

How You Can Outsource Successfully Without Losing Your Shirt

Outsourcing is a proven way to boost your profitability. When used properly, outsourcing provides an unbeatable competitive advantage.

1. CHOOSE CREDIBILITY & QUALITY OVER PRICE

It is important that you choose a credible outsourcing partner with a proven track record. Low ball prices look attractive; but brings along de-motivated employees, insufficient infrastructure and a sinking bottom-line which can put the vendor in question out of business sooner than later. Therefore the total-cost-of ownership is very high.

2. BUILD RELATIONSHIP

Like all relationships, it takes time to know your outsourcing vendors well. A true partnership need time to mature and deliver the desired benefits. Choose a vendor and invest time and resource to build the relationship.

3. START SMALL AND BUILD ON IT

If you have never outsourced before, try out with a small and non-critical project. It may not be perfect the first time. But you will learn a lot in the process. Importantly, you need to get comfortable with the idea of outsourcing first!

4. COMMUNICATE REGULARLY

Ensure that you are in regular touch with your team. Review their work and give them feedback. Use email for all official communications. Use chat and phone for review meetings and clarifications only. If possible, have face to face meetings.

6. USE YOUR OWN PROCESS

Don't agree to a process that you do not fully understand. You might be sold into a process like SCRUM, Waterfall, Rapid Prototyping etc but using a process that you are not familiar with increased your risks.

7. RESOLVE TIMEZONE DIFFERENCES

Depending on the country and location, time differences can affect service in mild to extreme way. The time difference between UK and India is just 5 hrs and hence, morning hours are usually the best time to interact with your team in India.

7. UNDERSTAND CULTURAL DIFFERENCES

Acceptable user interfaces may have a different look and feel from one society to another. Colors and sentence structure may differ. For you, the last two weeks of December and the first week of January are bad for planning any major activities in the project, given holiday and vacation schedules around Christmas. Similarly, the second week of November is time for festivals in India, which, if your vendor is located there, is just as big and equally as important as Christmas.

8. PROTECT YOUR INTELLECTUAL PROPERTY

Regardless of what you think, it's not easy to enforce law and pursue the legal option against your offshore vendor. Its vitally important to work with vendors who have local office, so that NDA and Contract clauses can be enforce, if need be.

9. REMAIN RESPONSIBLE FOR RESULTS

The vendor is a separate company with its own goals, motivations and agendas. The onus for the success of the project still rests with the buyer of the outsourcing services. It is still your responsibility to make sure that vendor is working appropriately and that appropriate course corrections are made.

10. TRUST BUT VERIFY

Ask for a representative of the vendor to visit your site in person. Face-to-face contact can't be replaced. If possible, you and your immediate team should visit the vendor to establish a relationship and ensure that they are not running a sweatshop out of a shack where people are working using dial-up connections.

We Can Help You

Indus Net Technologies, provides outsourcing solutions to Search Engine Marketing and Web Design agencies around the world. We are an 11 yrs old company with established client base and a satellite office in UK. Having recently awarded #1 IT SME in India by D&B, you can be rest assured that we are an organization with a successful and proven track record.

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