



get it outsourced

Outsourcing today has indeed evolved as the “Corporate Mantra” to combat the emerging impacts of globalisation for any organisations across the globe.

A concept as old as the wheel, outsourcing is rooted to the very ancient economic trade theory which rides on the basic idea of countries specializing in production of goods and services in which their resources can be best utilized.

Its origin can be traced to the examination of the tradition of organizational structures and practices. It has been proved that an organization’s success just doesn’t rely on the size and management of its resources. Today’s highly volatile and demanding competitive markets have resulted in extending the measuring rods to finite parameters like specialisation, expertise and knowledge based approach. The principles and practices of outsourcing lay down the platform of success for both big and small firms running down on the circuit of competitive challenges.

The spectrum of outsourcing can vary from a simple back office support or knowledge based solutions to complex business operations. The domain expertise of an Outsourcing Service Provider often ranges across various Industries like Banking, Finance, IT, Retail, Airlines, Telecom, Insurance, Human Resources and Medical Care.

Any organization, be it small or big, can get outsourcing benefits. Big firms may adopt this management practice

as a tool to innovatively fight global competition. The benefit will induce strategic methods of operations and to expand the market vision to big firms. Small firms, on the other hand, can use outsourcing to run over the local big firms, to welcome cost effective value additions to their business and definitely to improvise their ROI. The world today witnesses the government organisations singing the saga of outsourcing benefits with the emerging trends of E-Governance.

One can see Oman’s inherent advantage of up-coming developments in IT infrastructure facilities and possessing an ideal time zone to serve clients across the world, which promotes itself as an emerging destination for outsourcing services. The key drivers in Oman have been the availability of large qualified bilingual resource pool, cost effective availability of skilled resources, rapid progress keeping abreast to latest technological developments through installation of high-quality communication infrastructure and a strong backing of the nation through the various proactive government policies.

The above benefits were well recognized and harnessed with the launch of Infoline, an innovative creation of Joint venture partners Bahwan CyberTek, Omantel and PEIE. As an Outsourcing Service Provider Infoline has brought about a new wave in the Oman market with its unique



service offerings of Business Process Outsourcing and Contact centre services to serve both the national and international customers. Infoline as an Outsourcing partner has ensured its clients a valuable experience through its robust infrastructure facilities, telecom and technology competency, skilled and qualified team and streamlined processes.

Infoline has proved to be an effective service provider and is developing a niche for itself in industries like Airline, Telecom, Banking, Finance and Retail. With a pursuit to enthrall Oman’s market with the positive reflects of Outsourcing, Infoline has successfully laid the outsourcing platform for Telecom and Airline giants like Omantel and Gulf Air.

These giants are few among the prominent corporates in Oman who are in the forefront today for Outsourcing solutions and as a first step have opened the gates of the Outsourcing markets to Oman through service providers like Infoline.