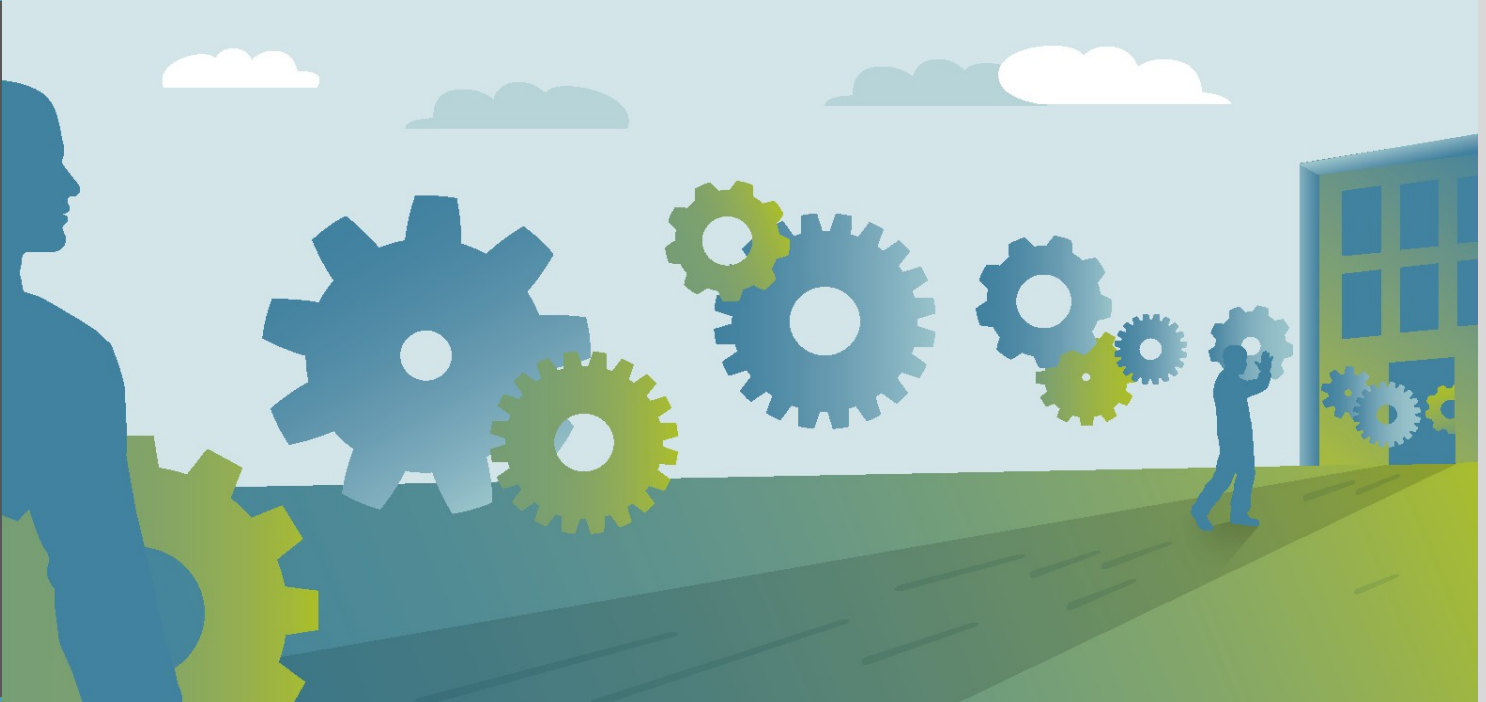


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## Developed BPO Economies Focusing on Innovation-Related Horizontals

The growing business process outsourcing industry is beginning to sprout new markets and customer horizontals according to certain geographical regions.

More specifically, developed economies are beginning to take on more innovation-focused BPO services - such as human resource, design and research and development - while developing markets are focusing on internal administrative processes, including customer service and payroll processing.

These are the findings of a study released this week by Ovum. Overall, the research firm projects Asia-Pacific BPO revenues of more than \$17 billion in 2015. The increase marks a compound annual growth rate of 9.3 percent over the \$11 billion generated in 2010.

Last month, research firm Gartner projected the Asia-Pacific regions will grow by 17.9 percent this year, compared to a mere 6.3 percent worldwide.

"BPO eliminates the need to invest in people and systems to manage non-core processes, potentially reducing costs and increasing efficiency," said analyst Hansa Iyengar, adding that organizations are beginning to move away from single vendor deals and are diversifying their risks and investments.

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