



MBA's NATIONAL MORTGAGE SERVICING  
CONFERENCE & EXPO 2010  
FEBRUARY 23-26, 2010, SAN DIEGO

## **Redefining Outsourcing Strategies:**

Enhancing the Balance Sheet and the US Economy

24 February 2010

3:15 p.m.- 4:45 p.m.



## **Jackson H. Pence, CMB**

Senior Vice President & Director of  
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## **Susan R. Meier**

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## **Gerald Alt**

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## **Rick Seehausen**

President

LenderLive Network Inc.

## **Stephen Rouse**

Director, Business Development

Sutherland Global Services

Moderated by **Joe Dombrowski**

Executive Consultant

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**Lift and shift** – simply removing a process and associated cost

**Smartsourcing** – improving a process while reducing cost

**Rightsourcing** – improving a process, improving other aspects

**Crowdsourcing** – improving a process, using networks

**Vested outsourcing** – improving a process, sharing risk

Executive Survey: The Outsourcing Institute's Annual Survey of Outsourcing End Users

Top 10 Reasons Companies Outsource

**#1 Reduce and control operating costs & #2 increase capabilities**

Top 10 Factors in Vendor Selection

**#1 Commitment to quality**

Top 10 Factors for Successful Outsourcing

**#1 Understanding company goals and objectives**

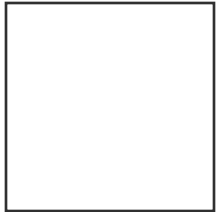
How important are the following business drivers behind your company's ITO & BPO decision-making this year? **Answer = Very Important**



Source: H4 Research, January 2010  
Sample: 209 Enterprises  
Study conducted in conjunction with Global Services Media and SSON

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Slide	Reference
3	Douglas Brown & Scott Wilson <i>The Black Book of Outsourcing</i> John Wiley & Sons, Inc (2009)
4	<u>The Outsourcing Institute's Annual Survey of Outsourcing End Users</u> (2008)
5	Phil Fersht <u>BLOG: Horses for Sources</u> <a href="http://fersht.typepad.com/the_outsourcing_bloghorse/">http://fersht.typepad.com/the_outsourcing_bloghorse/</a>