

## Infoline organises seminar on smart outsourcing

MUSCAT Infoline, an IT and IT-enabled service provider in Oman, organised a seminar on Smart Sourcing: An innovative Business Enabler.

The speaker 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, according to a press release.

Sawhney showcased the BPO (business process outsourcing) evolution process, BPO models and tools for an organisation to use smart sourcing to move up the value chain. He discussed trends and evolution of outsourcing from periphery to core, citing examples from verticals



like BFSI, utilities and logistics, including offshoring strategy lifecycle.

He briefed attendees on how companies can get ready for innovation through innovation archetypes – patterns observed in successful companies. Outsourcing models like captive units, third-party outsourcing and near shore sourcing were introduced.

He covered business innovation from understanding basic concepts of

smart sourcing, common myths on outsourcing and successful innovation patterns to best practices.

Sawhney began with a presentation on stages of outsourcing evolution — from information technology outsourcing (ITO) BPO and to the new wave of knowledge process outsourcing (KPO).

Mounting pressure on profit margin, top line and bottom line growth, global competition from low-cost

destinations and increased focus on core business are factors driving companies to look for paradigm shift to do more with less without compromising quality, the release said.

While 'Cost Savings' is the primary driver in any outsourcing cycle, it is not the only factor to 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).

The workshop ended with an interactive session with participation from some government dignitaries and corporate leaders of Oman.

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