



JANEEVA JOURNAL

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Thanks for reading the *Janeeva Journal*, an informal newsletter about Janeeva and the ORM industry. This document is distributed to an email subscription list and is also available online from the Janeeva website: <http://www.janeeva.com>. Please send comments or questions to info@janeeva.com.

Janeeva Partnerships

We're happy to announce several new partnerships and more ongoing success in our business development and partnership efforts.

In October we formalized a joint marketing and technology deployment partnership with **PricewaterhouseCoopers** (<http://www.pwc.com>). Janeeva is participating in PwC's Global Sourcing Best Practices Workshops and collaborating on the development and launch of the Outsourcing Performance Management Environment within PwC's Outsourcing Advisory Services Group.

In November we launched a business development partnership with London-based **PA Consulting** (<http://www.paconsulting.com>). This partnership brings Janeeva's ORM technology and expertise to PA Consulting's Sourcing Advisory practice. This is a high visibility partnership which will bring awareness of Janeeva to sourcing executives in a broad range of industries and global locations.

In addition to these promising new relationships, Janeeva's ongoing partnerships with **Merced** and **IBM** continue to open up opportunities and raise our market visibility.

Janeeva Press, Events & Awards

In October, **Vinay Gupta** (CEO–Janeeva) was a featured panelist at the **2007 Outsource World Conference** in New York. The panel discussion, titled "Outsourcing Relationship Management: Excellence through Alignment," also included Irfan Burney (VP-Credit Suisse) and was moderated by Gil Mermelstein (BearingPoint).

Vinay is featured in a November "Executive Spotlight" interview conducted by **Contact Center World**. The interview (available [here](#)*) focused on the benefits and risks of Contact Center outsourcing and how Janeeva's Assurance™ has contributed to the success of major multi-outsourced contact center initiatives for our customers. He was also quoted in a feature article in **Managing Automation Magazine** that focused on managing outsourcing operations (available [here](#)**).

In October, **Jim Diggs** (VP, Strategy–Janeeva) was a co-presenter, along with Dean Davison (VP, neoIT) at the *International Association of Outsourcing Professionals* (IAOP) user group in Palo Alto, CA. The presentation, titled "The Landscape of Outsourcing Tools", covered technology solutions for managing different phases in the outsourcing agreement life cycle.

* http://www.contactcenterworld.com/static/ei/ei_%7b2970C5F9-59DB-49C1-8675-3D024651955E%7d.asp

** http://www.managingautomation.com/maonline/magazine/read/view/Managing_Outsourcing_Is_More_Automation_the_Answer_23756802

Janeeva Press, Events & Awards

Jim also carried the Janeveva Banner at the **IBM Information On Demand Conference** (Las Vegas) in October. Janeveva was one of only six companies invited to participate in IBM's SaaS

Showcase booth at the conference. Jim reports that the conference drew over 5,000 technology professionals and generated significant awareness of SaaS among the conference attendees.



Matt Chittle (VP, Product Mgt.–Janeveva) attended the Conference Board's **Shared Services Conference** (Chicago) in October, along with Janeveva customer Manish Sahai (VP–Service Network Partners, American Express). His presentation focused on strategies and tools for improving relative cost and quality within International Operations at American Express. Matt also had several more Outsourcing Relationship management articles published: in November his article titled "Outsourcing's Hidden Career Opportunity" appeared in DMReview (available [here*](#)) and his online article "Why Outsourcing Governance Matters" was picked up by more than 15 online article sites and blogs.

Danny Ertel (Chairman–Janeveva) launched his latest book, *The Point of the Deal: How to Negotiate When YES is Not Enough*, (Harvard Business School Press) in October (available [here**](#)). The launch included a book signing session at the **OutsourceWorld Conference** (New York) in October. Danny continues to enhance his standing as one of the world's most renowned writers and experts on business outsourcing. You can learn more about this book at <http://www.pointofthedeal.com>.



Not to be outdone, Janeveva customer **Brad Rubin** (TransUnion) authored a chapter in a book titled *Multisourcing - Concepts and Applications* (ICFAI Publishing, ISBN : 81-314-0817-5) . Brad has also authored a widely-cited article titled "**Three Keys to Managing Multi-vendor Environments for Success**" at *Sourcing Magazine* (available [here***](#)) and is the author of the popular *Sourcing Professional Blog* (<http://www.sourcingprofessional.com>).

Janeeva Online

In our ongoing efforts to get the word out about Janeveva and Outsourcing Relationship Management, we've been busy over the last several months enhancing our online communications.

We've recently launched a complete update to the Janeveva public website (<http://www.janeeva.com>). The new site includes more in-depth product pages,

* <http://www.dmreview.com/dmdirect/20071102/10000158-1.html>

** <http://www.amazon.com/Point-Deal-Negotiate-When-Enough/dp/1422102335>

*** <http://www.sourcingmag.com/content/c070110a.asp>

more breadth and organization in the news postings and events coverage and a very useful Resources area. In addition, we've added features such as site search, podcast downloads, guest blogs and RSS feeds that make it easier for you to find the information you need and keep in touch with all of us at Janeveva.

We hope you'll check out the new site and let us know what you think of it and how we can make it even better and more useful to you.



Janeeva Webinar Series

Outsourcing Relationship Management 2007 Webinar Series

We continued our **2007 Outsourcing Relationship Management Webinar Series** with webinar sessions in October and November. Cindy Kearney, a veteran R&D sourcing executive in biotech and pharmaceutical industries, conducted a session focused on improving the partnership between biotech/pharma sponsor companies and their network of Contract Research Organizations (CROs). The webinar discussed the challenges of managing multiple CROs across a complex, multi-project/multi-division enterprise and how ORM technology has helped companies in this space succeed in their R&D efforts. In November, Danny Ertel was our expert speaker in a session titled "Measuring what Matters in Outsourcing Relationships". Danny discussed strategies, skills and tools that enable sourcing and relationship managers to define, measure and apply effective metrics which will drive successful relationships. Both sessions are available in the Resources Page on the Janeveva website. Note also that we also have accompanying **podcast** sessions with Cindy Kearney and Danny Ertel also posted on the website.

Janeeva People

We're happy to welcome Alan Quaintance to Janeveva's Customer Relationship Management team. Alan has held senior Customer Satisfaction positions with AT&T, Dun & Bradstreet and Bank One. Those of you that have already met Alan know that he's a very dedicated and focused customer satisfaction advocate and a great communicator. We're very happy to have Alan join our team and lend his skills and energy to our efforts to assure that our customers succeed.



Best wishes from all of us at Janeveva!