

CALL FOR PARTICIPATION IN TSIA RESEARCH

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Subject: **TSIA 2011 PS Market Rates Study**

Background

TSIA creates opportunities for members to participate in focused benchmarking studies that go beyond the core research that forms the basis of our primary PS dataset. This program was created at the urging of our Advisory Board and represents a significant value-add for our members. Three studies were completed in 2010: PS Compensation, Market Rates, and PS Project Performance. The 2010 Market Rates Study, a detailed inquiry into billable rates, was the most heavily subscribed of any study we've ever done, and yielded a wealth of data points and insight. We are now launching the 2011 edition of the **TSIA PS Market Rates Study**.

Highlights

1. Every TSIA member organization is entitled to participate in the 2011 PS Market Rates Study.
2. The 2011 PS Market Rates Study Steering Committee will consist of the first five to seven member companies that make the commitment to participate on the Committee. Steering Committee participation in this study is being offered initially to participants of the 2010 Market Rates Study and the PS Advisory Board companies. The Steering Committee will have a significant opportunity to shape and mold the study. Committee members will provide input and commentary throughout the formulation of the study, and will have final say on the approval of the survey instrument. In exchange for this effort, Steering Committee member organizations will receive a significant discount on the cost of participation (pricing details below).
3. The minimum number of participant member organizations needed to launch the study is 10. There is no maximum number of contributing participants. We will continue to accept new participants through at least July 9.
4. Depending on guidance and input from the Steering Committee, the study will collect, at a minimum, billable rates data along with the following dimensions:

- a. List and realized rates
 - b. Local and remote resources
 - c. By PS position (six were surveyed in the 2010 study)
 - d. By level within PS position (three were surveyed in the 2010 study)
 - e. By geography (34 were surveyed in the 2010 study)
5. The results of the study will be anonymous. Participants' responses will not be associated with company or company representatives' names in any reports, presentations, webcasts, or other disseminations of the results of the study.
 6. TSIA staff will administer the survey, perform a detailed analysis of the survey results, and create all deliverables, including a webcast readout and full research report.

Investment Levels

There are three investment levels for TSIA members:

- Steering Committee Member: \$2,750 or 1 Research Voucher
- Contributing Participant: \$5,500 or 2 Research Vouchers
- Non-Participant: \$11,000 (report access after four-month quarantine)

Once the analysis is complete, only Steering Committee Members and Contributing Participants will have access to the detailed study results. Upon completion of the study, TSIA retains the right to refer to high-level study results in member webcasts, event presentations, and other TSIA research. After a quarantine period of **four months**, study results will be made available to the broader membership at the Non-Participant fee shown above. At no time will study results be made available to non-member companies. At no time will participating companies be identified outside of the participant group.

Deliverables

Steering Committee Members and Contributing Participants will be provided the following deliverables:

- Participants-only results webcast
- Study report in PPT format
- 60 minutes of inquiry time with TSIA analysts to address specific questions about the study
- Data file with study results

Project Schedule

End-to-end—from design to availability of study deliverables—the 2011 PS Market Rates Study is expected to take four months to execute. Major milestones for the study are as follows:

| Milestone | Date |
|--|-------------|
| Email prospectus to prospective SC members | 6/9/2011 |
| Convene 1st SC meeting to review and solicit input on the 1st draft of study questionnaire | 6/30/2011 |
| Launch participation campaign into general membership | 6/20/2011 |
| Launch study | 7/4/2011 |
| Close participation | 8/26/2011 |
| Close fielding | 9/9/2011 |
| Conduct participant webcast; Delivery Study Report | 9/30/2011 |