

## Take Your IT Outsourcing Intelligence TO A WHOLE NEW LEVEL

**Online Market Assessment (OMA).** Anytime access to ITO market price realities.

**ProBenchmark's OMA** is the first and only online modeling engine giving you direct, anytime access to current, competitive market price intelligence for IT outsourcing (ITO) services.

- >> **Compare** your IT outsourcing spend to the market
- >> **Identify** cost drivers
- >> **Predict** price impact of contract changes
- >> **Evaluate** price competitiveness prior to an outsourcing transaction
- >> **Maintain** ongoing oversight of price competitiveness throughout your existing agreement

### Why OMA?

Benchmarking does not have to be time consuming, labor intensive or costly - it can quickly give organizations the ability to assess market pricing results for important business decisions, from determining price fairness prior to contract to determining whether or not to formally investigate outsourcing.

With OMA, you can quickly, accurately and directly access real-time ITO market price intelligence at the fraction of the cost of hiring an external benchmarking consultant.

By changing the values of key metrics, you can recognize gaps in price, identify cost drivers, evaluate scope and predict price impact of contract changes.  $9.35 \times 10^{58}$  – that's the number of possible price outcomes in the server tower alone!

With OMA, you'll have the ultimate flexibility of seeing current market prices for multiple IT towers, including server, desktop, help desk, mainframe, storage, and more.

- >> **Accessible:** No installation required – web-based Software-as-a-Service (SaaS) with 24/7 anytime access.
- >> **Secure:** Utilizes an SSL-encrypted secure workspace. Data is never exposed to anyone other than the authorized user.
- >> **Scalable:** Parametric modeling engine generates *nearly infinite scenarios* according to input relationships; price output accurately reflects size, complexity and scope.
- >> **Consistent:** Automated, parametric platform provides repeatable "single version of reality," eliminating subjectivity while significantly increasing reliability of results.
- >> **Reliable:** Powered by the proprietary MARQbase™ database, containing hundreds of contracts and thousands of price data points, updated quarterly to reflect current market realities.

**“ ProBenchmark's products and consulting services gave me the information to decide on a course of action, the ability to implement that decision, and the framework to get the value from that decision. ”**

~ VP Procurement, Northeastern Financial Services Group