

Black Book of Outsourcing recognizes Fractal Analytics as a top KPO globally for the second successive year

Fractal Analytics, a provider of predictive analytics, announced today that it has been named the 4th best overall KPO organization worldwide in the 2009 survey by Black Book of Outsourcing.

Mumbai, Maharashtra, December 9, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- Fractal Analytics, a provider of predictive analytics, announced today that it has been named the 4th best overall KPO organization worldwide in the 2009 survey by Black Book of Outsourcing, placing it ahead of larger industry players such as Cognizant, Capgemini and EXL Services. Fractal has featured prominently in the annual Black Book of Outsourcing surveys for two successive years, securing top 10 global ranks for Consumer Packaged Goods (1st in 2008), Financial Services (4th in 2008) and Insurance (8th in 2009) industries .

"It is an honor for us to be among the top five knowledge services firms," said Pranay Agrawal, EVP, Fractal Analytics. "It reflects the trust our clients have placed in us in outsourcing their data driven decision management and analytics processes."

"Decision sciences and predictive analytics have emerged as significant drivers of competitive advantage for companies globally", said Srikanth Velamakanni, CEO of Fractal Analytics, "Our goal is to be the most respected provider of analytics globally."

The Black Book of Outsourcing survey is widely acknowledged as an important source of customer opinion and qualitative vendor assessment for the 1400 Billion USD global outsourcing industry. The survey covers more than 24,000 high level outsourcing decision makers, evaluating service providers on more than 30 parameters for client satisfaction and operational excellence.

Notes to Editor

About Fractal Analytics

Fractal Analytics (<http://www.fractalanalytics.com>) 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 retail, CPG, financial services, insurance and telecom industries. Fractal currently has a global presence with offices in New Jersey, California, Mumbai, Singapore, New Delhi and Kolkata.

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