



NelsonHall features Fractal Analytics as one of the world's leading KPO players in its latest report "Knowledge Process Outsourcing Assessment and Forecast".

February, 2008

Leading BPO analyst firm, NelsonHall has featured Fractal Analytics in its latest report released in February, 2008- "Knowledge Process Outsourcing Assessment and Forecast". Fractal has been listed as one of the top KPO firms based out of India catering to US, European, Asia-Pacific and Indian markets in the areas of CRM analytics, marketing modeling, risk analytics, business analysis and consumer research. NelsonHall has also rated Fractal very high on the Flexibility vs. Information management quadrant as one of the only players which rank high both on Flexibility and Information management metrics. The classification was based on analysis of certain key factors that include:

- Rapid entry in to new markets
- Scaling up and down of operations
- Adaptation to business change
- Ability and resources to convert data in to actionable information
- Ability to coordinate information across lines of business

This report can be purchased at the link <http://www.nelson-hall.com/report-purchases/?avpage-views=article&id=61242&fv=1>

About Fractal Analytics

Fractal Analytics is a leading provider of advanced analytics services and helps companies across the globe enhance profitability by powering their customer management efforts with scientific decision making. Fractal has deployed analytics to drive significant value for many Fortune 1000 companies in the areas of customer acquisition, retention, value enhancement, risk management and marketing optimization. Fractal caters to companies in financial services, insurance, retail, CPG and telecom domains. The company has global presence with offices in New Jersey, California, Mumbai, Singapore, New Delhi and Kolkata.