



Offshore, Outsourced and Out of Control?

The reality of an offshore solution can be vastly different to the theoretical model that was produced to validate the business case. It can also be a harsh reality with suppliers changing personnel and requirements being lost in translation. There are actions that business can take before and during an offshoring programme and Intelligent Consulting can help to secure the benefits that were originally conceived.

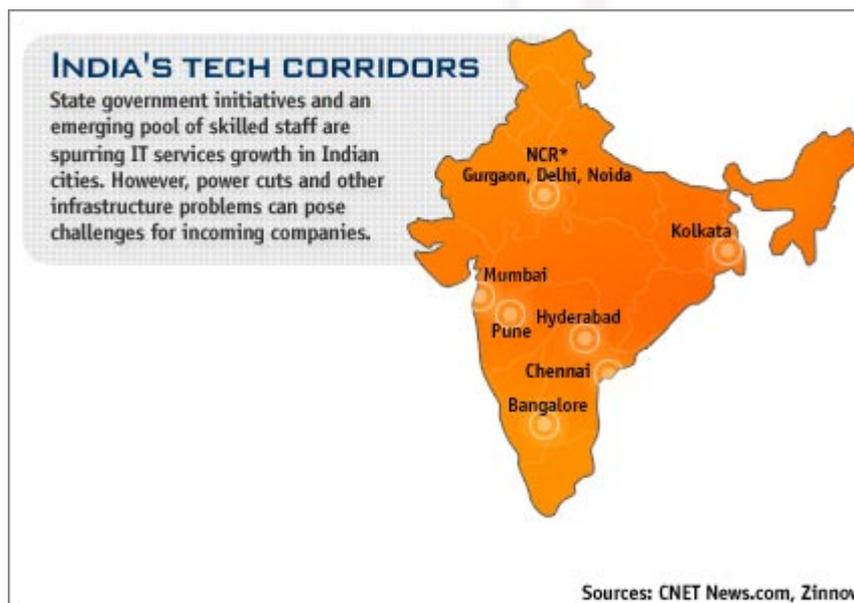
Intelligent Consulting (IC) is the Consultancy and Management Services division of the £120m RSG Group PLC. In addition to technology and business change capability we have significant expertise in helping companies get the most from offshore solutions. Our approach is collaborative, honest and not condescending, concentrating instead on business improvement rather than finger pointing.

If you already have an existing offshore operation many companies find that their original objectives are not being met in a consistent way. Issues begin to arise on a daily basis, with typical examples being:

- **Low productivity** in the offshore operation is eliminating the cost benefits that justified the movement to offshore in the first place. The offshore operation requests substantial added resources and it is increasingly taking up valuable and expensive management time.
- Customer satisfaction relating to functions provided offshore starts to decline. **Customer complaints are increasing** and the relationship with the vendor becomes strained, possibly even to the point of commercial and legal teams becoming involved.
- **Politics develop** between the onshore and offshore operation. There is finger pointing and the offshore operation complains about the lack of solid requirements and communication problems with their onshore counterparts. Teamwork, a strong point of the company, seems to break down on any subject dealing with the offshore operation.
- **Changing vendor personnel** at the offshore location. Members of your original team, who provided training and support to the initial offshore activities, have been reassigned to other duties and now the changes in the vendor personnel need support once again.



The best way to mitigate these factors is to predict and plan for them in advance. If you are considering outsourcing and offshoring for your business we can also assist you with the following services: supplier evaluation; programme management of your chosen supplier; process readiness; infrastructure management; resourcing and management; and compliance to data security and regulatory requirements.



How can Intelligent Consulting help you?

We believe that offshoring and outsourcing requires unique skills and experience. With strong industry expertise in Financial Services, Insurance, Healthcare and Utilities our team can provide recommendations for offshoring and outsourcing that will not only reduce costs, but at the same time increase productivity, strengthen service delivery, and maintain and improve quality.

We have over 15 years experience of assisting companies achieve successful offshoring and outsourcing operations to India. These encompass back office business processing operations, software development & maintenance and structured testing.

You will be dealing with a UK company that fully understands your business but has the unique position of being able to provide a dedicated offshore team who only work for your organisation and who fully understand the culture and speak the local Indian languages. This is something that should not be underestimated when it come to building successful offshore



operations. Equally, we are able to provide expert advice and implementation support if you choose to focus on setting up a captive shared service centre in India.

Our principal consultant in this field is Andrew Bracewell. Andrew has over nineteen years of technical and business experience and has spent the last thirteen years specialising in helping companies create efficient outsourcing and offshoring operations in India.

Working for blue-chip companies such as Barclays, Citigroup, Bupa and United Utilities he has led programmes involving the selection and management of outsourced third party vendors such as TCS, Wipro and Genpact to successfully deliver offshore BPO, testing services, software maintenance and application development.

If you would like further information on how we can help you deliver a successful offshore business, please contact Adam Meadows on 0117 9141400 or adam.meadows@intelligent-consulting.com