OUTSOURCING FOR
PROFIT

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"A man is rich in proportion to the number of things he can afford to let alone"

– Henry David Thoreau

INTRODUCTION

What is Outsourcing?

Outsourcing refers to the process of subcontracting to a third-party.

There has been a lot of discussion about outsourcing in recent years. The flat world order let you outsource work to any part of the world, leading to offshore outsourcing.

In the late 20th century, enterprises explored offshore outsourcing to gain competitive and strategic advantage. In the early 21st century, Internet made the world smaller, hence reducing the complexity of cross-border business, thus bringing it within the reach of small and medium sized businesses.

On another thought,

We have been outsourcing for ages. We outsource our house maintenance work to plumbers, carpenters and electricians; food to the popular restaurant down the lane; parcel delivery to the postal service; etc.

Therefore Outsourcing is a fundamental business process, i.e. division of labor, leading to specialization.

Why Outsource?

Outsourcing is an important business decision. Therefore it is important that you properly evaluate your needs. Some reasons why

you may want to outsource are listed below:

• You have more work than you can do on your own.

• You do not have the skills or experience to do a specific task, and you do not want your existing client to talk to a competitor.

• You do not have an optimized process framework to do a particular task or project. The same can be done by an outsourcing partner more efficiently and effectively.

• You want to optimize your profits by reducing your costs.

• You want to bring agility to your dynamic business by converting fixed costs into variable costs.

• You want your team to focus on your core strengths and future strategy, while outsource tasks which are no longer key differentiators in your industry.

• You want to diversify as your business evolves, but also keep your existing business and revenue stream intact.

Here is when outsourcing does not work!

• Outsourcing may not work for everyone and in every situation. Some situations when outsourcing may not be a good solution are:

• The time and financial investment required to set up an outsourcing relationship is not feasible due to time constrains and the ROI that the relationship is expected to deliver

• The talent required to deliver your service is unique, and is not easily available outside your organization

• Your rates are not high enough to ensure profitability for you and your outsourcing partner

Before you outsource

Identify your outsourcing needs

Before you rush into outsourcing, take the time to think through some fundamental questions:

• What is your business strategy?
• What sets you apart from your competitors?
• What are your business processes?
• What is your core process?
• What resources do you have in house?
• What are the costs of doing these processes in house?
• Which processes can be outsourced?
• Where can the process be done the best and the cheapest?
• Who will manage the outsourcing relationship from your end?
• What are your expectations from your outsourcing partner?
• How will you measure and communicate results with your outsourcing partner?

The three levels of outsourcing
Outsourcing can happen at three different levels.

1) Outsourcing a task

When it is essential to have direct control of the project, you may

outsource some or all the tasks, while managing the project in-house.

Here you may be looking to reduce the cost or bring in special capabilities to effectively and efficiently execute the project.

Example:
• Design to XHTML conversion
• Blogging, Article writing
• Link building
• Testing a website
• Resolving support tickets
• Telemarketing

2) Outsourcing a project

When you have <u>a well defined project scope</u> and an <u>agreed upon process and deliverables</u>, you may <u>outsource the end-to-end project delivery</u>.

Here, your outsourcing partner <u>provides the project management</u> services where <u>you bring in consulting and customer relationship</u> management capabilities.

Example:
• Web site design
• Ecommerce site development
• Web application development
• Search Engine Optimization (SEO)

3) Outsourcing a process

You can also outsource an entire process, i.e. a set of related tasks from every project. This enables a company to let go off an entire non-strategic activity.

It is important to decide the task, project or process you wish to outsource based on the above mentioned pointers.

Activities you can **outsource**

"Don't be afraid to take a big step when one is indicated. You can't cross a chasm in two small steps"

- David Lloyd George

ACTIVITIES YOU CAN OUTSOURCE

You can outsource almost every process in a given business. You can make your selection based on your answers from "Before you outsource" section of this book.

Here, I am listing a typical selection of tasks / projects that is regularly outsourced in the sphere of digital marketing. You can choose one or more of them as per your preference:

Project	Tasks
Corporate Identity	Logo design (Adobe Illustrator / Corel Draw), Brochure design, Graphic design
Web Design	Interface design (Adobe Dreamweaver / Adobe Photoshop) HTML, XHTML, CSS2 Markup coding, Website validation testing, Website maintenance
Web development / Software development / Ecommerce	Interface design, Software requirement specification Coding (PHP, C#, ASP.NET, VB.NET, etc.) Web application testing, Security testing, Load testing, Documentation, E-learning, Help
Internet Marketing (SEO / SEM / SMM)	Website analysis Keyword research On-page optimization Content writing / Article writing Blogging Press release writing Link building Directory submission, Article submission, Press release distribution, Social media distribution PPC management Media management Reputation management
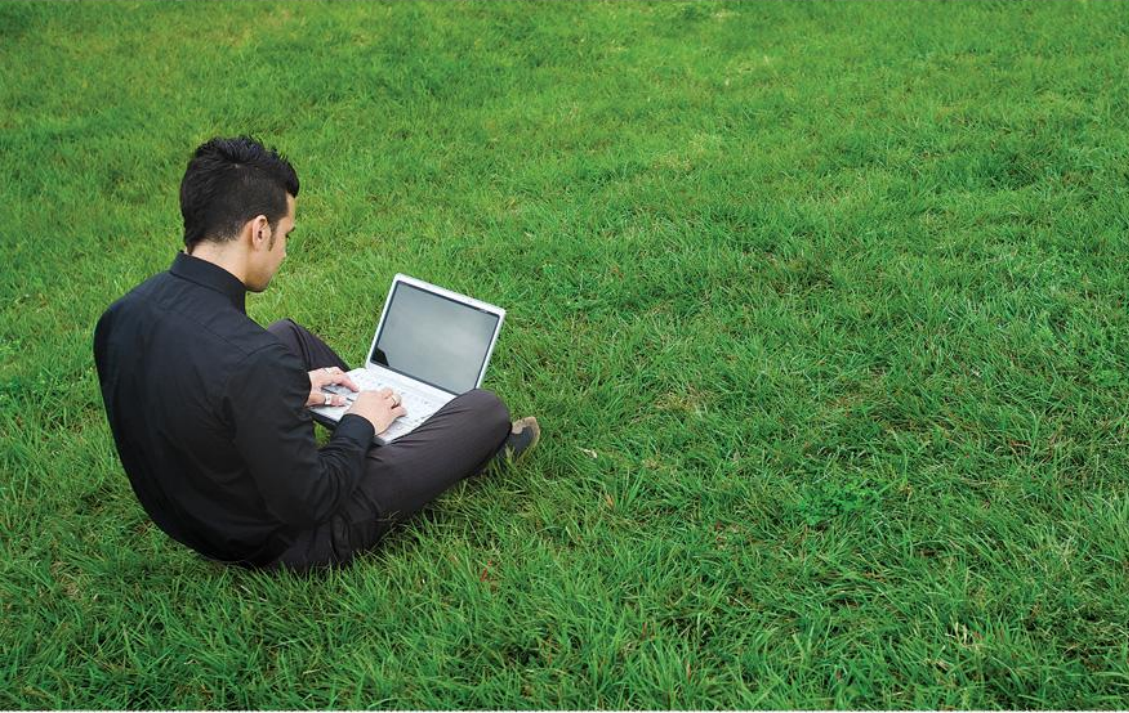
Finding your **Outsourcing Partner**

"Do not let what you cannot do interfere with what you can do"

- John Wooden

FINDING YOUR OUTSOURCING PARTNER

Finding the right outsourcing partner is critical to your success. You can choose to work with outsourcing agencies as well as individual freelancers.

Your choice would depend upon what you want to outsource and at what level.

Individual Freelancers	Outsourcing Agencies
Ideal for one off tasks	Ideal for outsourcing projects and processes
Single, specialized capability	Multiple specializations & capabilities
Can handle limited volume of work	Can handle large volume of work
Personalized service delivery	Corporatized service delivery

How to choose an individual freelancer?

Individual freelancers can be a great option to get smaller tasks or one-off projects done quickly without investing in building a relationship.

Some key points to be kept in mind while selecting a freelancer:

• Create a project brief
• Define your selection criteria (budget, experience level, etc.)

• Document your task and deliverables in detail
• Document the process in detail (if you have any)
• Use freelance marketplaces like www.elance.com, www.guru.com or www.hireafreelancer.com to announce your project
• Interact with the list of preferred freelancers who meet your selection criteria and have good ratings / testimonials
• Choose the right freelance partner who offers active interest, experience, fair price and good communication skill.

How to choose an agency?

An agency can be a great option for outsourcing on-going projects and processes. However, it needs a more detailed selection process.

Gather a list of agencies from:
• Internet (Google, Yahoo, etc.)
• Trade bodies (Associations, Chambers, Consulates)
• Exhibitor lists

Write to these agencies and collect business details on the following (keep an eye on the turnaround time):

• How long they have been in the business?
• What are their core strengths?
• What are their success stories?
• Pricing and cost models
• Staff selection process and retention rates
• Delivery models
• Service level agreements
• Quality assurance processes
• Infrastructure and systems
• Communication models (chat, email, phone)
• Financial performance in last three years
• Credit reports from a reputed agency

• Recognition within the industry
• Membership / affiliation with associations
• References

Validate the references and financial statements

• Find out how satisfied their customers are
• Ask for examples of problems faced and how a solution was mutually reached (it is very unlikely that everything has been 100% smooth sailing it's like you can't say there are no debates or disagreements in a marriage')
• Speak to the bank manager (generally done in case of a big project or an on-going process)

Now you will have a shortlist of 2-3 companies. At this stage, you may like to send them a project for quote. Do not forget to get a non-disclosure agreement signed.

• Describe the project / process that you are outsourcing in as much detail as you can. Always include the business case behind the project.

• Get a Software Requirement Specification (SRS) done. Your prospective outsourcing partner may do this for a fee.

• Have a mutual agreement about the deliverables, timelines, acceptability tests and payment terms

• Draw out an agreement. Give special attention to the jurisdiction of the agreement. If you are outsourcing to India, the law of "Common Wealth Nations", where India is a member country, is applicable.

• Make sure that you have someone at your end to manage the outsourcing relationship, ideally someone with a techno management

background. He must have a proper understanding of the project / process. He must have excellent documentation and feedback skills besides having sensibilities towards different cultures.

• Though it is not necessary, it is advisable that you visit your potential service provider's office in their country and validate the facts that you have been provided.

• Spending some time with them in their surroundings gives you the "gut feel" about the company and you will be able to make a better decision.

Best practices
in Outsourcing

*"If you deprive yourself of outsourcing and
your competitors do not, you're putting
yourself out of business."*
- Lee Kuan Yew

BEST PRACTICES IN OUTSOURCING

Outsourcing needs investment in terms of time and effort. It yields rich dividends, if done correctly.

Before you start your first project

Have realistic deadlines

When you start a new outsourcing relationship, there are too many things happening simultaneously:

• You are learning about outsourcing
• You are building a working relationship with a new service provider
• You are getting a project done

Therefore, it is important that you factor in time accordingly and set realistic deadlines. Outsourcing a rush project with steep deadline is a sure shot way to fail at outsourcing!

Set expectations - Good, Fast, Cheap - Choose Any two!

It is critical to set the right expectation and communicate the same to your outsourcing partner. Take a moderate view on all three parameters i.e. quality, time and cost while avoid the extreme. Agree upon a maximum acceptable deviations, escalation and remedial methods.

Take one bite at a time

Put together a detailed feature list for your project. Plan and divide your project in phases. Though it is advisable to share the entire

project plan with your outsourcing partner, it is best to commit in a phased manner. This makes the project more manageable and enables you to have a tighter control, thus mitigating the inherent risk of outsourcing.

Negotiate the ownership of work, up front

It is best to have a clear understanding about the ownership of the work. It is advisable to discuss and agree on the usage of the source code of the finished project. If your vendor is going to use any proprietary module to complete your project quickly, you may not have full rights to the source code. It becomes critical if you are developing a software product that you intend to package and re-sell. In general, you may end up paying higher for complete and exclusive ownership.

Communication across borders & time zones

Face - to - face accessibility

It is always good to have a vendor that has a local presence. It helps in bridging the cultural gap, besides showing the seriousness your potential outsourcing partner has for your market. In fact for large-scale projects and complex processes, it is inevitable to have an on-site team for project analysis, regular feedback and final deployment.

Last, but not the least - It is always good to be able to put a face to a name.

Manage cultural differences

Starting with yourself, ensure region-specific cross-cultural awareness among all sides of the onshore-offshore relationship.

• Do "yes", "no", "maybe" and silence have different meanings?
• Will questions be asked if something has not been understood?
• Are interactions direct and candid, or indirect and diplomatic?
• Is there a preference for explicit communication that spells things out or implicit communication that leaves much to inference?

Note: Some hilarious situations arising from such cultural differences has been mentioned in the "Interviews" section of this book.

State the obvious

As a general rule, always over-communicate when dealing with the offshore team members.

• It's OK to repeat yourself.
• It's not OK to leave out anything even though it may seem to be an obvious detail.

Keep in mind, things that are obvious to your in-house team members may not be as apparent to the offshore members.

Expect to add some new expressions to your vernacular

Based on which geographical region you are outsourcing to. You may need to add new expressions to your vernacular to communicate effectively with your team like

• "Yeah or "yep" for "Yes."
• "Out of station" for "out of town."
• "I will do the needful" for "I will take care of it."
• "On leave" for "on vacation."
• "Native place" for "home town.

Managing projects

Ensure that the requirements are clearly understood

Poor requirement gathering and analysis is the #1 reason for a project failure. Therefore, spending extra time on the requirements gathering phase always pays off. Besides the functional requirement; give special attention to user persona, expected server load, application security, and technology platform / framework.

This exercise must be done before starting the actual work, else the project may go in the wrong direction.

Send all work requests in writing

You may communicate in face-to-face meetings, on phone or even using an online chat software as per your convenience.

However, it is advisable to put all work requests in writing in an email. This create traceable documentation of the project, which can go a long way in auditing the project to identify communication gaps, loopholes in project management, change management and therefore helps in overall improvement of the outsourcing process. In case of a dispute, this can be a good reference document to clarify your stand.

Schedule an initial call and regular check-ins, if necessary

Have a kick-start meeting at the start of the project to communicate responsibilities, milestones and expectations clearly. Then have review meetings every week to clarify points, check the progress and take corrective actions (i.e. clarifications, permission, request to speed up, escalation, etc.) Make sure that you delegate someone to

take down the minutes of the meeting and circulate it to the entire team, such that everyone knows their action points.

Do communicate your opinion and feedback in a moderate language. It is important to let people know if they are doing well or if they need improvement.

Be prepared to review all work before turning it over to the client

The fact remains that you are responsible for the final deliverable to your client.

Therefore, it is very important that you check all the work before sending it over to the client. In earlier stages of an outsourcing relationship, there will be deviation from your expectation. It is important to give feedback about them and use a support desk tool to report the same.

The situation will improve as the relationship matures and the work gets in line with your expectations. You will be able to measure the improvement in terms of the number of tickets in the support desk tool for the given project.

Escalate in time

It is very important to escalate an issue in time.

If something is not going right, it must be immediately brought to the notice of the project manager, or if suitable, to the account manager. It is good to have direct contact (or at least introduction) with the top management of the company. If an issue is escalated in time, the responsible managers can take corrective actions and the same can be resolved in a mutually satisfactory way.

Building Relationships

By now, you must have realized that it takes enormous time and effort to build a profitable outsourcing relationship. It is good to have few trusted partners compared to many mediocre subcontractors. Build strong relationship and consider them extension of your core organization.

Two-way feedback at the end of every project

Maturing an outsourcing relationship is an on-going process.

Outsourcing relationship improves with understanding of mutual cultural constrains, capabilities, processes and needs. It can be achieved more effectively through critical dialog at the end of every project. Inputs on situations, successes and failures of events during a project gives valuable insights, which can help in improving the mutual partnership. Keep an open mind to learn and adopt best practices from these dialogs which can help in improving your internal processes as well.

Communicate your plans regularly

Keep your outsourcing partner in the loop. Let them know of:

• any expansion or downsizing plan
• any technology that you plan to adopt
• any quality process framework you are considering
• any expected increase / decrease in work volume

This helps your partner stay well prepared and deliver you better service.

Invest in your partnership

There are several ways in which you can invest in your outsourcing partnership. Some of them are listed below:

• fly down occasionally and meet the team for review meetings
• provide training to the team to improve effectiveness and domain knowledge
• invest financially or try to put together a joint venture, if mutually agreeable
• be flexible!

Managing Risks

Pay only against completed work

Have a clear project plan with well defined milestones. Keep the below pointers in mind while managing payments in outsourcing relationship:

• Do not pay more than 30% of the total project cost up front
• Attach further payments to agreed upon milestones
• Keep proper accounts and invoices at all times

Plan ahead for post-delivery support

Most outsourcing companies will provide you time limited warranty against bugs in the system. If the same does not exist in the agreement, insist upon including this (even for an increase in the total price quote).

Negotiate a post-warranty support deal. It is much easier to negotiate

a support contract before the project has been awarded, rather than after the completion of the project.

Protect your intellectual property

 In this information age, your intellectual property is one of your greatest assets. Some things to check on include:

• Physical security of the facility (access control system, etc.)
• Data protection policy and methodology, including security of server / data storage and network
• Employment agreement of your outsourcing partner with employees

Share only the minimum proprietary technology or data required to complete the project. Tell them, which data they can use and how.

Have a risk mitigation plan!

It is always good to have a risk management plan. It is advisable to plan for situations like:

• your outsourcing partner going out of business
• service delivery not being as per expectation
• change in management
• unexpected attrition

At times, you may want to stick to your current provider. But it is good to think it over and be ready with your action plan.

INTERVIEWS

Interview with **Perry Mayer,**
Managing Director – Pub & Bar Network Limited.

Q. **Why did you choose to outsource your project to an offshore company?**

I've learned a lot in my eight years as an Internet Entrepreneur not least the negative and positive effects of good and bad developers.

My first developer did nothing in 3 months then stole my domain name, the second did a fair job for about 5 years and then gave me a month notice to find someone else as he was retiring.

Q. **How did you research and contract your outsourcing partner?**

In researching for a third I came across a lack of professionalism, arrogance and over-priced bids to carry on our work where our previous developer left off. I knew I wanted to outsource so I would not have to deal with some of the human resource, tax, emotional and cost issues that can come with employees.

My goal therefore was to find a company:

• That I was comfortable with and could trust.
• That could provide me with continual services in the event of programmers leaving or retiring.
• With the expertise and experience at the right price.
• I wanted to maintain control and be hands on as much possible.

I short-listed Indusnet because I read a blog written by their CEO Abhishek Rungta in which he wrote about how he was trying to help his local community in India, for me that helped with the trust issue. With regard expertise and experience I asked for references and they gave me five to speak to and more if I wanted them. I spoke to all five and they confirmed that Indusnet were capable of taking on my project. As for feeling comfortable with them, although they offered to meet me in the UK, I wanted to meet them and see their facilities for myself. I flew out to Kolkata in June of 2007, made my presentation, and chose the company I wanted to work with.

Q. **Please share some offshore outsourcing tips with our readers.**

It hasn't always been plain sailing, we have had our issues. On one occasion, within a few months of hiring them I returned to India to help get a project back on track after the wheels had fallen off. However, rather than being a negative, this incident proved to me that I had made the right choice and, this was what impressed me most about Indusnet. They took full responsibility of the issues that had befallen them and didn't try to shift the blame or charge me. They put right what went wrong and that's the key. Nobody, however good they are, will get it right 100% of the time but how many will put it right at their expense without fuss or threats of a lawsuit. Indusnet came through and proved that I was in good hands.

We don't have many issues but, when we do, we have always worked together to resolve them. I make heavy demands on my developers so things will go wrong at times.

Q. **How outsourcing benefited your business?**

I have a great website, decent revenue and an excellent relationship with Indus Net. My research has paid off and would not hesitate to recommend them to others.

Q. Please share a 'funny moment' from your experience with offshore outsourcing.

In 2009 we invited one of our Kolkata developers to come and stay with us as a reward for his efforts rather than me go to spend another week getting bit by mosquitoes and risking my life in their yellow cabs. The young developer had a great time in the UK but when we went to check his room after he had left we found that he had taken the instruction to "get inside the quilt" literally and must have spent a whole night unpicking the stitching to actually get "inside" the quilt. We should have said "get under" it.

Interview with **Mr. David Armstrong,**
 Managing Director – Action Computer Support Limited.

Q. Why did you choose to outsource your project to an offshore company?

Well we don't have the skill sets in house. I wanted access to a range of skills available when I needed them. There is also the cost, but this is not actually the primary reason for us outsourcing projects now.

Q. How did you research and contract your outsourcing partner?

I did a lot of Googling and I actually found Indus Net Technologies entirely by chance on a web forum where someone was expressing a negative opinion of them because he wasn't happy with some work they had done for him!

The CEO, Abhishek Rungta, eventually posted on the forum himself, put things right, and pacified the previously irate customer. I was impressed by the honesty he showed. In the real world things do go

wrong, and it seems obvious to me that how you deal with these issues is vital.

If Indus Net had washed their hands of responsibility in this case and walked away I wouldn't have done business with them, but they didn't and that showed great honesty and integrity

Q. **How outsourcing benefited your business?**

We can now offer to build websites, which we could not do before.

Q. **In your opinion, what a business should outsource and what shall they keep in-house?**

The easy answer is projects, for which they do not have in-house resources, but in fact I believe a business can outsource everything they are feeling comfortable about outsourcing, I don't see that there are any obvious limits.

Q. **Please share some offshore outsourcing tips with our readers.**

It is important to have a detailed work plan and avoid making it up as you go along. Things do change of course and your off-shore company must be flexible enough to accommodate these changes if they happen.

Q. **Please share a 'funny moment' from your experience with offshore outsourcing**

My friends at Indus Net Technologies speak good English but of course there are always little differences. I once told on chat to one of my developers: "I can't do that I'm afraid". The reply came back

immediately "David, what's wrong?? What are you afraid of??"
Well it made me laugh!

Interview with **Mr. Aadarsh Agarwal,**
Founder – Induna.com

Q. Why did you choose to outsource your project?

As a start-up we had very little resource to spare. Proper Infrastructure was still not in place. In such a scenario it makes a lot of sense to outsource as much as you can.

Q. How did you research and contract your outsourcing partner?

We wanted to deal with a company which had operations in the same city. We were aware that the project would be handled off location, but we would have felt more comfortable if we were able to have a few face-to-face interactions with the developers during the initial phase of the project.

Further, we wanted to make sure that we are not dealing with a bunch of guys working from their homes on their laptops. We did a basic research on the internet on software companies in Kolkata and we spoke to several of them. We visited these companies.

Finally we zeroed-in on Indus Net Technologies. Their infrastructure, professionalism and portfolio assured us that they will be able to deliver. We had a very clear idea of what we wanted and we were very fussy about getting little details right. They were very flexible and patient throughout the development process and they did deliver in time exactly like we wanted.

Q. **How outsourcing benefited your business?**

A start-up cannot dream of having a wide talent pool in house. When your outsourcing partner is good, among other things, they bring to your table a lot of experience. During the initial phase of your business it makes sense to outsource as much as you can.

Q. **In your opinion, what a business should outsource and what shall they keep in-house?**

After you have achieved a certain amount of growth and you are able to create a basic infrastructure it is always better to develop an in house capability to handle regular basic tasks. This will save you both time and cost.

But even then it is advisable to keep on outsourcing your critical software needs. In house talent will not be able to match the expertise and experience of a profession software company comprising of hundred of engineers.

Q. **Please share some offshore outsourcing tips with our readers.**

How well an outsourced project is executed depends a lot on the quality of coordination you have with your outsourcing partner. Therefore it depends upon both with you and your partner.

Though it is not always possible, before the start of the project, it is always advisable to meet in person the team who will be handling your project.

A lot of times bad communication is the reason why you might not be satisfied with the end results. So it is of crucial importance that you should know exactly what you want and that you should be able to communicate your requirements to your partner lucidly.

Interview with **Mr. James Blakemore,**
Director – Sector Marketing Limited

Q. **Why did you choose to outsource your project to an offshore company"?**

In an ever increasingly vigorous international trade market we must ensure that our message is clear and that our services stand out. We chose Indus Net Technologies because we knew what we'd get in return – very favorable price comparisons and cost benefits to us and a team of highly qualified, motivated English speaking web designers working under one roof and capable of meeting tight deadlines.

We retained full ownership of the end product but the flexibility and variety of the skills available to us meant we were able to review our project as required – empower the customer and everyone feels good.

We also liked the Indus Net commitment to their UK clients. They have a UK office in Warwickshire and contacts/sales agents on the ground to help out when required

Q. **How did you research and contract your outsourcing partner?**

It was a combination of word of mouth, recommendation, researching the web, comparing services and visiting trade shows.

It was also important to keep an open mind and overcome any concerns about the Indus Net team being half way across the world, world, different time zones, or anything getting lost in translation. Thanks to their UK presence this decision became a no brainer.

Q. How did outsourcing benefit your business?

It saved us money – sometimes by as much as 50% in comparison to other web designers.

Scalability was important and we had a clear idea of what we were paying for - it was like having our very own sliding scale to suit our needs! We could adjust the length of contract, the size of the project team and all other deadline considerations.

I also found a culture within Indus Net of can do being no problem such as working Saturdays this compares well against UK competitors.

Q. In your opinion, what should a business like yours outsource and what should they keep in house?

Initially, keep it simple and only out source new development projects like design, design lay-outs and SEO tasks.

You should continue to manage your own critical projects or long term projects and even those projects which are derived from long term and trusted clients and customers. Once the bridge of business credibility is established then it is only right to entrust and outsource "critical" projects.

Please share some offshore outsourcing tips with our readers.

Expect the odd set back but acknowledge that many problems can be avoided by clear and early communication with the web team. Let the web team know what you want expect.

A clearly communicated plan helps dictate costs, encourages ongoing dialogue, and creates trust.

You might even consider visiting the project team to spend some time getting to know them better rather than talking on Skype or over the 'phone.

Each of these steps helps encourage a good working relationship and if the job does get well done – don't be afraid to praise and reward, it also helps build team spirit.

RESOURCES

Books:

• The World Is Flat: A Brief History of the Twenty-first Century by Thomas L. Friedman (ISBN: 978-0374292881)
• The 4-Hour Workweek by Timothy Ferriss (ISBN: 978-0307465351)
• Offshore Outsourcing: Business Models, ROI and Best Practices by Marcia Robinson & Ravi Kalakota (ISBN: 978-0974827018)
• The Black Book of Outsourcing: How to Manage the Changes, Challenges, and Opportunities by Douglas Brown & Scott Wilson (ISBN: 978-0471718895)

Providers

www.indusnet.co.uk
www.wipro.com
www.infosys.com
www.tcs.com
www.mindtree.com

Marketplace

www.elance.com
www.guru.com
www.getafreelancer.com
www.rentacoder.com
www.99designs.com

Movie:

Outsourced (http://www.outsourcedthemovie.com/)

ABOUT INDUS NET TECHNOLOGIES

Indus Net Technologies (Estd. in 1997), provides an integrated, result oriented outsourcing services to Web design, Internet marketing and Software development companies around the world.

We have an uncompromising commitment to quality which is reinforced through our excellent process framework and on-going Research & Development program.

We have been rated as India's #1 IT SME by Dun & Bradstreet in 2008. Our team of 350+ professionals working from UK & India help our 5500+ clients achieve better results through outsourcing.

We partner with our clients to help them scale up faster. Our white label approach ensures that we remain transparent and work in the background to help our partners compete better.

The Indus Net Advantage - Stability or Agility?

We have a centralized management team to deliver strategy, marketing, sales, quality control, infrastructure support, account management and financial planning.

We have several nuclear teams which are specialized in their respective areas of business. We are flexible as a new exciting business, and still retain the core benefit of a stable and large

organization. Precisely you get the best of both worlds!

Outsourcing Services Offered:

Web Development
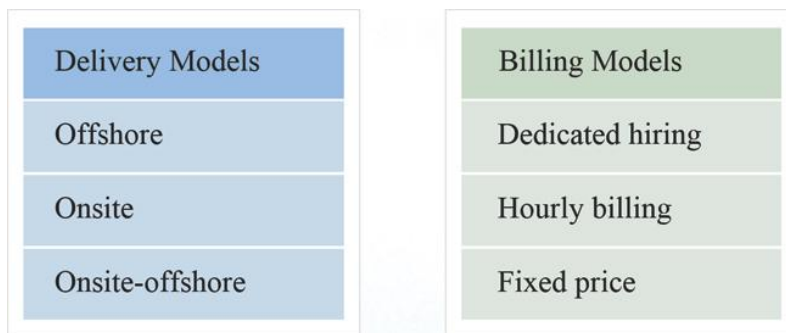Development of custom web applications using LAMP or Microsoft Technologies.

Website Design
Designing of website, CSS2 coding, Flash design and WCAG II compliance.

Search Engine Marketing
Organic SEO, PPC, Link building and Content Writing services.

Engagement Models

Delivery Models	Billing Models
Offshore	Dedicated hiring
Onsite	Hourly billing
Onsite-offshore	Fixed price

Core Facts:
Established in 1997
350+ Full-time employees
5500+ Clients worldwide

Key Markets Served
40+ countries served
Major focus on UK, USA & Australia

Infrastructure
Modular delivery centers in
Kolkata & Chennai
Backup high-speed bandwidth
and power
Reliable disaster recovery system

Quality
ISO 9001:2000 Certified
Adopting SEI CMMi Framework

Financial Performance
Profitable since inception
Above 100% CAGR since 2001

Professional Memberships
NASSCOM
Software Technology Parks of India (STPI)
World Wide Web Consortium (W3C)

Awards & Recognition
Rated among Top 100 SME by CRISIL in India
(A Standard & Poors Company)
Rated India's #1 IT SME by Dun & Bradstreet in 2008.

This book incorporates 12 years of our experience of working with hundreds of digital agencies from around the world. It offers practical tips for finding the right outsourcing partner and the best practices for establishing, managing, and expanding a profitable relationship.

INDUS NET® TECHNOLOGIES

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