



Outsourcing for Subscription Businesses: How to select a co-sourcing partner



Cognition Solutions is a leading provider of market, competitor and client intelligence services.

Cognition is sector agnostic, but we 20 years' experience working with the leadership teams at publishing, BI and events businesses globally, ranging from FTSE100 / Fortune 500 companies through to start-ups.

We help companies to provide better experiences for their clients by leveraging the power of data to create better products, a heightened understanding of market opportunities, and more evolved and deeper relationships with individuals.

The following guide provides a list of questions by category that are intended to help you select the right outsourcing partner. They are based on the questions we get asked. I hope that they may also help you frame your thinking when deciding if a process of project is suitable for taking out of house.

Please do get in touch if you would like to discuss.

Kind regards,

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Co-Sourcing Checklist – the questions you should ask?

Experience & Expertise

- What is your experience in outsourcing similar projects or tasks?
- Can you provide examples of past collaborations and their outcomes?
- What industry specific expertise do you bring to the table?

Capabilities & Resources

- What is the size and composition of your team?
- Do you have the necessary infrastructure and tech stack to support our project?
- How do you ensure that you have the right talent and skills for our needs?

Integration & Collaboration

- How do you envision our collaboration process ?
- What measures will you take to integrate with our internal team and process?
- Can you provide references who speak to these capabilities?

Quality Assurance & Performance Metrics

- What quality control processes and measures do you have in place?
- How do you track and report progress and performance?
- What are the KPIs will be used to evaluate the success of our partnership?

Co-Sourcing Checklist – the questions you should ask?

Data Security & Compliance

- How do you handle data security & privacy?
- Are you compliant with the relevant industry and governmental / regional regulations?
- Can you provide a statement of these policies and practices?

Scalability & Flexibility

- How easily can your team and resources scale up or down to accommodate evolving needs?
- What flexibility do you offer in terms of adjusting project scope or timelines?

Pricing Structure

- What is your pricing model and how does it align to our budget?
- Are there any hidden or additional costs that we should be aware of?
- Can you provide a detailed breakdown of pricing for our specific project?

Communication & Reporting

- What communication channels and tools do you use for regular updates and feedback?
- How often will progress reports and status updates be provided?
- What is your approach to addressing issues or changes in the project?

Co-Sourcing Checklist – the questions you should ask?

References & Case Studies

- Can you provide references for clients with similar projects?
- Are there any case studies or success stories related to co-sourcing collaborations that you have been involved in?

Cultural Fit

- How would you describe your company culture, and does it align with our values and work style?
- Will our team be working with the same individuals on your team for the project duration?
- What steps will you take to ensure a good cultural fit between our teams?

Long-term Partnership

- Are you open to establishing a long-term partnership beyond the initial project?
- How do you envision adding value to our organization in the long run?

Exit Strategy

- What happens if the partnership doesn't meet our expectations or needs to be terminated?
- Do you have a plan for transitioning responsibilities back in-house or to another provider if necessary?

Truly Exponential

Early on, we have embraced new technologies to create a completely digital workplace where teams distributed around the world work seamlessly across the virtual & physical environment.

Our teams operate digitally as they would from the office. For us, geography is history!

Of course, we see the significance of the physical world we live in and the timeless charm and effectiveness of in-person meetings and we are glad to get on the road or meet at our offices to engage with our clients who prefer to do business in person.

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