



“Next-wave” Location Profile – Atlanta, Georgia

Locations Insider™ (LI)

Market Report – February 2018: Complimentary Abstract / Table of Contents

Our research offerings for global services

▶ Market Vista™

Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

▶ Application Services

▶ BPS | Banking Financial Services

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▶ IT Services Forecaster™

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▶ PricePoint™

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▶ Recruitment & Talent Acquisition

▶ Service Optimization Technologies

▶ Transaction Intelligence

Subscription information

- The full report is included in the following subscription(s)
 - **Locations Insider™**
- In addition to published research, a subscription may include analyst inquiry, data cuts, and other services
- **If you want to learn whether your organization has a subscription agreement or request information on pricing and subscription options, please contact us**

* Banking, financial services, and insurance

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment



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Overview and methodology of the research

Overview of the research

Everest Group's Next wave location profiles provide crisp, yet insightful assessment of emerging / "Next-wave" countries or cities for services delivery. These reports help global sourcing practitioners or location strategy professionals stay ahead of competition in understanding global sourcing opportunities in "Next-wave" locations.

These reports offer perspectives on key dimensions that impact a location's relative attractiveness, including:

- Key drivers, challenges and untapped opportunities for global sourcing industry
- Talent and skills availability (at both entry and experienced levels)
- Depth and maturity across functions
- Financial attractiveness (including wage inflation and attrition)
- Delivery presence of enterprises and service providers
- Key languages supported
- Key environment risks (e.g., macroeconomic, geopolitical, infrastructure, safety and security, legal and regulatory)

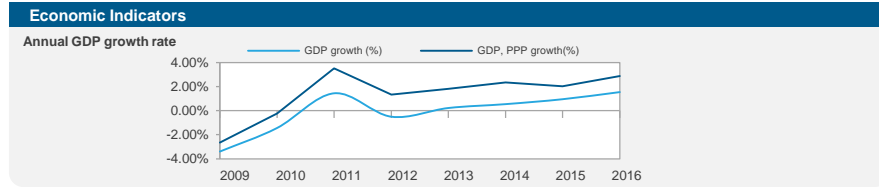
The methodology of these reports includes:

- Proprietary tracking and databases on operating costs, labor pool, market activity, and risks
- Year-round tracking of 200+ locations around the world
- Coverage across all offshore, nearshore, and onshore locations across regions (APAC, Europe, North America, Latin America, Africa)
- Over 120 global projects on supporting clients on location decisions
- Executive-level relationships with buyers, service providers, technology providers, and industry associations

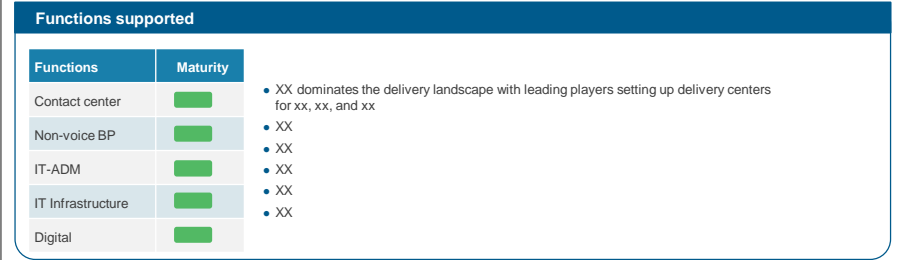
This study provides perspectives on key aspects of the global sourcing market in the location; below are four charts to illustrate the coverage of the report

Country/City | Overview

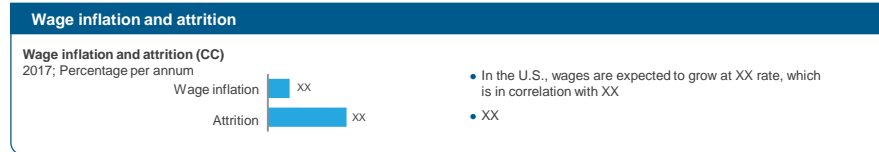
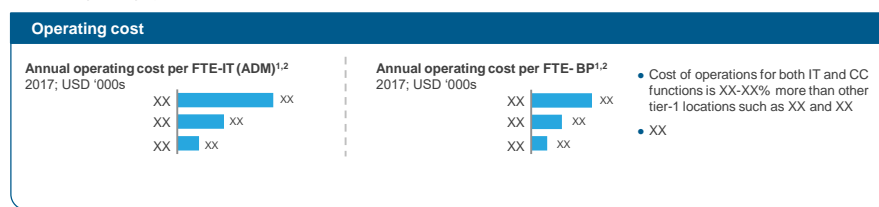
Geographic and socio-economic indicators	
Region	XX
Time zone	XX
Government type	XX
Population	XX
GDP	XX
GDP per capita	XX
Currency	XX
Corporate tax rate	XX
CPI inflation	XX
Major languages spoken	XX
Economic development agency	XX



Country/City | Talent and cost overview (page 1 of 2)



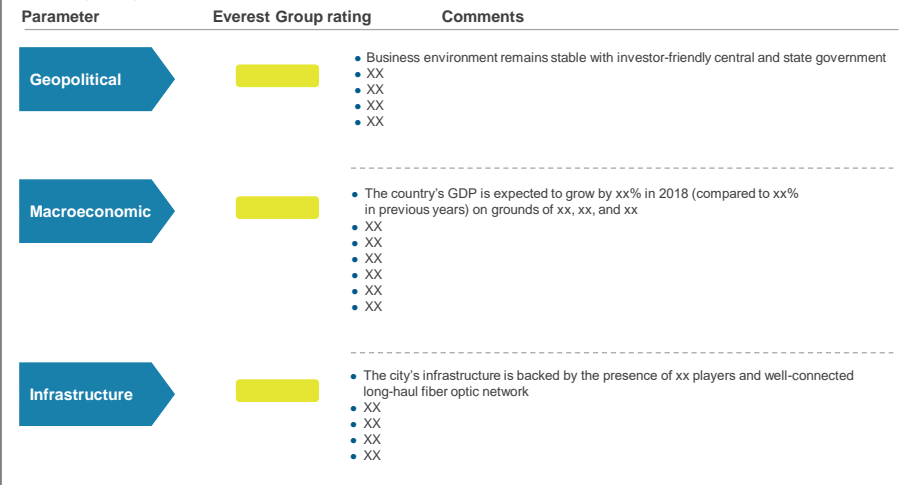
Country/City | Talent and cost overview (page 2 of 2)



Language skills

- XX
- XX

Country/City | Risk profile



Research calendar – Locations Insider

■ Published ■ Planned □ Current release

Flagship Locations Insider reports

Release date

"Next-wave" Location Profiles – Krakow, Poland	October 2017
"Next-wave" Location Profiles – Belfast, Northern Ireland	October 2017
"Next-wave" Location Profiles – Medellín, Colombia	November 2017
"Next-wave" Location Profiles – Chengdu, China	January 2018
"Next-wave" Location Profiles – Atlanta, U.S.	January 2018
"Next-wave" Location Profile – Johannesburg, South Africa	Q1 2018
"Next-wave" Location Profiles – Manchester, UK	Q1 2018
"Next-wave" Location Profiles – Timisoara, Romania	Q1 2018

Thematic Locations Insider reports

Changing the Contact Center Delivery Model to Target Customer Experience	October 2017
What is the True Maturity of Indian Contact Center Market?	October 2017
Brexit, GDPR, and Digital Winds of Change: Disruption or Transformation of Service Delivery to the UK and Ireland?	October 2017
Poland Tier-2/3 Cities: Complementing Tier-1 cities or Carving a Niche for Digital Services	December 2017
Betting on the Future – The Bangladesh IT-ITeS Industry is Poised for Growth	December 2017
Where are FinTech Startups Concentrated?	Q1 2018
Locations Predictions for 2018	Q1 2018
How Has Brexit Affected UK's Talent Pool?	Q1 2018

Note: For a list of all Locations Insider™ reports published by us, please refer to our [website page](#)

Additional research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **Global Locations Annual Report 2017: Signs of Structure in a Disordered World** ([EGR-2017-2-R-2234](#)); 2017. The report is a unique and comprehensive guide to understanding the nuances of the global services locations landscape and interpreting locations-related developments and trends to frame locations strategy. It presents insights into the size and growth of the global services market, update of locations activity, changes in risk profiles of locations, and an analysis of the maturity, arbitrage, and potential of locations (MAP Matrix™)
2. **Poland Tier-2/3 Cities: Complementing Tier-1 Cities or Carving a Niche for Digital Services?** ([EGR-2017-2-R-2451](#)); 2017. This report takes a closer look at the value proposition offered by tier-2/3 locations in Poland as delivery destinations for global services industry. It presents insights into the size and growth of the global services market in tier-2/3 cities, value proposition offered by these cities, impacts of global events on these cities' competitiveness, digital services adoption trends, and a comparative assessment of locations from talent, cost, and business risk perspective.
3. **“Next-wave” Location Profile – Medellín, Colombia** ([EGR-2017-2-LP-2417](#)); 2017. This report analyses Medellín and offers perspectives on global sourcing profile of Medellín, key opportunities, drivers, and challenges, along with an overview of talent availability, operating costs, and environment risks

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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