

COP Benefits

End-to-End Outsourcing Lifecycle Management
On-Site/Off-Shore Dedicated Project and Product Management
China Business Advisory and China Market Entry

For IT outsourcing service Buyers: Fast Result, Great Decisions

As a sourcing advisor and/or outsourcing end-to-end service provider,

COP ensures the right IT outsourcing strategy and efficient outsourcing project management.

Our value includes:

- Buying strategy evaluation
- Insource vs. outsource analysis, outsourcing component selection
- Finding the right vendor or vendors for each need
- Lowering cost relative to service level
- Reducing exposure to prevalent risks
- Cutting procurement time from months to weeks
- Detailed auditable process documentation
- Professional outsourcing project management

For China Market Entry Clients: Fast and Effective Market Entry
As a strategic research and market entry solution provider, COP delivers private

label research on multiple China's industries (including mobile, internet, telecom, pharmaceutical etc)

Our focus includes:

- China market entry strategy and business planning
- Outsourcing and China strategy ecosystem: partners, competitors, M&A targets
- Product planning: customer sat, feature / function
- Primary research: interview / web surveys
- Secondary research: public and private data
- Living deliverables with scenario building
- Professional marketing project management

For Vendors: Right Client, Fast Sales Cycle

As a vendor channel partner and/or outsourcing vendor, COP delivers highly qualified opportunities in the "sweet spot" of your offerings with a win-win strategy.

Our value includes:

- Validating a prospect's seriousness of intentions
- Structuring requirements in a short response form
- Shortening sales cycles and reducing labor costs
- Promoting advanced / niche offerings
- Providing detailed feedback on deals won / lost
- Mediating disputes and ensuring stability