

Helping you find your way to success in Outsourcing



“Outsourcing Transactions: A Practical Guide is the **definitive guide** on how to structure outsourcing transactions so they result in **win-win relationships**.

Its practical approach makes it **a must-read** for any professional who practises in this area.”

Robert J. Osborne
General Counsel
PwC LLP



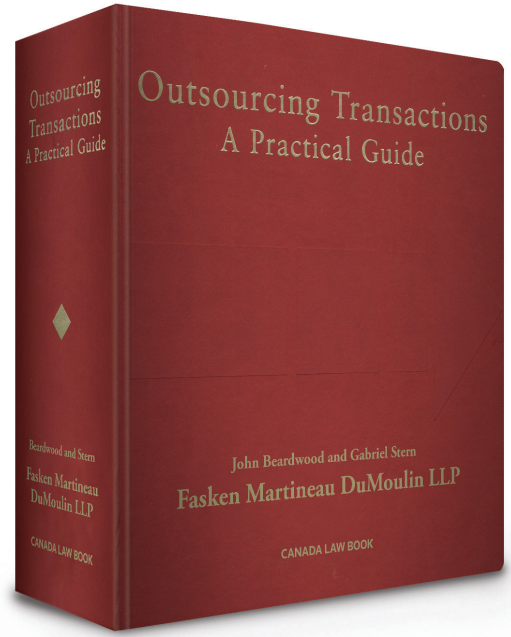
John P. Beardwood, B.A., M.A., LL.B., is a partner at Fasken Martineau DuMoulin LLP, engaged in a corporate/commercial practice, with an emphasis on information technology, outsourcing and privacy law-related matters. John is regularly listed among the world’s preeminent internet and e-commerce lawyers in *Who’s Who Legal - The International Who’s Who of Business Lawyers* where, in addition to being referred to as “an authority on outsourcing” in the *Guide to Internet and E-Commerce Lawyers*, he is identified as being both one of the two most highly nominated Canadian lawyers in the Guide, and one of the ten “most highly regarded individuals” globally. He is consistently recognized in *The Best Lawyers in Canada* for information technology law, and highly recommended as an outsourcing practitioner in the *PLC Which Lawyer? Yearbook* and in the *PLC Outsourcing Handbook*. His biography is to be included in the *Canadian Who’s Who* (2010). Mr. Beardwood is a frequent national and international speaker and writer on various technology, outsourcing and privacy law-related topics, and is the co-editor and contributing author of the leading industry text *Outsourcing Transactions: A Practical Guide*.

Mr. Beardwood is Chair of the firm’s Technology and Intellectual Property Group (Toronto), Co-Chair of the firm’s National Technology and Intellectual Property Practice Group, Vice-Director of the Privacy and Information Protection Practice Group (Toronto) and Co-Chair of the Outsourcing Practice Group.



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Outsourcing - we wrote the book...



How can you realize the benefits of outsourcing while minimizing the risks?

Although there are often significant benefits to outsourcing, the challenges of entering into a successful arrangement can be complex. “**Outsourcing Transactions: A Practical Guide**” is a loose-leaf service that analyzes the critical issues from the perspective of both parties while demonstrating how successful outsourcing relationships can be created and maintained for the long term. The innovative thinkers at Fasken Martineau draw on their deep outsourcing experience to simplify and guide you through the full process. Each chapter has been written by subject matter experts in multiple jurisdictions identifying key legal and business issues such as:

- Drafting win-win outsourcing agreements
- Managing the RFP process
- Defining the scope of project services and transition-in and -out services
- Developing and implementing strategic sourcing models, and tactical sole sourcing and multi-sourcing models
- Designing innovative and flexible pricing structures
- Developing effective service levels, benchmarking and performance criteria
- Establishing critical project management, change control and governance structures
- Designing the transaction to risk manage special issues such as bankruptcy and insolvency, and insurance requirements
- Conducting mid-term or end-of-term performance reviews/contract renegotiations

This guide is an invaluable resource in realizing tangible market benefits and long term success.

For more information about the guide or outsourcing in general, please visit our website at www.fasken.com/outsourcing or contact the editor directly:

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