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New ZagadaExchange.com Sourcing Platform Launches to Make Nearshore Service Provider Selection Easy for Buyers

“A Disruptive Challenge to Up-Front High Cost Sourcing Advisory Model”

MIAMI, FL and CORAL GABLES, FL—(Marketwire – October 5, 2010) – Zagada today announces the launch of the Zagada Exchange (ZAX) (www.ZagadaExchange.com). For corporate buyers, the platform represents an innovation in quick, secure and trusted online access to the best BPO and contact center service providers across the Caribbean, Mexico, Central and South American Nearshore.

“This model innovation is designed to eliminate upfront business development advisory fees for both buyers and sellers, speed up the selection process for corporate buyers and simultaneously accelerate the growth of select, indigenous regional, mid-size service provider firms,” commented Philip Peters, Zagada’s CEO.

ZAX business model is transaction driven — with agreed fees paid to the exchange only after deals between buyers and sellers are signed. In short — ZAX is a neutral marketplace committed to the sovereignty of “the deal.” It is a business development sweet spot.

Corporate service buyers are now able to easily register, access the platform, review profiles and supplier scores across ten variables; then select and invite service providers through RFPs or invitations to short-term pilot trials. Messages are sent to service providers through ZAX secure messaging interface.

“We are delighted in collaborating with Zagada, on this project with development, design and now on-going support,” said Veronica Marcet, CEO of Moodstudio. She continued, “As a Cordoba, Argentina-based design and development agency we’re proud that every kernel of code was written in the Nearshore. Both Buyers and Providers will be thrilled with the platform’s ease of use,” she emphasized.

Corporate service buyers who are exploring a new service provider relationship in the Nearshore will immediately benefit from using ZAX in the following ways:

No risk – no cost. Quick buyer screening/filtering/QA process in place for rapid review – sourcing fees eliminated.
Expert access. Zagada is the leading authority on Nearshore sourcing and site selection.
Culture and Care. Proprietary tools such as CDAM™ and METACARE™ measuring providers U.S. cultural alignment and care delivery quality drive ZAX analysis.



The Zagada Exchange is a unique innovation for helping buyers for three reasons:

- **Ease of use.** Buyers will find the platform simple, secure and easy to engage.
- **Service Provider Score.** Each provider selection is thoroughly evaluated and rated using Zagada's proprietary ZAXURS 3.0 rating engine. Selected providers secure a seat on the exchange with a Service Provider Offering (SPO™) score, only after their overall rating surpass an established benchmark.
- **Geographic and sector focus.** Both voice and non-voice(contact center) BPO service providers are selected from the Nearshore markets covering 18 regional countries and 28 cities. As a group ZAX service providers employ 55,000 workers and generate over US\$700 million in aggregate revenues. Most are mid-size indigenous growing companies eager to serve Global 1,000 and mid- size U.S. firms.

Corporate service buyers are invited to visit www.ZagadaExchange.com, register, download our introductory brochure and give the ZAX a pilot test run.

For more information please contact us directly at 305 322 8156 or 305 529 9028, or by email at zax@zagada.com.

About Moodstudio

MoodStudio is a design and development agency based in Cordoba, Argentina. The company executes leading edge design and development projects for both U.S. and Latin American firms.

Please visit Moodstudio at www.moodstudio.net

About Zagada Markets

Zagada is a business development analytics firm. The company provides research, indexes, rating and tailor-made advisory services on countries, cities and service suppliers to corporations. The company principally serves the corporate buy-side and is totally focused on delivering sourcing analytics on the global outsourcing sector. The company is the developer and publisher with its partner Waagstein Research of the only equity benchmark on the global outsourcing sector:

- The Zagada Waagstein Global Outsourcing 100 Index – www.zagadawaagstein.com.
- Zagada publishes the leading www.nearshorejournal.com sourcing blog.

Please visit Zagada online at www.zagada.com