

## Balanced Viewpoint Announces Gold Sponsors for WorldSourcing 2009 Conference

**For release: 07 November, 2008**

**TORONTO, Canada** – Balanced Viewpoint announced the Gold Level Sponsorship team for the Balanced Viewpoint WorldSourcing 2009 Conference today. The Conference will take place in the Neptune Theater in Halifax January 12, 2009.

The conference's Gold Level sponsors are IBM, Dextrys and Branham Group who are among the leaders in the outsourcing industry

**IBM Canada Ltd.** is one of Canada's leading providers of advanced information technology, products, services and business consulting expertise. We are dedicated to helping our clients innovate and succeed through the end-to-end transformation of their business models and the application of innovative technology and business solutions. IBM Canada and its wholly-owned subsidiaries employ more than 19,000 regular full-time and part-time people across the country. In addition, IBM provides temporary employment for 3,800 people, including 805 students. Suhas Bhide, partner and vice-president of Global Delivery, Global Business Services, of IBM India, will deliver the highly anticipated opening keynote address on Monday, January 12, 2009, at 8:30 a.m.

**Dextrys** is a US-based China outsourcing firm delivering Product Engineering and Application Services. Dextrys combines 20 years of US technology project management and consulting experience with a world-class engineering presence in China. Dextrys clients operating in business markets such as financial services, high tech and healthcare gain local accountability, rich domain experience and high-quality outsourced development capabilities at substantial cost savings. With more than 1,000 employees across Boston, New York, Los Angeles, San Francisco, Atlanta, Shanghai, Beijing, Hong Kong, and Suzhou, China, Dextrys is "making China easy." Brian Keane, president and chief executive officer of Dextrys will deliver the closing keynote address on Monday, January 12, 2009, at 5:00 p.m.

**Branham Group** is a strategic marketing and management consulting firm in the global ICT sector headquartered in Canada. Branham delivers innovative input by shaping data, intelligence and knowledge into focused analysis, breakthrough advice and thought leadership. Branham also delivers multi-client studies in areas in all industries. The firm also maintains a heritage of tracking the top IT firms in Canada. Now in its fifteenth year, the Branham300 highlights top Canadian and multinational IT companies, providing intelligence into the Canadian information technology market. The Directory of Outsourcing Companies and Capabilities is a key source of companies in Canada with outsourcing capabilities. Wayne Gudbranson, president and chief executive officer of Branham Group, will deliver his keynote address focused on emerging destinations on Monday, January 12, 2009, at 3:15 p.m.

Attendance is limited. Anyone involved with outsourcing is encouraged to attend, including industry, finance, and investment executives; federal, state and provincial, and regional government officials; and elected officials. All attendees must register for the summit, including press, who may attend without charge. To register, view the conference agenda, or see the complete list of speakers, sponsors and partners, visit: [www.balancedviewpoint.com/worldsourcing2009](http://www.balancedviewpoint.com/worldsourcing2009).

For more information, contact:

Arthur Doyle  
Media Relations, Balanced Viewpoint  
(506) 450-6118  
[arthur.doyle@balancedviewpoint.com](mailto:arthur.doyle@balancedviewpoint.com)  
[www.balancedviewpoint.com/worldsourcing2009](http://www.balancedviewpoint.com/worldsourcing2009)



**About Balanced Viewpoint**

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global information telecommunications industries and delivers thought leadership and actionable advice to enable its clients to make more informed business and technology decisions with a specific focus on emerging global challenges and risks. Balanced Viewpoint is a privately owned firm with professionals operating out of Canada and the U.S. For more information about Balanced Viewpoint, visit [www.balancedviewpoint.com](http://www.balancedviewpoint.com).