



A Total Solution to Expanding & Maintaining  
Your Business in Europe

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## Business Process Outsourcing (BPO)

There's a pressing truth confronting businesses today. Technology does not provide solutions on its own. Through business process outsourcing, we combine the right people, processes, and technologies to help you gain maximum efficiency and achieve competitive advantage.

Business process outsourcing is about more than simply cutting costs. It's about increasing business value for your company.



### Free Your Resources and Focus on Your Strategy

An important aspect of business process outsourcing is its ability to free corporate executives from some of their day-to-day process management responsibilities. Traditionally, executives spend 80 percent of their time managing details, and only 20 percent on strategy. Once a process is successfully outsourced, the ratio can be reversed. Executives get more control over their most valuable resource: time. Time to explore new revenue streams, time to accelerate other projects, and time to focus on their customers.

### Improve Processes and Save Money

Companies that outsource business processes are often able to reengineer those processes and capture new efficiencies. Then they can reallocate resources to other important projects and leverage their investment in technology. For example, processes that are handled in a shared production environment for multiple companies save everyone money. In most cases, high-caliber subject-matter experts are brought in to design and manage these processes, bringing with them best practices, innovation, and years of experience that most companies don't have access to or can't afford on their own.



### Increase Your Capabilities

With this expertise often comes increased capability. In addition to doing things more efficiently, you can expand your ability to deliver new products and services to your customers. Then there are the factors of scalability and scope. Companies that want to grow internationally must continuously invest in infrastructure and find talent around the world. Many outsourcing providers are already established globally and can help make the growth process run smoothly.



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BPO enables you to focus on your core business to:

- **Increase market share and revenues** – BPO can help you acquire, retain, and grow profitable customer-centric relationships and operate comprehensive customer-care programs.
- **Improve productivity and operating efficiency** – BPO brings about best-practice processes and expertise to streamline work allowing you to make the most of time, resources and people.
- **Control costs** – BPO works with you to determine preset levels of service and manpower, giving you more predictable, controllable costs. And through more efficient processes and leveraged facilities, you save on technology and overhead costs.
- **Integrate technologies** -- BPO can help you extend the useful life of your current infrastructure by integrating discrete systems and Web-enabled technologies that provides immediate access to information.
- **Manage security, privacy and risk** – BPO helps in increasing the security and integrity of your enterprise wide data.
- **Increase flexibility and capacity** – BPO allows for flexible, scalable systems and solutions that feature technologies that can grow with your organization and change as your needs and the marketplace evolve.
- **Gain a competitive edge** -- Improve customer service levels and reliability, introduce new capabilities and services, and respond more quickly to changing market conditions.
- **Improve customer satisfaction** -- Let BPO help you respond to your customers' needs and wants through a variety of channels and access to real-time information.
- **Strengthen your brand** -- Collect, manage, augment, analyse and apply customer data to maximize your marketing and sales efforts and increase customer loyalty.
- **Adopt new technologies** -- Leverage on BPO for the vast IT expertise, strategic alliances and worldwide resources to take advantage of new technologies that can help you meet your critical business needs.
- **Enhance overall performance** -- Outsourcing can help you streamline operations while you focus on your core business activities.

~ **Benedict Archer**

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