

# Outsourcing & More

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COMPANIES WANT TO HAVE ACCESS TO SKILLED  
TALENT AND INNOVATIVE PARTNERS

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# The number one reason for outsourcing is no longer cost savings, but rather having business flexibility

– **Wiktor Doktor** talks to **Debi Hamill**, CEO of IAOP



**Wiktor Doktor:** Debi – you are leading the Worlds’ biggest outsourcing association – IAOP. How did it started? Did the industry need to have such association as IAOP?

**Debi Hamill:** Thank you Wiktor. IAOP has a rich history. Although the association is only 10 years old, our work in the outsourcing industry dates back to the early 1990s with outsourcing training programs developed and delivered by IAOP’s chairman, Michael Corbett, and the production of the first Outsourcing World Summit® in 1998. However, there was no organization with the sole mission to support the industry’s professionals and the organizations they serve to improve outsourcing outcomes and foster strong relationships.

IAOP strives to do just that through education, collaboration, networking and the development of a set of outsourcing standards to provide a common language for use by the entire outsourcing community – buyer, provider and advisor. To that end, and with the strong support of several of the industry’s leading companies, IAOP was launched at the

2005 Outsourcing World Summit in San Diego, California. Those leaders continue to support IAOP and serve on our Strategic Advisory Board still today.

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**WD:** IAOPs’ HQ is located in US but you are running your activities worldwide. What are your main international projects?

**DH:** As an international association, IAOP’s main goal is to serve its members and the global community through our extensive



chapter network, training and certification programs and conferences and executive forums geared to the needs and interests of our members in their respective region. We do this with the strong support of our 11 regional advisory boards, the leadership teams of our global chapters, corporate members, affiliate associations, academic partners and economic development groups. For example, in Europe alone, IAOP has seven active chapters and four regional advisory boards on the ground helping direct our overall strategy in this region. We've held conferences in Paris, Brussels, Lisbon, Copenhagen, Barcelona and are excited about EOS15 being held in Frankfurt in October. In addition to our corporate member organizations, we have hundreds of professional members involved at the individual level.

**WD:** In Poland the BPO/SSC industry is in the fastest growth in the recent years. During the last decade in Poland there were established nearly 700 operations centers and the employment in this industry has grown to 170.000. What American companies are expecting and looking for in the nearshoring and offshoring locations when considering opening new BPO/SSC Centers? How Europe is considered as a location comparing it to India, Philippines or Central and South America?

**DH:** As the outsourcing industry continues to mature and as companies look for new, innovative ways to deliver value, what they are looking for in their partners – and locations – will change as well. Certainly ease of doing business, access to talent, cultural affinity, cost savings and language skills will continue to play a large role. Europe is attractive to buyers for different reasons in different regions, of course, but in particular its combination of multilingual skills, a highly educated and motivated workforce, and competitive pricing that makes the region stand out. We've seen interesting results from our latest *State of the Industry* survey, done in partnership with ISG. The number one reason for outsourcing is no longer cost savings, but rather having business flexibility. They also want access to skilled talent and innovative partners. These will be key drivers in buying decisions.

**WD:** This Autumn IAOP is going to organize European Outsourcing Summit in Germany. What is the purpose of this event and who will attend?

**DH:** Our footprint in Europe has grown tremendously in the last few years, which is no surprise given it is the fastest growing market in the world. Our members have asked for it and we're answering. Expect to see CEOs, COOs, CFOs and other members of the corporate 'C-Suite'; Directors and Managers, Professionals from HR, Finance, Purchasing, Legal, Administration, IT, Facilities, Manufacturing, Logistics, Service Delivery and

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related business functions; Entrepreneurs building the businesses of the future; Investors, Analysts and Academics; Consultants and Corporate Advisors; Government Officials and Policy Influencers; Marketing, Sales, and Delivery Professionals from across the outsourcing, shared services, sourcing and procurement industries.

We look to an event that will bring the community together as one, and yet also focus on the challenges – and successes – of each region from disruptive technologies to geopolitical risk, relationship management, governance and beyond, leveraging the collective thought leadership of our members, globally.

**WD:** Thank you Debi.

**DH:** Thank you Wiktor for this opportunity. See you in Germany in October! ■