



HfS Research and the Global Sourcing Association announce global partnership to drive insight, knowledge and skills across the global sourcing industry

The Global Sourcing Association and HfS Research, the leading analyst house dedicated to the global sourcing industry have announced a partnership focused on improving the understanding, knowledge and capabilities throughout the fast-changing global sourcing industry.

The partnership agreement sees the two global sourcing organisations come together to deliver a programme of global research and events and develop a portfolio of initiatives to benefit members and subscribers alike throughout 2017. Key activities under the partnership programme include:

- The launch of a GSA Research Club, focused on unveiling and understanding game-changing issues impacting the global sourcing community, led by HfS but steered by GSA members
- Collaborating on the design of workshops focused on the skills of tomorrow needed by sourcing professionals today
- All members of the GSA will automatically receive HfS blogs as they are published and HfS thought leadership. Buy-side members will be given exclusive access to Premium HfS research
- HfS' CEO and Chief Analyst, Phil Fersht, has also joined GSA's Standards Advisory Group and will help promote and develop the Global Sourcing Standard and related qualifications around the world
- HfS Research has a very strong footprint in the United States and will play a key role in promoting GSA's Standard programme and supporting professional qualifications across America. GSA will assist HfS Research in its UK and European outreach programmes.
- HfS and GSA will also be collaborating on a global series of events focused on sourcing into 2020 and onwards.

Kerry Hallard, CEO of the Global Sourcing Association UK commented: "HfS is a provocative, thought leading analyst firm, renowned for predicting the trends before they happen and as such has excellent insight and reach across the global sourcing industry. We are delighted to partner with them to develop programmes that will greatly benefit GSA members as they grapple with the challenges of this dramatically evolving industry."

Phil Fersht, CEO and Chief Analyst at HfS said of the partnership "The GSA is a breath of fresh air in the sourcing industry as we grapple with stale delivery models, old-world mindsets and stakeholders struggling to adapt to the digital economy. We are delighted to be partnering with such a forward thinking organisation and engaging with their members."

About the GSA

The Global Sourcing Association (GSA) is the industry association and professional body for the global sourcing industry, and home of the **Global Sourcing Standard**. Its overriding objective is the ongoing development and dissemination of the Standard and supporting portfolio of qualifications in order to improve the benefits from, and positive reputation and therefore size of, the global sourcing industry.

The GSA also serves to share best practice, trends and connections across the globe and to bring the global community together in a wholly interactive manner for the first time. **The Global Sourcing Association UK**, also known as **GSA-UK**, was formerly known as the National Outsourcing Association in the UK.

About HfS Research

HfS Research is The Services Research Company™—the leading analyst authority and global community for business operations and IT services. The firm helps enterprises validate their global operating models with world-class research and peer networking.

HfS Research coined the term **The As-a-Service Economy** to illustrate the challenges and opportunities facing enterprises to re-architect their operations and thrive in this era where emerging disruptive competitors are using digital platforms and cognitive computing that can wipe out traditional enterprises overnight. HfS' **OneOffice™ Paradigm** is centered on creating the digital customer experience and an intelligent, single office to enable and support it. HfS' vision is about helping clients achieve an integrated support operation that has the digital prowess to enable its enterprise to meet customer demand - as and when that demand happens.

With specific practice areas focused on the Digitization of business processes and Design Thinking, Intelligent Automation and Outsourcing, HfS analysts apply industry knowledge in healthcare, life sciences, retail, manufacturing, energy, utilities, telecommunications and financial services to form a real viewpoint of the future of business operations.

HfS facilitates a thriving and dynamic global community which contributes to its research and stages several **OneOffice™ Summits** each year, bringing together senior service buyers, advisors, providers and technology suppliers in an intimate forum to develop collective recommendations for the industry and add depth to the firm's research publications and analyst offerings.

Now in its tenth year of publication, HfS Research's acclaimed blog **Horses for Sources** is the most widely read and trusted destination for unfettered collective insight, research and open debate about sourcing industry issues and developments.

HfS was named **Analyst Firm of the Year for 2016**, alongside Gartner and Forrester, by leading analyst observer InfluencerRelations.

To learn more about HfS Research, please email research@HfSResearch.com.

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Kerry Hallard, President of the Global Sourcing Association and CEO of the GSA-UK, is available for interview – please contact Tom Quigley.