



● **Sierra Atlantic Recognized by Leading Industry Expert neoIT and Managing Offshore Newsletter, in First Annual 'Offshore 100' Ranking of Top Global Suppliers**  
*'Offshore 100' Honors Global Service Providers for Leadership, Innovation and Outstanding Performance*

FREMONT, CA – January 10, 2005 – Sierra Atlantic, a rapidly growing leader in global enterprise application services, announced today that the company has been named to the Annual Offshore 100 ranking of top global suppliers by Managing Offshore newsletter and offshore outsourcing advisory expert neoIT. Sierra Atlantic was also named to the Specialty Application Development Leaders list.

An awards ceremony will be held on January 19, 2005 at neoIT's Annual Global Outsourcing Conference at the Metropolitan Hotel in New York City. At the January awards event Eugene Kublanov, Vice President of Corporate Development for neoIT, and Rusty Weston, Editor of Managing Offshore, will present the findings of the study that ranked global ITO (information technology outsourcing) and BPO (business process outsourcing) suppliers. This is the first year that Managing Offshore and neoIT have issued the rankings. A complete list appears in the January 2005 issue of Managing Offshore and online at [www.theoffshore100.com](http://www.theoffshore100.com).

For over a decade, Sierra Atlantic has built a stellar reputation of developing deep R&D relationships with leading enterprise application vendors including Oracle, PeopleSoft, Siebel and Agile, and serving their customers. Using its NShore™ Methodology, Sierra Atlantic provides complete lifecycle Enterprise Application Management solutions. NShore™ consists of best practices, tools and processes that ensure the right mix of on-shore, near-shore and offshore software services for both enterprise application vendors and their customers. With development centers in the United States, United Kingdom, India and Singapore, and the NShore™ methodology, Sierra Atlantic caters to global customers to spearhead software development, implementation and support initiatives.

"Our company has emerged as the leading specialist in offshoring enterprise application packages," said Marc Hebert, EVP of Sierra Atlantic. "We are both proud and privileged to be recognized with such a prestigious award by neoIT and Managing Offshore."

"The ranking reflects the growing strength of the global outsourcing industry," stated Vice President of neoIT, Eugene Kublanov. "The Offshore 100 firms are witnessing the tangible effects of the offshoring trend representing over \$90 billion in outsourcing revenues, and growing at a compounded annual rate of 20% from 2003 to 2005."

Over 250 data points were analyzed from a wide range of service providers that included large multi-national firms, emerging BPO providers and small domestic IT services firms. The data points were clustered in four categories that included general company information, client data, operational capabilities and human resource policies. Respondents to the survey included firms from 13 countries around the world representing many of the most popular offshoring destinations such as India, The Philippines, China, Russia, Malaysia and Mexico.

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“neoIT and Managing Offshore created the Offshore 100 to identify the global universe of ITO and BPO suppliers,” noted Managing Offshore’s Editor Rusty Weston. “The Offshore 100 is the first study of its kind that goes beyond an alphabetical database of global suppliers. We have created ranked sub lists from the universe of the Offshore 100 that identify leaders in various categories such as the top 5 companies to watch south of the border and the top 10 rookies to watch in 2005.”

### ● About CMP's Managing Offshore

CMP Media's Managing Offshore ([www.ManagingOffshore.com](http://www.ManagingOffshore.com)) is a monthly newsletter for global-sourcing managers. Subscriptions to Managing Offshore include 12 monthly issues plus unlimited access to a library of previous issues, articles in HTML format, and bonus downloads such as exclusive research reports. Managing Offshore also produces the exclusive Managing Offshore Index, an interactive stock listing of 20 of the most influential providers of offshore services.

### ● About neoIT

neoIT is the leading offshore advisory and management firm. neoIT focuses exclusively on assisting companies in maximizing their returns from the offshore sourcing of both information technology and business processes on either a project or enterprise wide basis. neoIT solutions deliver results in the form of cost savings, improved governance, reductions in sourcing process time and decreased risks with offshore supplier partnerships or own operations. neoIT’s clients for offshore advisory and management include leading Global 5000 firms in financial services, insurance, healthcare, telecommunications, utilities, oil and gas, consumer goods, logistics, retail, entertainment, manufacturing and other industry sectors. For more information, visit [www.neoit.com](http://www.neoit.com).

### ● About Sierra Atlantic

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in Oracle, PeopleSoft, SAP and Siebel. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle application management solutions -- strategy, implementation, integration, upgrade and support -- using our NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 300 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Chicago, New York, London, India, Malaysia and Singapore. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

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