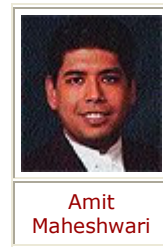


## **i-Vantage launches Global InServe**

Venkat Pulapaka / Hyderabad

With offshore outsourcing to India gaining momentum, global players are rapidly increasing their investments, either directly, or through major outsourcing vendors. Consequently, software exports from India to the US and European countries increased from \$6.8 billion in 2001 to \$7.5 billion in 2002. Interestingly, a good percentage of these exports from organisations in India are to their parent companies abroad, and this percentage doubled from 8 percent in 2001 to 16 percent in 2002.



However, a major portion of the outsourcing work goes to third-party vendors. Though these vendors help multinationals to cut operational costs, the benefits of offshore outsourcing are still 20-30 percent higher for global players. "In order to set new benchmark standards for cost savings in the outsourcing business, the US-based ADP Inc and Hyderabad-based i-Vantage have come up with a path-breaking solution called Global InServe," said Amit Maheshwari, chief executive officer of i-Vantage.

Speaking to Express Computer, Malcolm Thorne, vice-president and general manager (CRM) at ADP said, "We are using our vast software development experience to extend the capabilities of offshore software R&D and support facilities using the Global InServe model."

Global InServe aims to break the traditional offshore outsource path available to the majority of development organisations, by delivering an additional 20-30 percent cost advantage. This advantage is gained through the direct ownership of the facility, combined with a management service provided by the vendor. "This sets a new benchmark for cost savings," said Malcolm Thorne.

The new service provides a platform for the creation and ongoing management of a subsidiary-based offshore operation. The facility is owned by the parent organisation and delivers the competitive edge through cost-reduction, scalability, control, security of intellectual property and quality assurance for IT operations.

Between the two companies, ADP and i-Vantage have delivered offshore software solutions for IBM, Trek, ADP, Ford, Coors Brewing and GE. For example, cost savings of \$1 million has been achieved by ADP already, by creating the ADP India Dealer Services ODC facility in Hyderabad.

Both Maheshwari and Throne believe that the InServe model is set to create a new wave of change throughout the software development industry.

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