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Offshore Outsourcing: Business Models, ROI and Best Practices

Marcia Robinson, Ravi Kalakota

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Offshore Outsourcing: Business Models, ROI and Best Practices Marcia Robinson, Ravi Kalakota Something radical is happening to corporate organizational structures, something subtle yet far-reaching in impact. It is the rapid emergence of offshore outsourcing as a corporate strategy. Cost reduction, productivity improvement, and cheaper labor - these are the promises of offshore outsourcing. This book reveals how GE, American Express, Dell, British Airways, Delta Air Lines, BellSouth, British Telecom, and numerous other companies are successfully using offshore outsourcing to reduce costs associated with IT, customer care, finance and accounting, human resources, and transaction processing.

Offshore Outsourcing: Business Models, ROI, and Best Practices is a comprehensive guide to the real-world application of offshore outsourcing across all industries. Authors Marcia Robinson and Dr. Ravi Kalakota give you an in-depth analysis of offshore outsourcing. They discuss what is behind this trend, how it is paying off, and, most importantly, provide you with a step-by-step guide on how you can implement your own offshore strategy.

Based on extensive research and interviews, this book offers insight into how managers of leading firms are implementing offshore outsourcing. You will find plenty of practical tips and tools to apply offshore outsourcing in a wide variety of business environments.

Offshore Outsourcing is organized in three easy-to-read sections:

Part One introduces the value proposition of offshore outsourcing, including fundamental concepts, the different business models, and the business process landscape.

Part Two examines the specifics of the processes being offshored today, namely information technology, customer care, finance and accounting, human resources, and transaction processing.

Part Three describes the major activities of the offshore strategy, vendor sourcing, and country selection.

Robinson and Kalakota include multiple best-practice case studies to illustrate how firms are executing their offshore strategies. The authors map out key steps to help you make the right choices with your own offshore projects and reveal the benefits, costs, and risks of offshore outsourcing. Finally, it’s your choice. Offshore outsourcing can be a haphazard affair that creates anxiety among employees and fails to deliver bottom-line results. Or, with this book at your side, it can help you create a more focused, streamlined, and competitive organization.

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