

## Thought Leadership Document Outsourcing



I'm writing this to introduce the cost-cutting potential of document outsourcing. My next two editions will give you a more detailed look at this strategy.

### Recession Rx, Part I: In stormy seas, outsourcing can be a lifesaver.

**"Recession set to boost outsourcing." — InfoWorld**

Only a few months ago, economists were arguing about whether we were in a recession. Now the discussion revolves around a very different question: How long will it last?

No question about it. The downturn will challenge every business to find ways to cut costs and operate more efficiently. That's why a number of experts believe that the recession will encourage organizations of all sizes to take a new look at outsourcing.

After all, history shows that it's a proven way to cut costs for everything from IT and back-office operations to the document-driven business processes that underlie so many important organizational activities today.

#### A quick tour of some recent reports.

Take a look at the latest news. A report from South Africa says that outsourcing is on the rise. The CEOs of two of India's biggest outsourcing firms—Infosys and Tata Consultancy Services—say that the recession may well represent a growth opportunity for their companies. And a recent survey from the sourcing advisory firm EquaTerra strongly suggests that the financial crisis is speeding up the outsourcing revolution.

Those thoughts are echoed by Martyn Hart, chairman of the National Outsourcing Association in the U.K.

"Outsourcing has always been associated with cost savings," he told *InfoWorld* in late October 2008. "And now with all companies setting aggressive cost-saving targets for next year we may see more and more outsourcing contracts come to fruition."



**John M. Kelly**  
President, Xerox Global  
Services North America

[Sign up for other  
thought leaders'  
e-newsletters/Blog](#)

## When it comes to expert outsourcing, cost savings are just the beginning.

Certainly, outsourcing offers public and private sector clients the opportunity to improve their bottom line right away by turning inefficient internal activities into benchmark operations.

But down the road, organizations that have successfully integrated outsourcing will be ready to take full advantage of the recovering economy. In fact, that's when all of the other transformational benefits of expert outsourcing will pay off.

- Client organizations will be more agile, more efficient and more productive.
- They will be able to respond to the inevitable changes in the marketplace at a faster pace.
- They will benefit from the best practices, improvements and innovations that will be brought to them on a continuous basis by their expert partners.
- And they will be able to use all of the savings that come from cost reduction and improvements in productivity and efficiency to increase their investment in their core competencies, creating powerful competitive advantages that will drive their companies forward for the next generation.

In a sense, then, the recession is sending an enticing trial offer to organizations around the world that have yet to fully capitalize on the dynamic, business-building potential of outsourcing.

**Reduce your costs with outsourcing today. Then capitalize on all of the other transformational benefits when the the economy recovers.**

## Stay tuned for some cost-cutting ideas.

As an outspoken advocate of outsourcing, I certainly believe in the strategic importance of business transformation. But I also know that this difficult recession is forcing almost every organization today to find new ways to improve the bottom line.

That's why I'm going to devote the next two editions of this e-newsletter to some specific ideas for reducing costs with proven [Document Outsourcing](#) solutions.

From my perspective, you don't have to get to the end of the tunnel to see a little light.

Sincerely,



John M. Kelly