

CEO Spotlight



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e-Services Philippines 2008

At the start of the year, Tholons cited a few trends that we felt would impact the global outsourcing industry. We are happy to note that many of these are being realized. Here are a few:

1. Firms are adopting the “Cities of Excellence” model, sourcing services from the best location for respective ITO/BPO domains / processes.
2. Firms are Multi-Sourcing as mega-deals are being sourced in a mix of Tier I and “best of breed” Tier II service providers.

3. Tier II and Tier III providers are beginning to expand their global footprint.
4. SME's driven by Private Equity investors are becoming significant participants in Services Globalization.

Not surprisingly, many firms have approached us with questions along these lines. Where can we find talent for this process? Which Tier II cities should we expand into? Are you aware of companies in this space that we can invest in? What's happening in China, Vietnam, Russia and Brazil?

Recently, we were pleasantly surprised when the Philippine Department of Trade and Industry (DTI) approached us to help them take their annual eServices Philippines (ESP) Conference to the next level. Incidentally, Philippines is second only to India in terms of Global Sourcing. For perspective, for the past 8 years, ESP has been largely Philippine-centric. They recognized that if they stayed this way, then they would be capping the potential of the conference. They wanted it to be more global, more relevant and more valuable. We saw this as the perfect opportunity to take advantage of the trends we are seeing and help participants answer the same questions we're constantly being asked.

The vision for ESP 2008 is to make it "The Cannes Film Festival of Outsourcing" by having a more global rather than Philippine-centric focus. The theme of ESP 2008 is to bring together the "**Global Centers of Excellence**" to a single platform. We believe that in the long term, only the Centers of Excellence will thrive. Centers of Excellence are organizations that have clearly identified which markets they want to serve and continually develop solutions to create the most value for their target markets. Centers of Excellence can also be locations where the combination of talent, infrastructure and cost make it ideal to deliver certain processes. Metro Manila is an example of a Center of Excellence for Customer Service BPO. We have received a lot of feedback from different suppliers that their Metro Manila center regularly outperforms their others centers in other parts of the world for customer service.

The first day of the conference will feature Organizations as Centers of Excellence. It will showcase the best practices of the leading organizations involved in outsourcing. We will have a leading Buyer of outsourcing services talk about how it manages multiple processes across multiple vendors and multiple locations. We will have a leading Supplier talk about how it manages complexity, growth and scale while consistently delivering quality. We will have a leading Investor speak about the risks and rewards of investing in the outsourcing companies and how it has picked winners. And finally, we will have a case study on how government and industry organizations can work hand in hand to create a more fertile environment for outsourcing companies to grow.

The second day of the conference will feature Locations as Centers of Excellence. There will of course be presentations from the two leading offshore outsourcing destinations in the world: India and the Philippines. However, there will also be presentations from operators in Asia, Europe and Latin America. Each presenter will use specific information and case studies to best illustrate what makes each location unique and especially attractive for a different business or IT process.

As you can see, eServices 2008 will be a unique opportunity to learn, to network, to build your brand, and to even have some fun. I'm sure those who have never been to Manila will be pleasantly surprised with what they'll find there. I'm also confident that those who've attended previous eServices conferences will see ESP 2008 to be even bigger and better.

We applaud the vision and the boldness of the DTI under Sec. Peter Favila, particularly our friends at the Center for International Trade Expositions and Missions (CITEM) and the Board of Investments (BOI). We are inspired by the wholehearted support of the Business Processing Association of the Philippines (BPAP) team led by its CEO Oscar Sanz. The team is clear about where the global outsourcing industry is going and the role of Philippines in the global outsourcing ecosystem. With this conference, they are making a strong statement that more dialogue and cooperation with global counterparts will accelerate the Philippines' growth.

This conference is significant in many ways -

1. Clients are increasingly looking to select one or more best-of-breed firms from the best-in-class cities outside of India. India has been the center of attention over the years. But now, sophisticated clients are interested to explore opportunities beyond India and look at emerging destinations in Latin America, Africa and C&E Europe. This is a great opportunity for services firms to position their firm's capabilities in client's mind and for global clients to learn about various countries and "Best of Breed" suppliers across the global centers of excellence.
2. In order for service providers to grow and become global players, they need to understand the dynamics that go into "Going Global". The sessions planned in the conference will help you understand these critical strategic and operational dynamics straight from the pioneers and leaders in each area.
3. This conference also will make you aware of where your competition is going to come from and what they bring to the table.

The conference will be on February 11 and 12, 2008 at the SMX in Manila and the keynote address will be delivered by President Arroyo of The Philippines along with stalwarts of the Global Services industry.

If you're interested to find out more, please email us at esp08@tholons.com. We look forward to seeing many of you there.



If you have any questions or comments about this article please contact at avi@tholons.com