

Infoline organises 'Smart Sourcing: An Innovative Business Enabler' seminar

MUSCAT: Infoline LLC, the leading IT and IT enabled service provider in Oman, organised a seminar on Smart Sourcing — An Innovative Business Enabler on October 14, 2012 at Shangri-la's Barr Al Jissah.

The speaker for this seminar was 'thought leader' and 'business thinker', professor Mohanbir Sawhney, director at Centre for Research in Technology and Innovation and chairman for Technology Industry Management programme at the Kellogg Graduate School of Management.

Infoline was set up in 2003 to meet the emerging demand for services related to BPO (Voice and Non-Voice) and IT services across various industries in Oman. Today, Infoline is recognised and awarded as one of the best outsourcing service providers across the Middle East.

Infoline is a pioneer in introducing outsourcing in Oman through services like contact centre and back office outsourcing. Infoline has played an integral role through its specialised services in the nation's critical industries pertaining to verticals like telecom, airline, ministries, BFSI and education.

Infoline has developed a flex-



ible support model meeting outsourcing demands of customers based on individual industry requirements.

Through the seminar, the speaker covered aspects of business innovation right from understanding the basic concepts of smart sourcing, common myths on outsourcing and successful innovation patterns to best practices.

Mohanbir began his presentation on various stages of outsourcing evolution i.e. from information technology outsourcing (ITO) to business process outsourcing (BPO) and now to a new wave of knowledge process outsourcing (KPO).

Further various models of outsourcing were introduced

namely captive units, third party outsourcing and near shore outsourcing, etc.

Mounting pressure on profit margin, top line and bottom line growth, global competition from low cost destination and an increased focus on core business are the key factors driving companies to look for paradigm shift to do more with less without compromise on quality.

While cost savings is the primary driver in any outsourcing cycle, it is not the only factor which should be considered in developing outsourcing policies. Companies not only receive savings in terms of lower cost but also benefit in multiple terms including freeing up internal resources (which can be trained, moved up

the value chain) and accessing world-class skills and capabilities (bought by outsourced vendors).

Key expectations from an outsourced relationship should include:

- Improving strategic positioning (products & services) through increased focus on core functions.
- Improving competitiveness through performance enhancement, access to low cost skilled labour pool and skill sets.
- Internal control and total quality management (TQM) through process improvement.
- Reduction in operating cost through new technology or innovative practices.

Mohanbir showcased in brief the BPO evolution process, various BPO models and tools necessary for an organisation to effectively use smart sourcing to move up the value chain.

He also discussed trends and evolution of outsourcing from periphery to core, citing examples from verticals like BFSI, utilities, logistics, etc., including offshoring strategy lifecycle.

He also briefed the attendees on how companies today can get themselves ready and organised for innovation through the different innovation archetypes.

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