

Guest CEO Editorial



Ben Wang

President and CEO of
Beyondsoft

Mr. Ben Wang is Founder, President and CEO of Beyondsoft. As a pioneer of software outsourcing in China, Mr. Wang has over the past decade built Beyondsoft into a leading outsourcing service provider that constantly strives to deliver a higher level of customer satisfaction. Having invested heavily in human capital and service quality, Mr. Wang has overseen the company's rapid growth from a small-sized localization outfit to a global provider of quality ITO and BPO services.

Mr. Wang is a far-sighted entrepreneur with strong leadership skills and deep business acumen. Today Mr. Wang is recognized as an outsourcing pioneer by the hi-tech industry, the Chinese government and the investment community. He frequently speaks at industry and company events, and makes regular contributions to popular journals and websites.

Mr. Wang has been awarded the *Top Leader of the China Services Outsourcing Industry Promotion Award*, along with other felicitations like China's Customer Service Excellence Award, The Outstanding Youth of China Software Industry, The Excellent Young Entrepreneur of Haidian District and Asia Influential Entrepreneur Top 10.

Mr. Wang graduated from the Beijing University of Aeronautics and Astronautics (Now Beihang University) with a Bachelor's Degree in Computer Science. He also holds an EMBA degree from the prestigious China Europe International Business School.

Tholons:

As one of the leading outsourcing service providers from China, what do you see as the major drivers for China's rise in the services globalization space in general and product development in specific?

Ben Wang:

In general, the major drivers that boost China's importance in the services globalization space are 1) Access to China's high-quality and scalable talent pool, 2) Mitigate the Indian-only risk associated with geo-political situations, 3) Strategic move to China for product

development in specific, multi-lingual capability to support global market especially Asian market for a specific product is the major factor apart from the three mentioned above.

Tholons: 4 out of the 5 cities you have offices in China, namely Shanghai, Beijing, Tianjin and Dalian are a part of the Tholons Top 50 Global Emerging Locations. According to you are there any other locations in China or elsewhere you find emerging/attractive for the Product Development space?

Ben Wang: Yes, Actually we added Wuhan, Chengdu as the second tier city for delivery center.

Tholons: Since you have operations in both India and China, can you highlight the differences between the two countries? Their strengths and weaknesses and how they compare against each other in terms of quality of talent, availability of talent, cost, culture, work ethics, infrastructure, risk of doing business and quality of life?

Ben Wang: Overall, India is very good at managing processes, while China is probably more innovative. As a result, client can be well assured that they exactly get what they expect from their Indian partners, but they may end out getting more than they expect from their China partners. Indian talent is more used to strictly follow what client asks, no more, no less; Chinese talent is more likely to ask why, and if there is a better way to get what the client asks. Total cost in India is about 20% higher than same level skill set in China, at a similar location. Culturally China and India are a lot similar; however India has become more westernized with time, while China is more inclined towards the double byte countries such as Japan and Korea. Both countries have good work ethics and very dedicated talent pool. Although the perception is that risk of doing business in India is lower, the fact is that China has an excellent business environment. The only reason probably is, because China has not done a great job to market its potential to the western world. Finally, China has the world class infrastructure while India still has a long way to catch up, quality of life for expatriates in China is much better than in India, cost of life is lower as well.

Tholons: What are the next path-breaking technology innovations / trends that you may foresee in the Product Development/IT Services space?

Ben Wang: Software as a Service (SaaS) and Open-Source are two very important trends that will potentially change the business model of product development/IT Services; we are investing lots of resource in these two areas and trying to be innovative.

Tholons: How would you describe the growth of globalization in the IT/BPO Services space? What particular Service Lines do you see to be the fastest growing and why? What challenges have you faced (or foresee) scaling and how do you plan to handle them?

Ben Wang: We are very confident that global ITO and BPO services will continue to grow, especially the offshore part as there will be more development, maintenance and support job move to offshore to save more cost. Talent will continue to be the biggest bottleneck for us to grow; we need middle-level managers with technical skills and the business background capable of interacting with the client to leverage the growth opportunity.