

# The International Association of Outsourcing Professionals (IAOP)

**The Global, Standard-Setting Organization and Advocate for the Outsourcing Profession.**

Addressing the opportunities and challenges that come with greater levels of outsourcing is going to take a new breed of outsourcing professional.

## SME Global Sourcing Chapter Webinar

[www.outsourcingprofessional.org](http://www.outsourcingprofessional.org)



INTERNATIONAL ASSOCIATION OF  
OUTSOURCING PROFESSIONALS

**Eugene Goland**

Founder

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Offshore Outsourcing Best Practices



*Outsourcing Industry Trend Analysis:  
Results of the OOBP Vendor Selection  
Survey*

**By: Eugene Goland  
Founder**

**Eugene Goland**

Founder

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Offshore Software Outsourcing Best Practices association (OOBP.org) is a non-profit vendor independent association that aims to provide thought leadership through the network of certified professionals and relevant industry organizations, publications and research initiatives. The mission of OOBP.org is to increase the effectiveness of the software outsourcing industry within the segment of small and medium enterprises by sharing best practices, providing certification standards and facilitating knowledge exchange.

## *OOBP community*

- 205 members
  - Stakeholders and top executives from the demand side
  - Revenue under \$150M and fewer than 500 employees
- 26 certified vendors
- 13 distinguished experts
- Relevant news and publications
- Knowledge base



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## *Vendor selection survey*

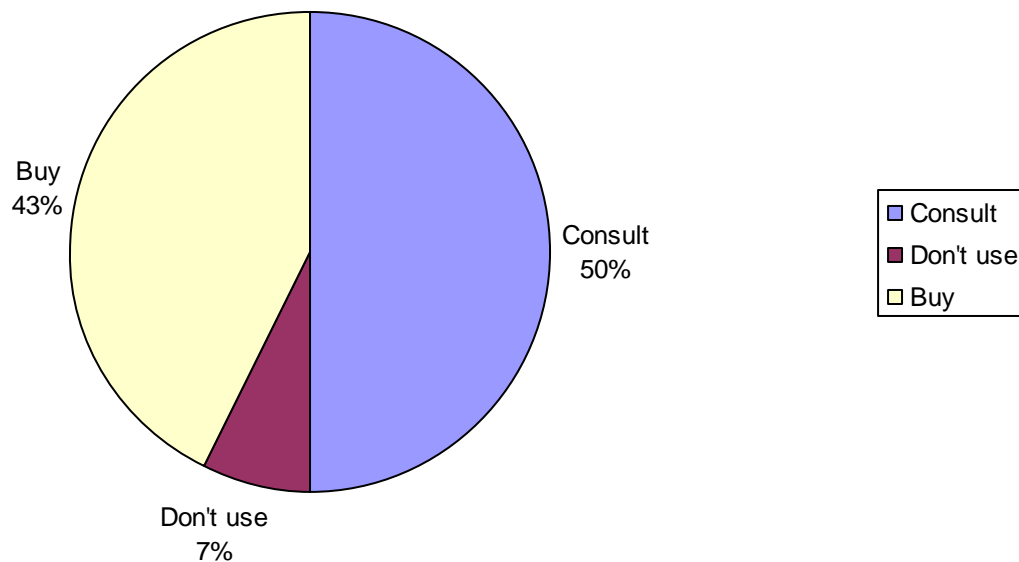
- Objective – derive best practices of vendor selection for SME software outsourcing
- Participants – demand side, OOBP members, approx 50 answers over six month
- Results to be used as part of upcoming methodology

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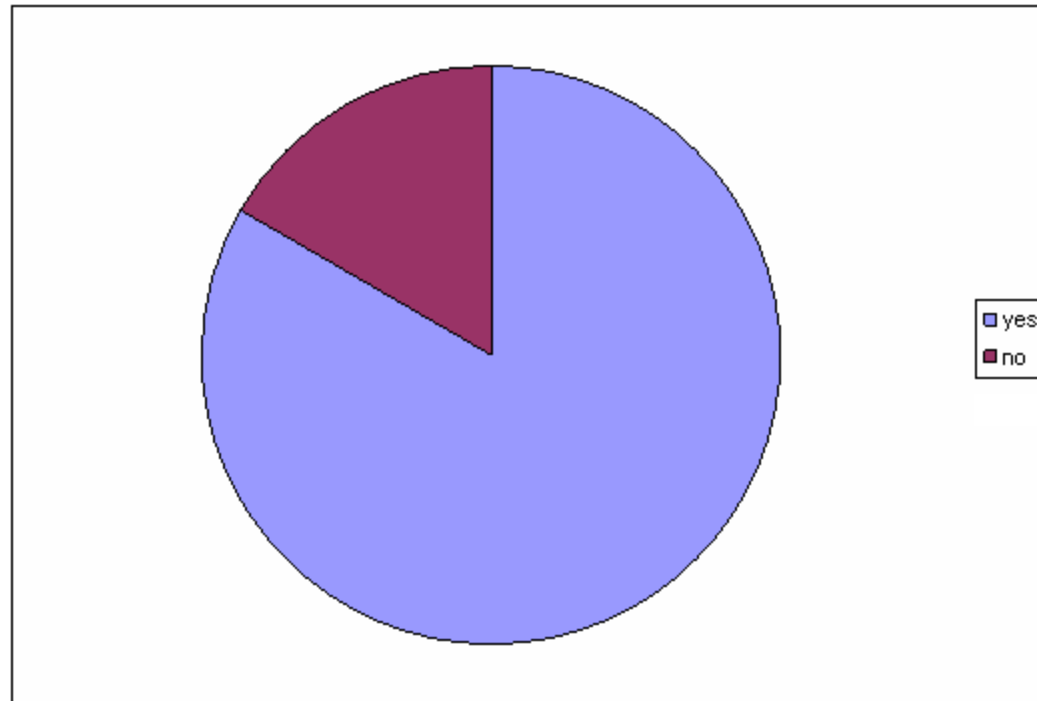
## *Outsource or not:*



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*Is software outsourcing considered to be a strategic initiative or a part of the business plan:*

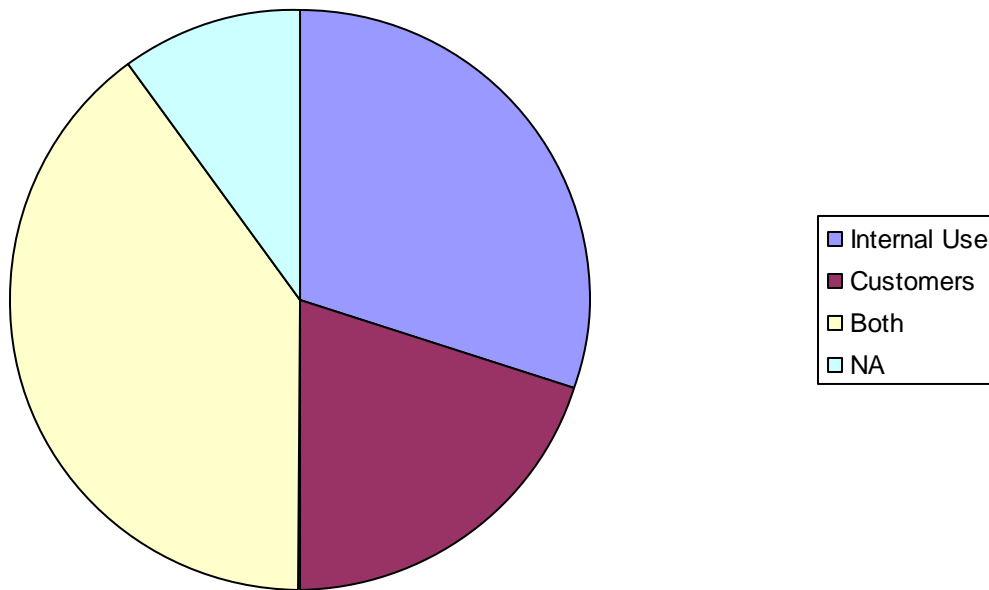


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*Do you develop software for:*





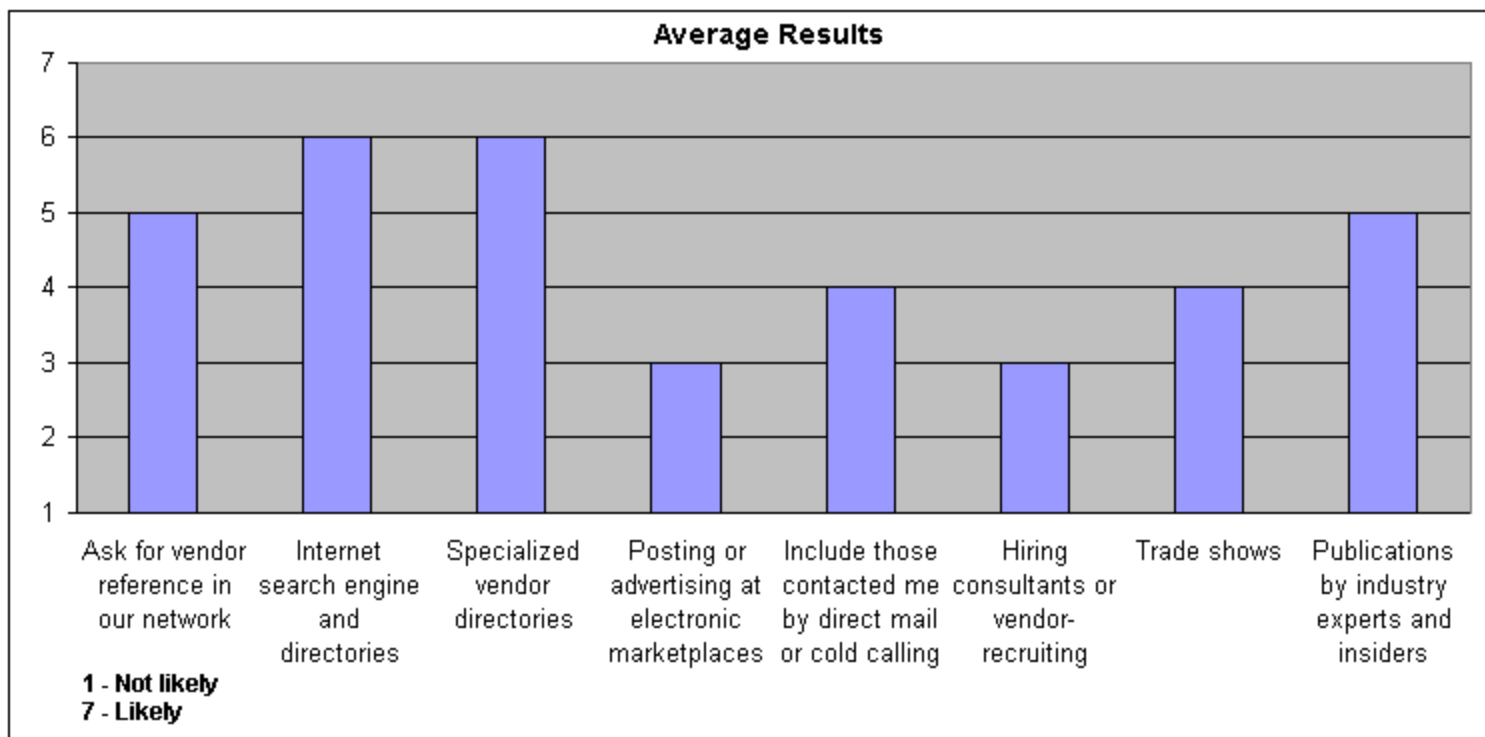
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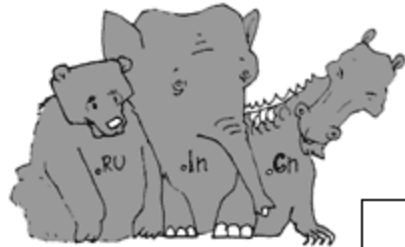
*When compiling a list of vendor candidates to be considered, how likely are you to use the following channels?*



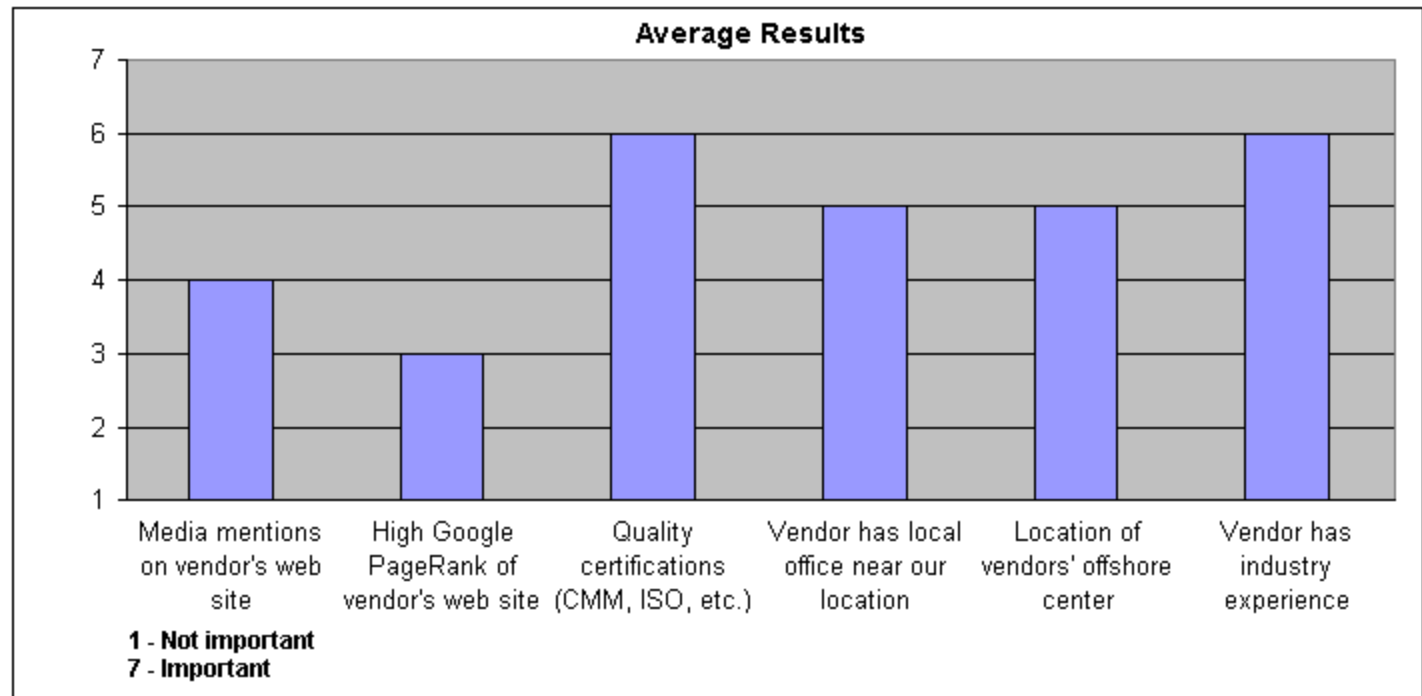
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*When compiling a list of vendor candidates to be considered, how important are the following attributes?*



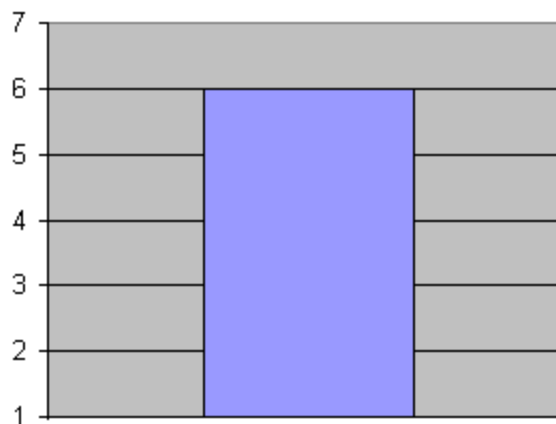
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*Choose what is more important to you:*

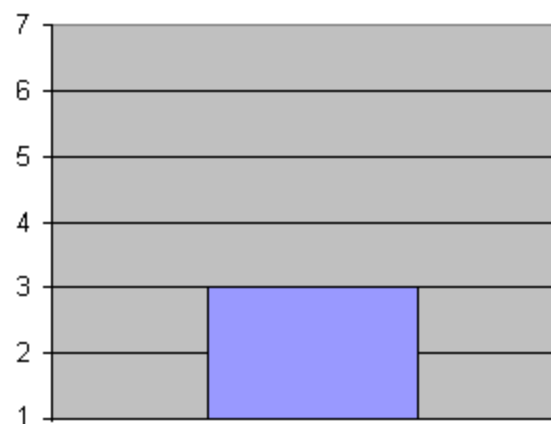
**Marketing Materials**



1 - Impressive & general

7 - Short & specific

**Marketing Materials**



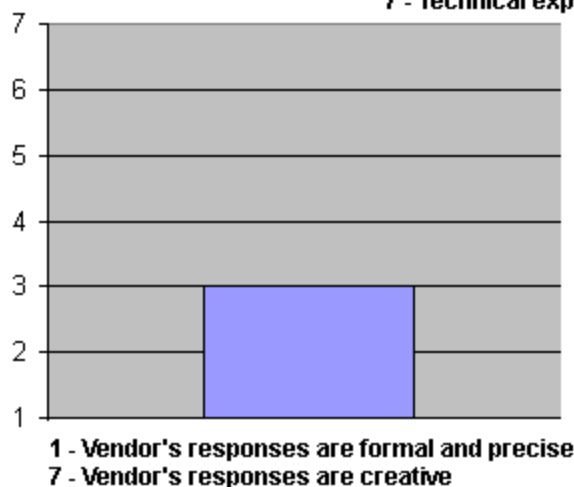
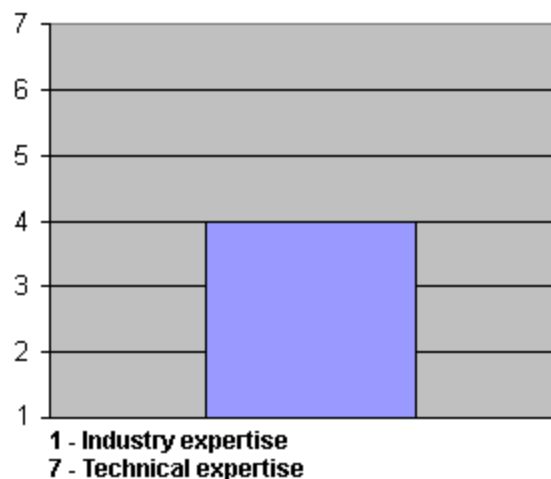
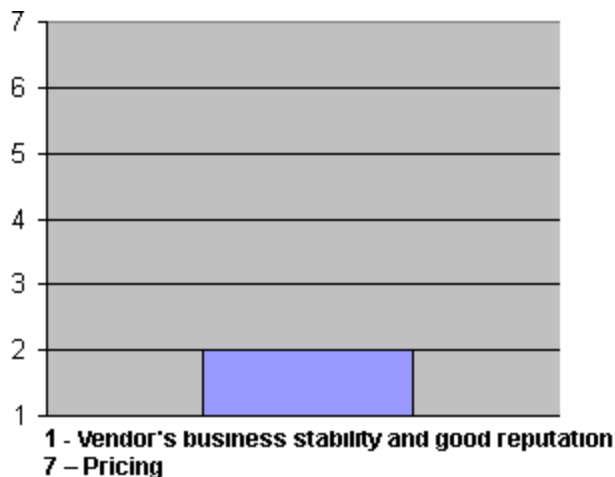
1 - Suggest that service is high quality

7 - Suggest that service is low price

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*When reviewing your engagement options,  
 what is more important?*

**Average Results**





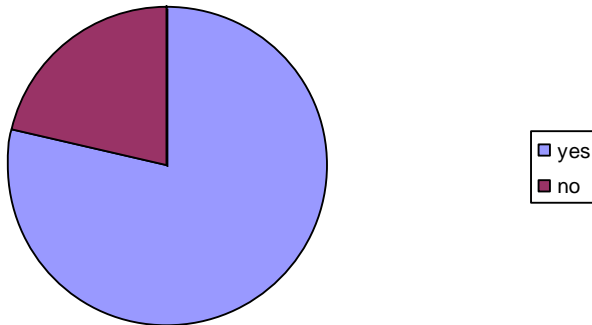
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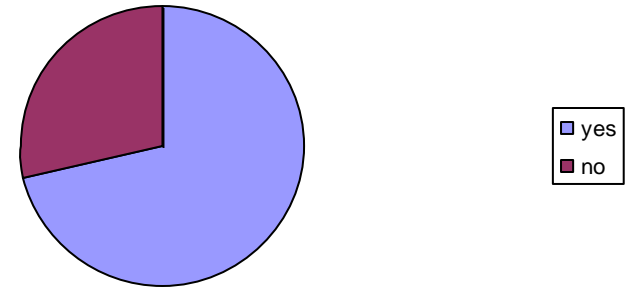
eugene@oobp.org

## *Effort applied in vendor selection:*

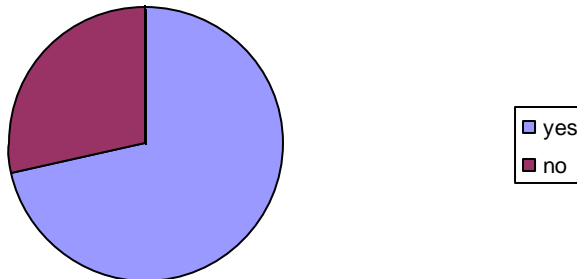
**Do you use pilot projects?**



**Do you use formal score cards for vendor evaluation?**



**Do you review your market options periodically even if you don't plan to quit your existing relations?**



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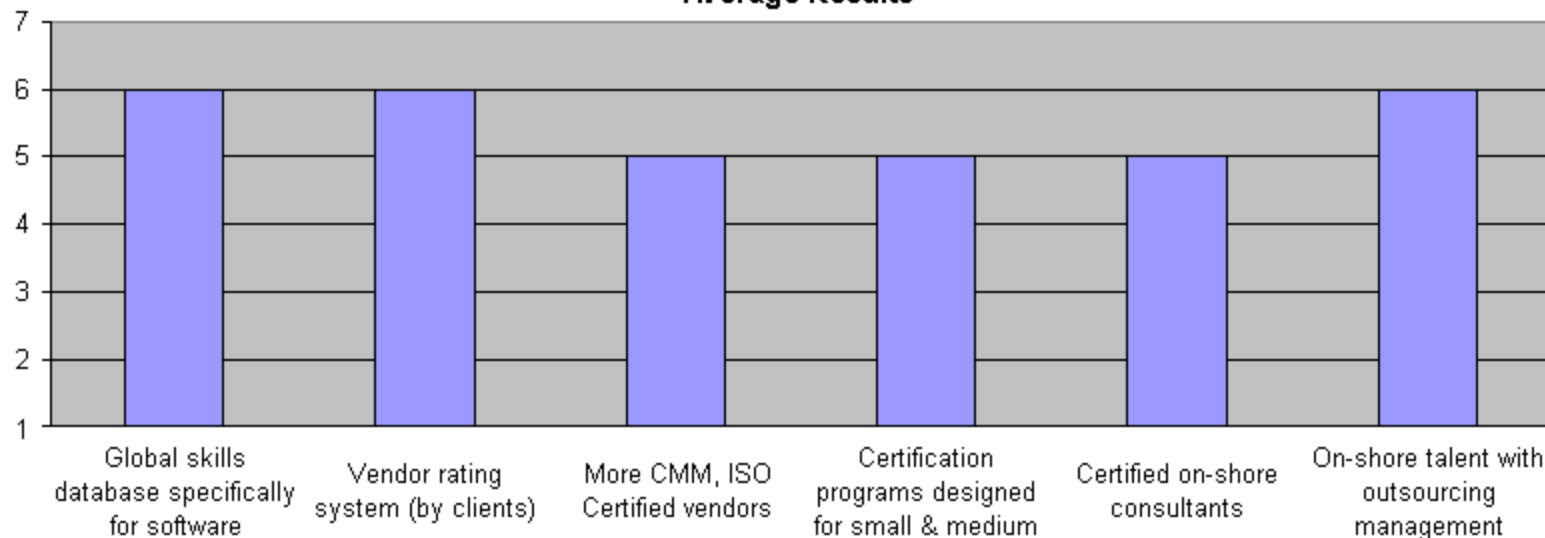
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*What improvements would you like to see on the marketplace:*

**Average Results**



**1 - Not important**  
**7 - Important**

## *Conclusions*

- Emerging segment
- Strategic agenda
- High diversity of best practices and criteria – requires detailed follow up with participants
- Tendency for network-oriented search
- Short presentation materials with emphasis on quality
- Importance of industry expertise for SME

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