



Capture Market Share Rapidly Through

BOT Model of Outsourcing

Develop discrete assets by this successful financial model. Great for start-ups for their product development where the model can help free-up capital funds for enhancing global foot print.

BUSINESS SCENARIO

Outsourcing has been widely followed by most of the US and the European companies and moving their operational components to offshore destinations like India by establishing their subsidiaries.

However, there are issues related to execution and 'in country' challenges in managing these offshore subsidiaries and this would affect in realizing their business goals.

The Build-Operate-Transfer (BOT) model offers an attractive alternative over traditional offshore path. A BOT model is typically used to develop discrete assets and is generally entirely new or Greenfield in nature.

Being a successful financial model, many start-ups in product development space opt for BOT model to free-up capital funds for enhancing their global foot print. A smart sourcing partner becomes an efficient 3rd eye partner!

CONCEPT

The BOT model has special features in terms of the following:

- Client's participation in selection process of offshore team with right mix of skills
- IPR protection and individual team member entering direct NDAs with customer
- Relationship building between client manages and team with offshore team
- Continual increasing effectiveness, as team learns and improves
- Single focus on customer needs and goals, beyond the dictates of an SLA
- Knowledge retention
- Option of transfer are exercised when dedicated team performing at a high level of productivity

The BOT model is executed by a well-established and seasoned software services company under a formalized engagement model. Broadly the MOU covers the following aspects:

- Management structure
- Phased staffing needs with HR processes
- Infrastructure and facilities
- Quality processes/certifications
- Financial outlays (start-up/on-going/transition costs)

- Contingency planning and risk mitigation

- Reporting and KPIs

- Ownership time horizon

- NDAs and contractual framework for transfer of ownership

OPERATION



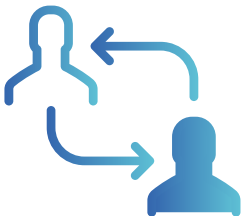
Build

- Set-up the facility and infrastructure, staff the development center, and establish knowledge transfer



Operate

- Manage the offshore establishment, program management, development, QA, maintenance, enhancements, and product support.
- All technical, human resource, legal, and other support and management oversight provided
- Implementation of processes and quality systems (ISO9001, CMM)
- Organize frequent customer satisfaction polls, as well as regular status meetings
- Operable on flexible pricing models
- Undertake transition planning in terms of people, process, facilities and technical infrastructure



Transfer

- Transition process in terms of people, process, facilities and technical infrastructure
- Register a new offshore wholly owned subsidiary for the customer
- Execute transfer, transfer assets and handover operations

BUSINESS & OPERATIONAL BENEFITS

BOT offers attractive business benefits over the traditional offshore subsidiary path, including:

- Cost savings compared to 3rd party vendor partnerships and lowers infrastructure set-up costs
- Reduce costs, by 30% or more; free up capital funds for other use; and convert fixed costs to variable costs
- Direct control on hiring and retention of IPR
- Rapid scaling of operations with wider service offerings, quickly filling business model gaps
- Reduced time to operations through utilization of knowledgeable 3rd party management resources responsible for real estate; government rules and regulations; cultural transition; IT infrastructure procurement and security
- Ability to ramp up (or down) quickly and add newer technologies, functions and services
- Work around lack of internal resources and have a pool of trained resources to bring onsite as needed
- Improves business focus
- Accelerated re-engineering benefits

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