



## Outsourcing Mag kick starts **Event Series** with 'Sourcing Strategies' workshop

THE *OUTSOURCING* MAGAZINE kick started its Event Series with a workshop on "Sourcing Strategies" at the Sime Darby Convention Centre recently.

The event was well attended by a mixture of representatives from outsourcing provider and buyer organisations.

The attendees were appreciative of the first account experiences of the workshop trainer Bobby Varanasi who has advised numerous Fortune 500 organisations on Strategic Planning, Mergers & Acquisitions,

JVs, Private Capital Investment Evaluations, Process Reengineering, Pricing Strategies, Sourcing Relationships and Business & Financial Modeling.

Varanasi, who is the CEO of Matryzel Consulting, covered all outsourcing business models in detail, besides engaging in the distinctions these models bring at the strategic, operational and pricing levels.

*Outsourcing* magazine publisher Sritharan Vellasamy said the event proved to be a good opportunity for the audience to grasp

the dynamics and complexities of sourcing strategies and services globalisation.

Sritharan said: "The event was, indeed, a great success and we are pleased with the turnout who were very responsive to the relevant content we brought to the table. We are also hoping to organise more such quality events at regular intervals under our 'Event Series'."

The *Outsourcing* magazine is a bi-monthly publication under the banner of media company Wordlabs Media. **□**