

# Outsourcing Yearbook

**The UK's definitive guide to  
the outsourcing industry**

## **Editorial opportunities**

**Buffalo Communications, in partnership with the National Outsourcing Association (NOA) and sourcingfocus.com, present the Outsourcing Yearbook 2012, the most comprehensive review of the UK's outsourcing industry.**

Published in January, it will be available online complete with video and audio content and in one hardback volume.

The online version will be available on the sourcingfocus.com website and will be available all year, with quarterly updates in March, June, September and December.

Our yearbook is the essential guide for everyone interested in outsourcing and includes our industry-recognised Suppliers Directory which, like the yearbook, will be available online and updated quarterly.

## **What we're looking for**

We are seeking input, experiences and insights from the great and the good of the expansive outsourcing industry. Whether you're a buyer, supplier, analyst or consultant, embarking on your first outsourcing programme or a veteran of the industry, the yearbook editorial team will be delighted to hear from you to contribute to the following:

1. Review of 2011
2. Predictions for 2012
3. Ones to watch
4. Views from the top
5. NOA Awards winners
6. Destinations (package available on application)

Focus on best practice guides:

7. The skills gap
8. Back to British
9. The Cloud



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10. Consumerisation of technology
11. Human resources outsourcing
12. Innovation and collaboration
13. Acquisition strategies
14. End users: do you know what you really want?

Vertical insights:

15. Public sector
16. Financial services
17. Telecommunications/utilities
18. Retail
19. Pharmaceutical

Features

We have outlined below a guideline for the current planned features and will be comprised of 19 sections:

### **1. Review of 2011**

The past 12 months has been a very exciting time for outsourcing with many challenges, events, opportunities and technological advances changing the very way the industry operates. Please submit your views on what have been the demarking activities for the industry in 2011.

### **2. Predictions for 2012**

In this feature we are aiming to highlight the top 10 trends for the outsourcing sector. Please share your views on what will be hot and what not for 2012.

### **3. Ones To watch**

Identifying upcoming players in outsourcing is a must in this rapidly evolving industry. Looking back at 2011, we highlight the key companies to watch for in 2012. We are inviting submissions from companies themselves and from their customers, as well as from the consultancy and analyst community. Please submit your synopsis with 5 key bullet points why you believe this company to be a “One to Watch”.

We will be selecting the ten most defining companies to be included.

### **4. Views from the top**

Our section on views from the top includes controversial views, soundbites, opinions and real-life insights from professionals across the outsourcing space.

Please submit your synopsis of your views for review. We will be selecting a dozen views to be published. Each view will be published as a 300 word

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article, along with a two sentence bio of the view-holder and black and white profile photo.

## **Focus On best practice guides**

The following subject matters have been highlighted so far as key for the outsourcing industry. Each Focus On Guide will contain a series of one page punchy features on breaking subjects. We are keen to hear your views on additional subjects you think we should be covering in detail:

### **5. The skills gap**

- Outsourcing: the accidental profession?
- Overcoming the skills gap in the public sector
- IT skills crisis – can The Silicon Roundabout help?
- Leveraging skills offshore

### **6. Back to British**

- Backshoring
- Offshoring issues – what will be the repercussions of India's credibility crisis?
- The new Brit Pack – bright new companies from the homeland
- SMEs get in on the outsourcing act
- The Government's stance – will they stay solely onshore

### **7. The Cloud**

- Choices and risks
- Making money out of the Cloud

### **8. Consumerisation of technology**

- The impact of 'bring your own device' on ITO
- Mobility
- Standardisation versus bespoke

### **9. Human resources outsources**

### **10. Innovation and Collaboration**

### **11. Acquisition strategies**

### **12. End users: Do you know what you really want?**

## **Vertical sector insights**

The vertical sector guides will give a unique overview of the past year of outsourcing in five key vertical sectors and an insight to what 2012 may hold:



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### **13. Public sector**

### **14. Financial Services**

### **15. Telecommunications/utilities**

### **16. Retail**

### **17. Pharmaceutical**

Each sector insight will include:

- a. Main events of 2011  
Please submit details of contract wins awarded, market research statistics for that sector over the year, views on developments in the sector, views on issues for the sector
- b. The Year Ahead  
We are looking for strong soundbites on predictions and hot topics for the sector in 2012
- c. Best practice case studies  
We are keen to hear about outsourcing successes and how tos for the sector.

### **Notes**

This editorial calendar is subject to change in terms of both content and deadlines. Commissioning of writers is currently underway.

Please keep synopses brief and in a bullet-pointed format wherever requested.

Please put Outsourcing Yearbook 2012 in the subject line.

What we're NOT looking for:

- Marketing sheets
- Product sheets
- Pitches that do not relate to the sourcing sector

### **Deadline**

We will be accepting submissions until the end of November. Early submission is recommended, as some features will be concluded earlier.

### **Contact us**

For more information on our opportunities, or to send us your contributions please contact us at [editor@sourcingfocus.com](mailto:editor@sourcingfocus.com) by the end of November.



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