

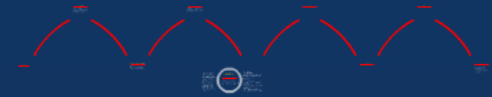


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Raising the Bar With Analytics

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What is outsourcing?

The strategic use of outside resources to perform activities traditionally handled by internal staff and resources

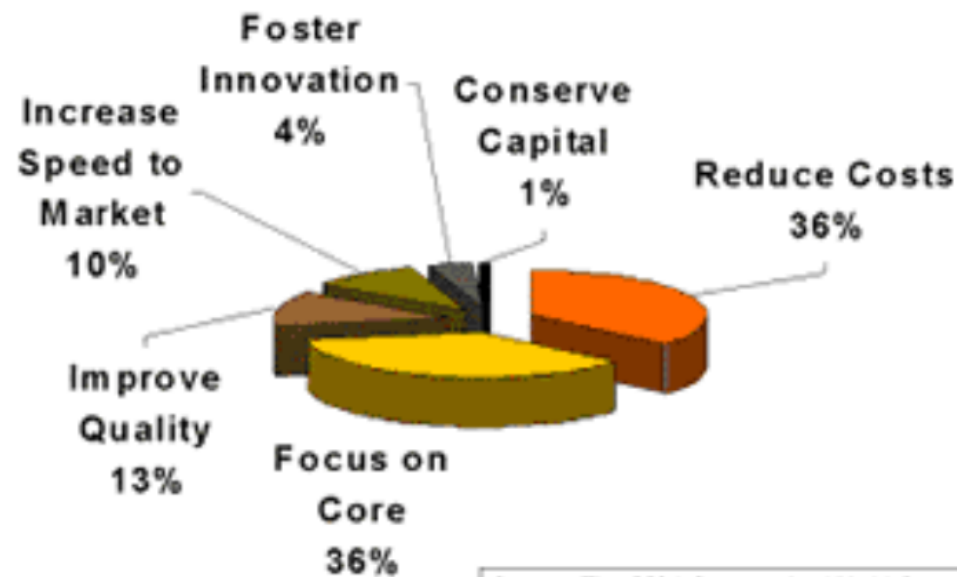
- Does not have to be abroad, can be purchased from third parties domestically

Why outsource?

Provide services that are scalable, secure, and efficient while improving overall service and reducing costs

Why do companies outsource? Thecasesolutions.com

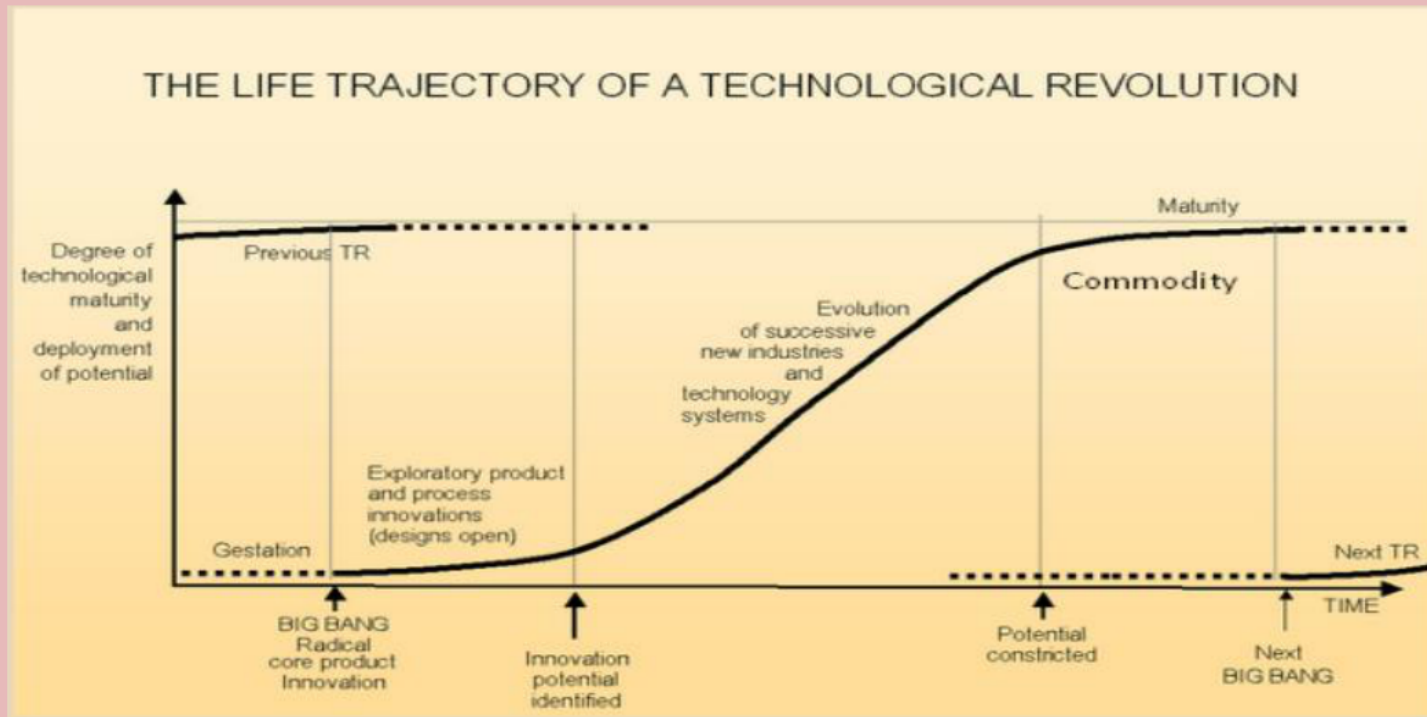
Top Reasons for Outsourcing



Source: The 2001 Outsourcing World Summit

Product Cycles: S-Curve

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Competitive Cycle

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- Focus on core-competencies
- Gain technological advantage
- Increase efficiency
- For late-entrant: increase speed to market



Early Adopters Phase

- Expansion into new business without physical expansion
- In new markets: foster innovation

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Commodity Phase

- Remain price competitive
- Offshoring: circumvent environmental/
labor constraints



OFFSHORING

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Offshoring

Outsourcing vs Offshoring

- Example of offshoring: GM

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Off-shoring	Outsourcing
The work is done overseas	Someone else does the work for us

