

After BPO and KPO, it is now MPO

*****Growing maturity of outsourcing, globalization of marketing and increasing cost and talent pressures will drive outsourcing of marketing processes**

Chennai, India, May 7, 2008: CMO Axis Outsourcing Services Private Limited, the first MPO, was launched today in Chennai. Founded by Vinod Harith, former global head of marketing communications, Wipro Technologies and Pramod Harith, former head of marketing for MeritTrac Services, this company will address the demand for outsourcing and off-shoring of marketing services.

Outsourcing of marketing services have long been associated with advertising or PR or off-shoring of peripheral processes like analytics, MIS or research. Core marketing processes like content and marketing communication, email marketing and demand generation, new media strategies and thought leadership are prime candidates for remote delivery with India offering world class skills combined with an over 60% cost savings. CMO Axis will also focus on offering an outsourced CMO office service to Indian SMBs where the need for part-time, high quality marketing is very pronounced.

CMO Axis also announced the constitution of a mentor board comprising industry experts and practitioners who will guide the company through its formation and growth. Mentors include Jeff Lande, Senior Vice President, IT Association of America, Ajit Maira, Senior Vice President, IT Services Marketing Association of America (ITSMA) and former marketing lead at global organizations like CA, Xerox, Digital Equipment Corp., and IBM and Mukul Pandya, Editor, Knowledge@Wharton of the Wharton Business School.

According to an October 2007 report from First Research, the market for outsourced graphic design services in the US alone accounts for \$8 Bn of which the top 50 firms account for less than 20% of the industry revenues. Most firms are small, single location shops with less than 4 employees and average revenues of \$500,000 and 30% of the graphic designers are self employed. This infers that the market is cost sensitive and highly fragmented with limited brand loyalty. This presents a big opportunity for off-shoring to a professional, scalable outfit.

Speaking on MPO's potential to be the next big outsourcing wave, CMO Axis founder and director, Vinod Harith said "There are three key factors driving outsourcing in the CMO's office today – the increasing globalization of marketing with specific focus on emerging markets, the cost pressures on the CMO compounded by an impending slowdown and finally, the paucity of skilled people who understand the global and services marketing space. We believe that India is well placed to be a credible sourcing destination for marketing services given the growing pool of qualified marketers and our inherent cost advantages."

As proof of concept, CMO Axis has already been contracted by three SME organizations to be their outsourced marketing office and has also signed on with a leading media group in India to handle their design and content outsourcing requirements.

Commenting on their decision to partner with CMO Axis, Ranjan Sinha, CEO, Summit HR Worldwide, a global recruitment process outsourcing company said, "Apart from keeping our costs variable and predictable, outsourcing our marketing to experts helps us hit the ground running and access industry best practices. We are happy to partner with CMO Axis and believe that they have the right credentials to be an extended part of our team and help us in meeting our marketing objectives."

About CMO Axis

The first Marketing Process Outsourcing (MPO) company, CMO Axis specializes in marketing outsourcing, go-to-market and advisory services.

CMO Axis' mission is to enable marketers deliver measurable, high impact and cost efficient marketing programs by partnering with them as an extended arm of their organization.

CMO Axis' marketing outsourcing partnership model backed by an expert team of marketing professionals with significant expertise in global marketing offers organizations a range of outsourcing options including full function outsourcing, outsourced project/ program management and offshore project execution on a T&M, ODC model or a build-operate and transfer model.

For more information, visit www.cmoaxis.com