

The REAL Offshore Story

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Offshoring

- Surrounded by protectionist misconceptions
- Everyone is fixated on labor costs – “they’re stealing our jobs!”
- The press is, as usual, a source of comfort and deep insight

What is the Real Offshore Story?

- Too many people think it's about cheap labor...labor savings are the wrong target
- It's really about using the best technology in the world in the most effective manner

India:
A Study in Contrasts!







At the Same Time

- Unquestionably India is far way: there *are* cultural differences (as much as some people try to pretend there are not)
- Unquestionably, *communication* is a key factor in the success of the work we do every day
- Indian vendors *do not yet* fully understand the way we work in North America
- A hybrid offshore model is your best bet

Enter: The Hybrid Vendor

- The very best of onshore know-how and customer relations with...
- The very best in technology and smart labor in India

What Should We Send Offshore?

- Let's explore that this evening...

What Creates a Successful Offshore Vendor Relationship?

- Trust, of course
- A long-term commitment
- An ethical commitment
- A great facility(ies)
- Really smart people
- Onshore and offshore management

Thank You!

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