



PRESS RELEASE

Freeborder's Executive to Discuss Information Technology Outsourcing (ITO) in Plenary Session at the 8th Annual Smart-Sourcing Conference

August 24 Session to Reveal Nuances and Criteria for Evaluating Outsourcing Services in China

San Francisco, CA & Jersey City, NJ - August 17, 2009 -- Freeborder's, Inc., a leading provider of [consulting, technology and outsourcing services to the financial services](#), high tech and travel industries, today announced that Michael Keating, a senior executive at Freeborder's, will address a plenary session at the Eighth Annual International Smart-Sourcing Conference hosted by The Center for Global Outsourcing. The event will be held at the Grand Hyatt, Jersey City, New Jersey on August 24 at 9:00 a.m. and will be chaired by Dr. Shailendra Palvia, Professor of MIS, Long Island University, C.W. Post Campus.

Keating is a highly experienced executive, top echelon consultant, seasoned technology and business professional who founded the Freeborder's' [Value Engineering Institute \(VEI\) and ProfITSM methodology](#). ProfIT's analytical approach to identify untapped client business value and financial returns has helped to provide clients benefits of over \$500 million in increased revenue and profitability.

During this session, Keating will convey his expert views and share practical experiences about the outsourcing industry and specific nuances relative to China, which is emerging as the next sourcing destination behind India. This presentation will analyze China as an ITO provider based on criteria that are typically evaluated by industry analysts such as: language, government support, labor pool, infrastructure, educational system, cost, political and economic environment, cultural compatibility, global & legal maturity and data and intellectual property security and privacy.

"In today's business environment, outsourcing may be considered a fact of life," said Keating.

"However, despite its economic inevitability, [outsourcing decisions can create many challenges](#). China is emerging as the next 'India' and there are many lessons to be shared with companies to ensure they are maximizing economic value and reducing risk with their outsourcing vendors as they enter a new geography. I have been working with clients delivering from China for over 10 years. My goal for the attendees is to come away with a better understanding of China as an ITO outsourcing destination, provide do's and don't tips and to explain an approach to optimize the value created in any global sourcing relationship."



About Freeborders

Freeborders provides specialized expertise to solve the most complex business challenges for the financial services, travel and high tech industries. The company provides global consulting, technology and outsourcing services that leverage its deep domain knowledge, innovative thinking and strategic execution through its integrated China to US delivery model. Freeborders is uniquely positioned to cost-effectively enable its clients to achieve their business objectives. To learn more, visit

www.freeborders.com.

For additional information, please contact:

Cheri A. Mangum
Media Relations
cheri.mangum@freeborders.com
+001-386-848-7745