

Fact Sheet

Offshoring

Offshoring is now a competitive imperative

- ≡ The offshoring of IT and Business Process Outsourcing (BPO) services is a reality and Knowledge Process Outsourcing (KPO) is emerging quickly

US companies have leveraged offshoring from India to:

- ≡ Reduce medium to long-term costs (35-50%) while maintaining/improving quality
- ≡ Focus on higher value activities onsite and improve efficiency/scalability

Getting value from offshoring is not straightforward

- ≡ A significant amount (33-50%) of offshorable efforts are considered a failure (do not meet expectations for cost, quality, and timeline)
- ≡ Some of the key challenges include coordination, cultural differences, poor planning, improper expectations and skill mismatch
- ≡ Diligent upfront planning & meticulous execution is required on several fronts—activities, sequencing, approach, risk identification/mitigation, implementation and measurement

About Us

Overview

- ≡ Eupath (formerly Eumotif) is a management consulting firm focused on helping organizations leverage and implement offshore based high quality service delivery models from India
- ≡ We have deep experience in establishing, managing and optimizing offshore based services from India

We have successfully helped US companies:

- ≡ Implement a range of offshoring approaches including setting up captive centers, negotiating partnerships and establishing 3rd party outsourcing relationships

Our Value Proposition

- ≡ Independent management consultants—advocating the client's interests
- ≡ Proven implementation-oriented approach & results-oriented solutions
- ≡ Commitment to providing unbiased advice and maintaining higher standard of ethics
- ≡ Deep level of experience in helping US companies successfully offshore to India

Leadership

- ≡ Abhay Jajoo and Shashi Jasthi, Managing Directors
- ≡ Extensive (17+ years) US based management, offshoring and IT consulting experience
- ≡ MBA (University of Chicago), MS (Northwestern)

Team

- ≡ With offices in Phoenix, Boston, and Hyderabad, our consultants blend rich project and cross-border management experience with activity and industry expertise in offshoring

**Offshore
intelligence,
advice,
implementation,
& management**

Key Industries:

- ≡ Software / IT
- ≡ Pharmaceutical
- ≡ Healthcare

Key Offshorable Activities:

- ≡ Software Application & Development
- ≡ Customer & Technical Support
- ≡ Data Management
- ≡ KPO Services (Analytics)

ASSESS | PLAN | IMPLEMENT | MANAGE | OPTIMIZE

Solutions

We help US companies:

- ≡ **Plan and Implement their Offshoring Models**
- ≡ **Optimize and Manage their Offshore Operations and Relationships**

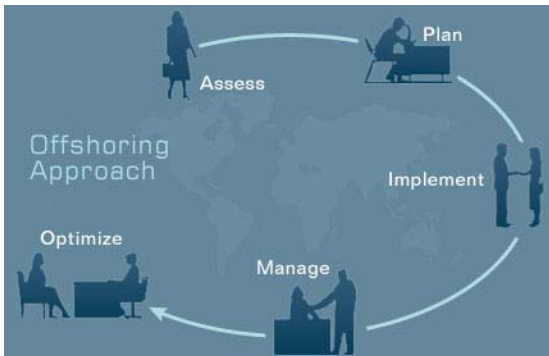


We have helped companies successfully leverage offshore in areas of:

[Call Centers/Technical Help Desk](#) ≡ [Management Consulting](#) ≡ [Back Office Processes](#)
[Technical Support](#) ≡ [IT Application Development and Maintenance](#)

Approach

Our approach is derived from extensive experience in helping companies effectively develop, implement and manage offshore based delivery models from India



“Their true value showed not just in their knowledge of India or their ability to manage any detail on the ground, but in their experience in building and operating businesses across geographies and across cultures”

– CEO of the largest applications server provider in the US for enterprise applications

Case Study: Setting up a Captive Operations in India

A Leading Provider of IT Help Desk and Siebel Implementation Services to Life Sciences Companies

Key Issues

- ≡ Anticipated competition and client intention (but no commitment) to offshore
- ≡ Full operational control—client contract requirement, quality reputation
- ≡ External factors affect ROI/Breakeven (small pilot scale, slow client ramp-up)
- ≡ Relatively relaxed time to market

Eupath’s Work

Client initially intended to JV

- ≡ Identified potential partners, conducted due diligence
- ≡ Negotiated JV terms and contract

Client decided to set up a captive operation due to unexpected developments on partner side

- ≡ Conducted detailed financial analysis, established budget and project plan
- ≡ Selected location, established organization, setup infrastructure
- ≡ Recruited/oriented management team and operating staff, migrated operations

Results & Impact

- ≡ Operation went live in 16 weeks, currently operating 4 clients’ help desks from India (100 staff)
- ≡ Achieved US center comparable Customer Satisfaction levels in 6 months
- ≡ Migration processes maturing to ensure each client satisfaction reaches US level within 30 days
- ≡ Started leveraging center for internal back-office activities (HR, Marketing support)
- ≡ Learned from the experience of setting up global operations, built another center in Eastern Europe to support European clients

“The proof of their value is in the results – we now own a successful operation running in India. Eupath has earned our trust and we are engaged with them in a mutually beneficial relationship for the long run.”

– CEO of a leading provider of IT Help Desk & Siebel Implementation services to life sciences companies

“We would not have survived as a business without starting the India operations”

– CEO, one year later

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