



Print Close Window

# Integra ranks World No.2 in the Black Book of Outsourcing's 2009

**Businesswire India** Posted online: Tuesday, Feb 16, 2010 at 0000 hrs

**Pakkamudiyandpet, Pondicherry** : Integra Software Services Pvt. Ltd., (Integra) one of the leading Publishing BPO services companies, in the world, providing end-to-end content management and content transformation services, has announced that it ranks No. 2 in the The Black Book of Outsourcing's 2009 "Print and Publishing Business Process Outsourcing Vendor Rankings" report. The Black Book is the most comprehensive book on outsourcing and is regarded as the prime source of essential outsourcing information and practice. It is a yearly production and a standardized survey created by the Brown- Wilson Group and the Black Book Research.

The 2009 'Print and Publishing Outsourcing' rankings is based on the Black Book of Outsourcing annual survey which investigated 550 contracts held by 1880 of the top spending global BPO organizations. Over 600 C-level publishing outsourcing service buyers were surveyed on 18 key performance indicators (KPIs) for operational and client service performance. Integra ranked 2nd overall and ranked highest for "customization, reliability and deployment".

"Integra has earned the distinction of being one of the most customer-respected Publishing BPO companies in the world," said Doug Brown, co-author of The Black Book of Outsourcing. He also said "Integra has earned a place among the top two honors in the Publishing industry due to its ability to deploy consistently across the full spectrum of criteria that clients look for in their BPO provider. In addition, Integra was overwhelmingly praised by clients in two major user sectors of Publishing BPO: 1. Outsourced Editorial services 2. BPO support solutions/ Content & Database services."

Speaking on the prestigious ranking, Sriram Subramanya, Founder, Chairman & CEO, Integra said, "The Black Book of Outsourcing independently confirms that Integra consistently delivers exceptional operational and client service performance even during the tough economic conditions of 2009 and verifies our status as a "highly recommended vendor" in publishing outsourcing world today".

Integra is ranked No.2 in the globe in the recent Customer Satisfaction Survey among the Publishing BPO Service Providers. This ranking is significant since it places Integra as a "Highly recommended Vendor" globally.