

# ITES Capacity Building Roadmap - Realizing the Full Potential

## Client

The client was a south-east Asian government sponsored nodal agency which was assigned the task to position the country as an emerging offshoring destination. The nodal agency comprised of cross-stakeholder team of local IT/BPO associations, various government and professional bodies and academia.

## Business Context

The program focused on activities and initiatives expected to have an impact in the short to medium term in the development of the ICT industry in the country which can be used to feed a longer term strategy. The overall goal of the program is to strengthen, predominantly through private sector-led initiatives, the existing ICT industry in the country; to encourage emerging sectors of the industry and entrepreneurship, to stimulate broad-based industry growth, and to promote international competitiveness.

So the need was to suggest strategies to provide a “kick start” to ICT related development in the country.

## Tholons Approach and Role

Tholons was engaged as a lead consultant to assist the nodal agency on strategy formulation for ICT related development in the country.

Applying years of services globalization experience gained by servicing countries and governments in similar initiatives, Tholons proposed a time-bound approach to tackling ICT development challenges facing the nation. Once the key challenge of supply constraint affecting the IT/BPO industry growth was identified, the strategy formulation included listing down six short term (1-5 years) and three long term (5-10 years) initiatives. For each of these initiatives, a step-by-step implementation strategy was also proposed. Finally, a detailed discussion of the government’s role in capacity building was presented and an overall governance structure for implementation of the proposed initiatives was laid down.

## Business Benefits

Tholons ability to showcase the current global outsourcing landscape and more importantly, the role client’s nation can play going forward was highly appreciated by the client. The specific recommendations of the study was a set of key short term and long term initiatives with a defined implementation plan to tackle the capacity related challenges facing the nation’s IT/BPO industry.

The role and responsibilities of multiple stakeholders in IT/BPO ecosystem for each of these initiatives was also identified for speedy implementation. The report finally was presented to the top government officials and long term government commitment to pursue those initiatives was obtained.