



## The Outsourcing Yearbook 2015 is Now Available

*This year's edition of the NOA's Outsourcing Yearbook has been released, containing industry predictions, exclusive research, case studies, and expert opinion and analysis.*

The National Outsourcing Association (NOA) has published the Outsourcing Yearbook 2015, the ultimate annual compendium of outsourcing knowledge and insight.

This year's edition of the Yearbook takes a more statistical view of the outsourcing industry, providing UK professionals and citizens with outsourcing knowledge that could prove valuable ahead of voting in the 2015 General Election.

The Outsourcing Yearbook contains:

- **Exclusive research** assessing the state of the outsourcing industry and its future
- **Expert predictions** from sourcing specialists
- **Outsourcing case studies** featuring the NHS and the BBC
- **Opinions, commentary and analysis** from the industry's 'outspoken outsourcers'
- A full version of the NOA's **Directory of Outsourcing Suppliers**

Expert opinion and analysis is provided by thought-leaders from companies such as IBM, Capgemini, Marks and Spencer, Teleperformance, Infosys and more.

Predictions for the future of outsourcing are provided by C-level representatives from Gartner, NelsonHall, ATKearney and QuoCirca, along with Kerry Hallard, CEO of the NOA.

One of the main features of this year's Yearbook is our 'Value Beyond Cost' research. Key findings in the report include:

- **59%** of outsourcing-buyers plan to outsource more over the next five years
- Over a third (**36%**) of organisations that outsource do so primarily to improve their services
- The topic of innovation is not delighting outsourcing-buyers - 'innovation' is running at a success perception deficit of **31%**
- Outcome-based outsourcing contracts are becoming vastly more popular

The Outsourcing Yearbook 2015 is accessible to everyone free of charge online on the NOA's website. [Click here](#) for your copy.

### **Note to editors:**

### **About the NOA**

The National Outsourcing Association (NOA) is the leading association serving both the outsourcing professional and the global outsourcing industry. Our vision is to grow the size and positive reputation of the outsourcing industry. Our mission is to be both the home and global ambassador of world class outsourcing. [www.noa.co.uk](http://www.noa.co.uk)

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