

Support service professionals key to outsourcing success

Illustration by ASIT BAGCHI

THE case study clearly reinforces that off-shore development is fast emerging as one of the biggest growth areas in Indian IT market. Currently, India is a small player as it has been able to capture only a small fraction of \$180 billion global market.

However, with the increased pressure on global companies facing pressing demands for lower and lower prices to stay competitive, while at the same time delivering high quality products with minimal turnaround time, the

trend of off-shoring development work is fast ushering in. Global Support Center requirement for development includes the availability of support service professionals along with the latest hardware, collaborative software, and network infrastructure. These are now available in India, thanks to India becoming the back-office of the developed world.

India has established itself as a significant player in the global IT arena with its huge pool of IT professionals with experience of various industry verticals, project management and varied sets of technologies and tools.

Therefore, outsourcing to India provides the core benefits of technological agility, quality, flexibility, cost control and, time-to-market and competitive advantages. In addition, the language and cultural barriers faced while outsourcing to other countries is non-existent as Indians are

proficient in English language skills and inter-cultural understanding.

The presence of renowned technical and business schools in India ensures the availability of professionals proficient in diverse domains

Indian professionals have developed expertise in global processes owing to the large software exports (over 95 countries around the world) and the huge growth of the BPO sector in India. Moreover, the presence of large global giants such as DELL, Microsoft and GE, in diverse fields ranging from IT, hospitality, manufacturing, finance, education to healthcare, have enriched and helped in polishing Indian skill sets. Thus, providing Indian professionals with a global perspective and expertise ranging into diverse domains and incorporating international best practices.

Moreover, Information Technology is the top priority for the Government of India in

view of the huge amount of foreign exchange brought in by this sector. Nasscom has forecasted that by 2008, off-shoring development revenue for Indian companies could reach \$8 to \$11 bn. Similarly, a report published by Frost & Sullivan by 2010, outsourcing of R&D to India is estimated to grow to \$9.1 bn.

Indian organisations value the ISO certifications. To safeguard Intellectual Property Rights, India became a member of the General Agreement for Tariffs and Trade (GATT) and, Trade-Related aspects of Intellectual Property Rights (TRIPS). India is also a member of both the Berne and the Universal Copyright Conventions.

Majority of the software companies in the world that have achieved the prestigious SEI-CMM Level are Indian.

We invite readers to respond to next week's Case Act which is hosted on www.financialexpress.com