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ea Senior Management Executive Bobby Varanasi, Awarded the Certified Outsourcing Professional (COP) Designation Posted : 11/01/2007

Folsom, California, January 11, 2007 -- In today's world of outsourcing and services globalization it has become very necessary for large corporations to work closely with highly skilled professionals as they strategize and deal with complex opportunities. To complement this necessity the International Association of Outsourcing Professionals has instituted an experience-based global recognition of professionals who can address these imperatives called the COP. Bobby Varanasi, Vice President - Strategy, Quality and Operations for ea Consulting has been recognized as a Certified Outsourcing professional (COP) in October 2006. Bobby is today one of the 15 COPs to earn this global distinction, and the first from the Asia Pacific Region.

IAOP is a global membership-based organization representing practitioners who work in the outsourcing field as clients, providers and advisors. Certified Outsourcing Professional (COP) is the first and only professional certification for people who have deep expertise in outsourcing. Each candidate had to complete and have been reviewed by a panel of their peers an extensive application documenting the projects they had led and results achieved, their personal knowledge of the strategic, implementation and operational intricacies of outsourcing, and their overall educational background - both on outsourcing and on general business topics.

"Recognition as a global outsourcing professional through the COP program is an honor as this certification emphasizes on experience and capabilities within the industry. IAOP has initiated, perhaps in a manner unique to any industry, a process that enables corporations' worldwide work with competent professionals with the sole aim of providing leadership and advice for successfully managing complex global businesses. This recognition shall continually stand testimony to the rigor and demands of the global marketplace", said Bobby, who has over 15 years of experience in the strategy consulting and management across IT, Business Process services and building offshore operations.

"We are proud to have Bobby as part of our team. The COP designation is an excellent beacon differentiating knowledgeable professionals working in outsourcing. Bobby's recognition is a snapshot of the experience and motivated multicultural people in ea that share best practices, reduce risks and increase the certainty of our outsourcing engagements. The COP recognition helps us reinforce that ea outsourcing professionals are best in class," said C K Wong, Chief Executive Officer (CEO) of ea.

Companies embark in outsourcing engagements is facing challenges to assemble a skillful professional team to negotiate, implement and oversee outsourcing deals. The outsourcing industry needs a comprehensive body of knowledge and standards for designing, implementing and managing successful outsourcing strategies. Thus, the outsourcing professionals need a dexterous combination of skills in technology, finance, law, negotiation, and project, change and performance management to manage an outsourcing relationship. In addition, they should also be able to work in various corporate environments and national cultures.

"IAOP's Outsourcing Professional Book of Knowledge (OPBOK) and the accompanying Standards are not only comprehensive and all-encompassing, but very intrinsic to the very manner in which the industry has enhanced its demand for competence over the past two decades. These standards do form a successful basis for strategizing, initiation and ongoing management of outsourcing relationships straddling multiple business and financial models", said Bobby.

“Professional executives are becoming critical resources to manage outsourcing relationships and realize the full value of outsourcing as a corporate strategy. Now, with global leaders having extensive experience on management of outsourcing relationships, companies like ea will be able to transform themselves into globally competitive firms,” stated C K Wong, CEO of ea.

As the global sourcing marketplace continues to become increasingly competitive and demanding, such process and standards will help drive best practices throughout the industry, to the ultimate benefit of clients. Recognition as a Certified Outsourcing Professional (COP) distinguishes those individuals that possess the unique knowledge and know-how it takes to design, implement and manage successful outsourcing initiatives. By earning this industry designation, certified professionals set themselves apart as preferred customers, providers, and advisors with whom to work. They also command greater respect in their field and higher compensation for their work. This new breed of outsourcing professionals enhance their company's success and their own careers by taking advantage of a wide-array of association [services](#) including networking, research, training, and certification.

About ea

ea was founded in 1990 with an office in California and an Offshore Development Centre (ODC), in Malaysia. ea is a strategic IT outsourcing partner to Fortune 500 clients, across corporate and public sectors. SAP, Microsoft, Serenic, IBM and other IT strategic providers have partnered with ea to deliver a complete suite of Enterprise Resource Planning (ERP) solutions and support services. ea has a well-established presence in the U.S with over 16 years of continued success in managing global IT services including implementation, upgrades, support, on-demand and hosting services.

ea engages with corporations looking to leverage offshore outsourcing, by deploying a proven global delivery model that provides a framework for reducing IT cost and time to market. Primary focus of our model is in creating value relationships and effective engagement management such that corporations realize benefits beyond cost arbitrage. ea's proven global delivery model is backed by CMMI® Level-5 quality and maturity standards, and the ISO9001:2000 assessments and policies. Our goal is to help our clients to optimize IT services through continued focus on globalization.

ea has twice been listed on the Inc. 500 as one of the fastest growing companies in the country, and recently listed as one of the World's Top 100 Global most Innovative Service Providers.

For more information, please visit www.ea-inc.com.

About IAOP

The International Association of Outsourcing Professionals (IAOP) was formed in early 2005 by a consortium of leading companies involved in outsourcing as customers, providers, and advisors. IAOP is a global membership-based organization shaping the future of outsourcing as a management practice, as a profession, and as an industry. It encompasses over 250 organizations around the world representing almost every industry segment and functional activity. In total, more than 38,000 individuals working in the field of outsourcing are members or users of the association's services.

IAOP also publishes the definitive ranking of outsourcing firms; The Global Outsourcing 100.

For more information, please visit www.outsourcingprofessional.org