

# Infoline organises 'Smart Sourcing' seminar

MUSCAT — Infoline LLC, the leading IT and IT Enabled Service provider in Oman, organised a Seminar on Smart Sourcing- An innovative Business Enabler at Shangri-La's Barr al Jissah Resort and Spa recently.

The speaker for this seminar was "thought leader" and "business thinker" Professor Mohanbir Sawhney, Director at Centre for Research in Technology & Innovation and Chairman for Technology Industry Management Program at the Kellogg Graduate School of Management.

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

Infoline is a pioneer in introducing outsourcing in Oman through services like contact center and back office outsourcing. Infoline has played an integral role through its specialised serv-



ices in the nation's critical industries pertaining to verticals like Telecom, Airline, Ministries, BFSI and Education. Infoline has developed a flexible 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.

Prof Mohanbir Sawhney began with 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).

Professor Sawhney showcased in brief the BPO (Business Process Outsourcing) evolution process, various BPO Models and tools necessary for an organisation to effectively use smart sourcing to move up the value chain. Professor also discussed trends and evolution of Outsourcing from periphery to core, citing examples from verticals like BFSI, Utilities, and Logistics etc. including Offshoring strategy lifecycle.