

# Outsourcing Reimagined



Future-proof Your Business by  
Building Your Team, Your Way

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About Emapta

# Plan for a Big Year. And Even a Bigger Future.

This eBook is all about giving you data-driven information and tried-and-tested strategies gathered on the ground from businesses who have piloted outsourcing – and lived to tell the tale.

Read on to find out how you can use outsourcing to help your business reach its full potential, gain flexibility, and take full control over your teams, tools, and technology – even if they're thousands of miles away.

Still on the fence about outsourcing? Then treat this eBook as your guide to weighing in your options.

Get this and more:

- ✓ Latest statistics and key benefits of outsourcing
- ✓ Comprehensive checklist for finding the right outsourcing partner
- ✓ Easy and future-proof process on setting up your international office
- ✓ Expert advice from Emapta's Founder and CEO, Tim Vorbach

After finishing this eBook, you should be able to determine if outsourcing fits your business, easily select the right outsourcing partner based on your needs, and acquire strategies to enable success for your business this 2022!

Let's begin...

# Benefits Of Outsourcing By The Numbers

Outsourcing has become more flexible and easier over the years: some businesses have their own dedicated full-time teams while others use outsourcing for big projects.

It's all about tailoring a solution to the individual's requirements, but the benefits are always guaranteed.

To give you a full picture on how outsourcing helped global businesses thrive, we've listed the top 6 most impactful benefits of outsourcing:

## FACT

**54%** of all companies make use of third-party support teams to connect with their clients.

Hiring an outsourced staff can save you up to **\$3,000** in upfront costs\* or **70%** in labour fees.

More than one-third of small businesses (**37%**) feel secure when outsourcing a business process.

Businesses choose to outsource mostly because of increased efficiencies (**24%**) and to receive assistance from experts (**18%**).

Most commonly outsourced business processes\* include:

- Accounting (**37%**)
- Information Technology (**37%**)
- Digital Marketing (**34%**)
- Development (**28%**)
- Human Resources (**24%**)
- Customer support (**24%**)

The Philippines and Sri Lanka are the top choices for knowledge process outsourcing. For example, **34%** of the Philippine outsourcing industry provides higher-value services such as legal, financial, and content production services.

## BENEFIT

### Total flexibility

Outsourcing has given companies the advantage of increasing their client engagement. It also frees up their employees from administrative or repetitive tasks, granting them the ability to provide more strategic or advisory services.

### Simple pricing

You can outsource to countries such as the Philippines and Sri Lanka which has lower costs of living. Moreover, you don't have to set up your own office abroad on your own as your outsourcing partner will handle your staff, HR, IT, and facilities.

### Maximum security

Outsourcing providers comply with international data privacy laws and global IT compliance protocols. They also implement bank-level data security measures.

### Enhance quality of service and/or products

No matter what type of service you're looking to outsource, there's a bespoke solution and great talent suited for your needs.

### Premium talent

Accounting and IT are the most outsourced business functions, but today, outsourcing providers offer diversified services so you can also transfer your marketing, recruitment, and even mortgage processing to an expert offshore team.

### Top workspaces

With innovative workplace options in a broad range of business districts all over the country, you'll easily find a space customised for your team in the Philippines and Sri Lanka.

\*Source: Clutch.co - Small Business Outsourcing Statistics

The \$85.6 billion-strong global outsourcing continues to grow, and if you're trying outsourcing for your business, there's a crucial factor in ensuring your success: finding the partner...

# How To Find the Right Outsourcing Provider

Make sure you're on the right track to outsourcing by finding the right partner.

From the start, you'll surely have 4-5 choices in the market, but narrowing them down to the one you would prefer working with requires knowing the right information so you can make an informed decision.

Use this checklist on what you can do when you come across outsourcing providers.

## ❑ ONLINE RESEARCH

70-80% of people research a company online prior to purchasing or contacting them, so we highly recommend you do the same! Browsing an outsourcing provider's website can save you an enormous amount of time, and when you book a consultation, you can focus on discussing your business needs.

## ❑ CHECK THEIR COMPETENCIES AND EXPERIENCE AGAINST YOUR REQUIREMENTS

During your consultation, share which business functions you plan to transfer and if they match the services that the outsourcing partner provides.

## ❑ PROBE THEIR WORKFLOW AND COMMUNICATION RHYTHMS

How do they regularly connect with their clients? To manage a remote team, you'll need a responsive partner who's ready to address and provide solutions to your issues within a reasonable amount of time.

## ❑ CHECK THEIR OFFICE AND CONNECTIVITY INFRASTRUCTURE

You can tell that you have a reliable outsourcing partner if they have an in-house IT team who can support your staff as they report to you during your designated business hours from a premium, secured office with 24/7 connectivity. You can ask for the provider's photos and videos of their sites, or if time permits, arrange a physical/virtual office tour with you.

## ❑ CULTURAL COMPATIBILITY

A remarkable advantage about outsourcing in the Philippines and Sri Lanka is that their culture is heavily weaved with Western influences, so there's no stark contrast when it comes to observing customs and general workflows.

The Philippines and Sri Lanka also rank high in Asia when it comes to English proficiency, so it's easier to get the message across to your staff in these countries.

A good outsourcing partner is one that can recruit and retain staff for you with speed, [but a great one goes beyond providing their services and listens to you](#) if you have feedback and works on it so you can achieve tangible results through your partnership with them.

# 5 Easy Steps To Start Outsourcing

Found the right partner? Perfect. To demonstrate how you can start outsourcing easily, here's how client partners begin their offshoring journey at Emapta.

1

## Your Vision

Tell us what you need and, importantly, what are your pain points. Often, we add even more value to a client's business by suggesting solutions that you may have never even considered.

2

## Your Target Talent

With specialist recruiters in all our 14 offices, we'll search the whole country for the talent your business needs and deserves. Next, we interview them (giving them any tests you'd like) before setting up final video interviews between you and your selected shortlist.

3

## Your Dream Team

We employ 'Your Team'. Emapta take on all the legal and compliance obligations plus all the fiddly HR bits and pieces. Then we set up Your Team in their (actually, 'Your') own offices filled with state-of-the-art technology, IT infrastructure and other facilities.

4

## Your Way of Working

First, we can fit out Your Team's workspace so that it mirrors your company's brand. Then we'll help train your new staff in the ways you work: your systems and operations, your culture, values and your way of being. So that your new office acts just like an extension of your current one.

5

## You're Up and Running

To ensure your operation is a resounding success, our Australian management team are on-the-ground to help guarantee a seamless transition as your processes and systems are put in place. Rest assured, we'll remain available to you and Your Team anytime you need us.

"Emapta are an exceptional partner and are always flexible to cater to our requirements, even at short notice. The support services continue to exceed our expectations and through their commitment to deliver, have enabled us to scale quickly without compromising service."

**Sheree Petracco, Secure Parking**



# Top 4 Business Functions You Can Outsource

Want to know which roles and activities are commonly outsourced? Whether they're a small business or a large enterprise, outsourcing pioneers have built their international team around these top four business functions:



## ACCOUNTING AND FINANCE

One of the most popular functions that are outsourced, F&A tasks can be easily transferred to highly skilled and certified finance professionals so you can get your focus back on client engagement and increase your in-house capacity.

### **Commonly outsourced roles:**

- Qualified Accountants
- Bookkeepers
- Mortgage Processors
- Loan Processors
- Paraplanners
- Payroll Support



## INFORMATION TECHNOLOGY

You can enhance your website's user experience (UX), ensure that your information is protected online, or develop innovative apps tailored to your customers with the help of outsourced IT professionals.

### **Commonly outsourced roles:**

- Web Developers
- Software Developers
- Game Developers
- Network Administrators
- Database Administrators
- Technical Support



## SALES AND MARKETING

Build your marketing strategy, execute with success, and close winning deals by building your offshore marketing and sales team. They can also provide support to your existing in-house marketing and sales experts if needed.

### **Commonly outsourced roles:**

- Marketing Associates
- Copywriters
- Graphic Designers
- Media Planners
- Telemarketers



## BACK-OFFICE OPERATIONS

Get time back and transfer labour-intensive and repetitive tasks to your offshore team, freeing up your in-house resources in the process and sharpen your focus on your core products and services.

### **Commonly outsourced roles:**

- Human Resources Specialists
- Recruitment Specialists
- Customer Support Representatives
- Virtual Assistants
- Data Entry & Processing Specialists



# Want To Build Your Team Way, Your Way? We Can Help.

We believe that every business – no matter what size, industry, or location – deserves fully customised solutions that answer their needs.

From identifying your goals, we then carefully build a tailored team in the Philippines or Sri Lanka around those exact requirements. Dedicated talent who've been recruited to care for your business just as much as you do. In turn, we then show these people the same care and attention by nurturing them both professionally and personally. Here's how we do it:

## DEDICATED TEAMS WITH MANAGED SUPPORT

We offer complete end-to-end solutions to create a new offshore team for your business in the Philippines or Sri Lanka. Drawing upon the expertise of our team of a 250+ strong specialist support team, we'll help you find, hire and retain the best people to help your business succeed. Your new team of full-time staff will be selected from the top 5% of talent in the country, recruited to your specific requirements and to reflect your business identity, values and culture.

## THE INTERNATIONAL EXTENSION OF YOUR BRAND

We fully understand that you're not starting a new business—you are expanding and strengthening your existing company. So, we'll make sure everything (and everybody) works the way your company already does. Your team can work in secure, dedicated private offices that can be customised with your branding assets (your logo, colors, signages, etc.) You can also align the schedule of your team to work when you do.

## FULL CONTROL IS ALWAYS AT YOUR FINGERTIPS

Our EmpowerTeams™ proprietary digital management platform gives you full control over Your Team as if they were just down the corridor from your own office. Giving you full visibility of your entire Philippine or Sri Lanka-based operation, it provides a seemingly endless array of features that helps you connect to Your Team and keeps them engaged, updated, and motivated.

[Read More: Start Building Your Team, Your Way](#)



# From One CEO To Another: Best Practices to Make Offshoring Work For Your Business

By now, you already know what qualities you should look for in an outsourcing provider and how to start outsourcing. All that's left is learning how you can make the most out of your international team.

As a final word of advice, please [watch this video](#) from Emapta Founder and CEO **Tim Vorbach** as he shares his vision to deliver a highly customised staffing solution for organisations across the world.

Below are Tim's key lessons taken from this 10 year-long offshoring journey.

## 1 REVIEW THE STAFFING PLAN

From making sure there are no hidden costs to knowing that your partner is offering a scalable staffing service that can support you as you grow, you need to observe how your offshoring provider delivers on their value proposition. "If you have an high-volume, low-margin business like I do, an offshore staffing provider with unreasonably high margin and hidden costs likely isn't the right fit for you," says Tim.

## 3 IMPROVE TEAM MANAGEMENT

While you manage your offshore team's workload, the rest of their HR, administration, and IT needs can be handled by your offshoring provider. Right from the start of your engagement, make sure that your chosen provider is hands-on when it comes to taking care of your talent and if they have team management tools to further support you in coordinating with your overseas team.

## 2 COMMUNICATE

Choose an outsourcing destination such as the Philippines where communication won't be a challenge since they rank as one of the leading countries in the world on English Proficiency. One of the most overlooked but important aspects of ensuring offshoring success is having clear communication with your team, so settling on a language that both parties are comfortable with will be extremely helpful.

## 4 UPHOLD TRANSPARENCY

Even if your team is operating remotely, your offshoring provider should enable you to be in control of your team and their tasks. This means that your outsourcing provider should communicate every company decision or policy change that can directly have an impact on your international team.

# About Emapta



Emapta is an Australian-owned and managed premium staffing company with talent that aligns with your brand, values and identity. As such, we'll work in close partnership with you to always place your culture and brand with a high performing team.

Emapta has helped hundreds of small, medium and large businesses around the globe to become more flexible, efficient, and a lot more profitable while also creating thousands of jobs for highly talented and skilled Filipinos. Or, as we call them, our work family of over 5,753 staff.

Emapta has a network of 14 strategically located offices in highly accessible and commuter-friendly hubs throughout the Philippines and Sri Lanka. Each is built with world-class technology and facilities with 100% power backup, multiple redundant Internet connections and 24/7 security with controlled access. Plus, importantly, data security and privacy that would put many banks to shame.

OVER  
**523 Clients**  
IN RANGE OF INDUSTRIES

EMPLOY OVER  
**5753 Staff**  
IN DEDICATED ROLES

REACHING TOP TALENT IN  
**14 Sites**  
ACROSS ASIA



**Positioned 1<sup>st</sup> among the Top 40 BPO Companies in the Philippines by Outsource Accelerator**



Fast becoming the world's biggest platform for outsourcing information and advisory.

# How can we help?

We can help you build 'Your Team, Your Way' in the most flexible, simple and cost-effective way possible.

If you have any questions about outsourcing, feel free to drop us a note via [hello@emapta.com](mailto:hello@emapta.com) or call us on +(612) 8039 1902 today.

We'd love to speak with you about how Emapta can support your business.

**[BOOK A CONSULTATION](#)**

**EMAPTA**  
Your Team. Your Way.

