

**FINAL – FOR IMMEDIATE RELEASE**

## **iRise CEO Emmet B. Keffe III To Lead Global Sourcing Thought Leadership Panel At World BPO/ITO Forum**

*Session will discuss global sourcing trends, new business models for 2010 and beyond*

**EL SEGUNDO, CA – June 28, 2010** – [iRise®](#), the global leader in enterprise visualization solutions today announced that iRise CEO and co-founder Emmet B. Keffe III will be leading a panel discussion at the [3<sup>rd</sup> annual World BPO/ITO Forum](#), the premier off-shoring thought-leadership event, being held this year on July 28-29 at the Hyatt on the Hudson in Jersey City, New Jersey. The event features an impressive speaker lineup presenting sessions that explore the trends, benefits and trade-offs for companies looking to align their sourcing strategy with their core business and financial goals.

Mr. Keffe, a member of the board of directors for the World BPO/ITO Forum, will be leading an opening session entitled: “Global Sourcing Trends for 2010 and Beyond: New Business Models and Destinations.” Mr. Keffe will be discussing the role that enterprise visualization plays in accelerating the value delivered from global sourcing strategies. Each panelist will bring an active and unique perspective on the strategies for capturing growth and lowering cost by shifting from single to multi vendor delivery models, and the added management attention needed in this changing landscape.

Panelists for this session include:

- Brad Bernstein, partner, head of business services, FTV Capital
- Tsvi Gal, chairman, Society for Information Management-NY; partner, Exigen Capital; former CTO, Deutsche Bank
- Karl Keirstad, senior equity analyst, Software and IT Services, Kaufman Bros.

“It is quite clear that the future of successful organizations lies in ‘transformational off-shoring,’ stated Kartik Kilachand; CEO & co-founder World BPO/ITO Forum. “Making better use of skilled U.S.-based professionals promises to help companies be more efficient and productive while at the same time improving quality, which leads to sales growth. U.S. companies are beginning to see ‘off-shoring’ less as a pure cost strategy and more of a transformational strategy to implement growth projects that otherwise would not have been affordable.”

The World BPO/ITO Forum has come to widely be recognized as the “Davos” of BPO and ITO. This unique event offers executives access to the world-class thought leaders and practitioners in the off-shoring space along with an opportunity to network with their peers in the industry. Instead of traveling around the world in search of the right business partners, these companies can also meet with service providers from several global regions on site at the event.

“The World BPO/ITO Forum is an important venue for executives to share best practices and lessons learned,” stated Emmet B. Keffe III, CEO and co-founder of iRise. “When leveraged

correctly from a people, process and technology point of view, global sourcing can be a powerful way to both cut cost and accelerate delivery of net new revenue generating innovation.”

### **Enterprise Visualization – The Ultimate Change Agent**

Enterprise visualization software from iRise gives business and IT leaders a powerful way to “move the needle” and cost-effectively drive change in their organizations. iRise is the only enterprise grade, real-time collaborative software definition platform on the market today. By enabling global organizations to “test drive” and fully experience critical business systems early in the process, iRise is now an essential strategy to modernize their systems, consolidate applications, cut cost, accelerate delivery and leverage global sourcing partnerships without the usual confusion and risk.

With thousands of projects completed successfully, the value of visualization has proven to be enormous for businesses in highly competitive markets:

- Get to market twice as fast;
- Eliminate 30% of project cost;
- Ensure success of global sourcing strategies; and,
- Dramatically improve customer experience

### **About iRise**

[iRise](#) is the world’s leading provider of enterprise visualization software for business applications. Visualization has become a critical competitive advantage for businesses to more effectively communicate their needs to technology teams and give everyone involved the ability to interact with and fully experience applications before they are built. Companies of all sizes like [General Motors](#), [UPS](#), [FedEx](#), [BP](#), [Haworth](#), [Manpower](#), [M.D. Anderson Cancer Center](#), and hundreds of others use iRise to “test drive” their applications before building, which accelerates time to market, improves customer experience, and drives cost down. At iRise, we believe that by 2020, all business software will be visualized before being built, the same way that every car, airplane, and building is visualized today. Headquartered in El Segundo, Calif., iRise is backed by [Morgan Stanley Venture Partners](#), and [Deutsche Bank](#), and has sales offices across North America and in London.

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