per outsourced function.

The survey closed on May 12, 2008. The 26 key performance indicators of vendor satisfaction with supplier leadership are [scored on a] basis of 0 to 10 (0= deal breaking dissatisfaction and 10= overwhelming exceeded expectations) per criteria. Additionally, 18 key performance indicators in operational excellence are also [tracked] for later study and custom reporting throughout 2008 for outsourcing clients, buyers, prospective users, analysts, consultants, media and investors.