

## Marketing Partner Opportunities

As most of our current Delivery Partners (DP's) and Associated Marketing Partners (AMP's) are aware, IndusFusion is focused on Strategic Ventures in the BPO space. However, we are also a highly opportunistic firm, with the capabilities, resources and experience to successfully execute most any outsourced business or knowledge process required – regardless of scale, scope or application. To those ends, we thought we would share a few 'real world' examples of situations where a call to IndusFusion could be an ideal solution.

- Situation:** You are a CEO or Principal of a BPO firm and you are looking for capital to expand or diversify your growing operations.
- Opportunity:** IndusFusion has several capital resource partners with multiple engagement solutions including; equity and non-equity funding, private placements, and complete divestiture.
- Situation:** You are a CEO or Principal of a BPO firm and you continue to see client attrition and/or lost opportunities because you do not support additional client requested or desired geographies.
- Opportunity:** Our core competency is creating, and driving to success Joint Venture relationships between BPO groups with complementary resources in different country locations – allowing you to keep your client, win new clients, and expand your domain offerings.
- Situation:** You are a CEO or Principal of an offshore (relative to the US) BPO group and you need to significantly increase sales and your US market penetration while amplifying your brand and market awareness.
- Opportunity:** Via IndusFusion and our strategic alignment with a business development and brand awareness firm specializing in BPO, you can significantly, and quickly, increase your new client wins and US domain penetration thereby eliminating the time, investment and exposure of building an internal team from scratch.
- Situation:** You are an industry Business Development Executive and you become aware of a client opportunity that unfortunately is not a fit (scale, domain, geography, etc.) at your company.
- Opportunity:** Call IndusFusion and get us involved. Our worldwide network of Delivery Partners and relationships virtually guarantees that we have the perfect fit for this client. You can make the introduction to IndusFusion, and if there is no conflict of interest, you can participate in the commercial value of the new engagement. And the client will appreciate your assistance!
- Situation:** You are an industry Business Development Executive or Consultant and you have a current client that wants to add another vendor partner because of diversification, growth, language set, etc. that your company can not currently support.
- Opportunity:** Contact IndusFusion and we will find a Joint Venture partner for your organization that allows you to capture or retain that piece of business – or – if your company does not desire any alignments, you still know that your client will be in good hands with IndusFusion. And, if there is no conflict of interest, you will of course participate in the commercial value of the new engagement.
- Situation:** You are an industry veteran who now works for a captive in house entity – but you are well connected and you hear of an opportunity in which you wish you could participate.
- Opportunity:** A simple connection to your old friends at IndusFusion can put us in the mix. Via our AMP agreement, your referral means that if we win the deal, then you participate in the commercial value of the engagement without doing anything more than making a phone call.