

Why Outsourcing to India?

With the advent of globalization, outsourcing has almost become the inevitable. India, the global hub for IT enabled services and software development, has led the way in providing outsourcing solutions and become the world's most preferred and the most ideal outsourcing location with several unique offshoring advantages. Firms across the globe preferred India to outsource their core and non-core business for a number of reasons, such as cost-effective services, quality services, increased productivity, reduced operating costs, greater flexibility, great pool of English speaking web programmers, shared risks, and 24 hours support. These are a few among many reasons why organizations are outsourcing their business to India.

Globalization brought with it a vast number of job opportunities to India. Today, India provides outsourcing solutions to over 95 countries with technically superior expertise. This phenomenon of sending jobs to India has been coined as "job outsourcing". The time zone difference is also one of the reasons for India evolving as the world's No. 1 outsourcing hub and the ideal place for offshore outsourcing.

Unique Advantages of Outsourcing to India

World Bank-funded study in the United States done by the leading software consultants such as McKinsey and Forrester reported that India is now the global hub for software development outsourcing and software enabled services. In order to encourage and promote software development outsourcing in India, Software Technology Parks of India (STPI) took initiative to offer world-class infrastructure and various incentives and concessions. Outsourcing to India can equip your firm with a competitive niche. The following are a list of reasons that justify why companies continue to outsource to India.

▪ **Cost Effectiveness**

India's strength is realized through its large technically skilled manpower. With vast talent pool of manpower, India has the ability to provide cost-effective services without compromising on quality of services and can help save company's over-all operating cost, increasing sheer productivity, and efficiency. Therefore, it is highly sensible for a global firm to hire an Indian company for outsourcing their core or non-core business activities to gain a complete edge over other business groups.

▪ **Quality**

India with the latest technology and infrastructure gives you access to professional, expert and high-quality services. Indian software programmers have proved their technical expertise along with exposure to cutting edge technology. India has a highly talented, educated, and technically skilled

English-speaking population, which is a cornerstone of Indian IT industry. The 12-hour time difference between US and India makes India an ideal outsourcing hub for 24x7 service availability. Ability to meet deadline pressures and time crunches effectively is the real strength of Indian IT firms' services. That means outsourcing to India implies the best in quality and cost savings. Some of the benefits of outsourcing and offshoring include:

- Outsourcing non-core activities will give more freedom to concentrate on core business processes
- Outsourcing assures organizations more flexibility
- Offshoring helps saving on capital expenditures and streamline business operations
- Efficiency and productivity augment in non-core business processes
- Outsourcing meets new and challenging demands of your customers
- Sharing your business risk is possible with outsourcing
- Competitive advantage via increasing of productivity with efficiency and proficiency

Given the cut-throat competition in today's market, to stay competitive and stay ahead of competition, organizations need the advantages of focus on core competencies and latest technologies, reduced costs of business operation, best quality of service, use of the latest high-tech skills, highly talented pool of work force, and reliability and innovation. Offshore business model offers all these advantages and has immensely changed the business activities and moved up the value chain - from data entry to large and complex turnkey projects over the years.