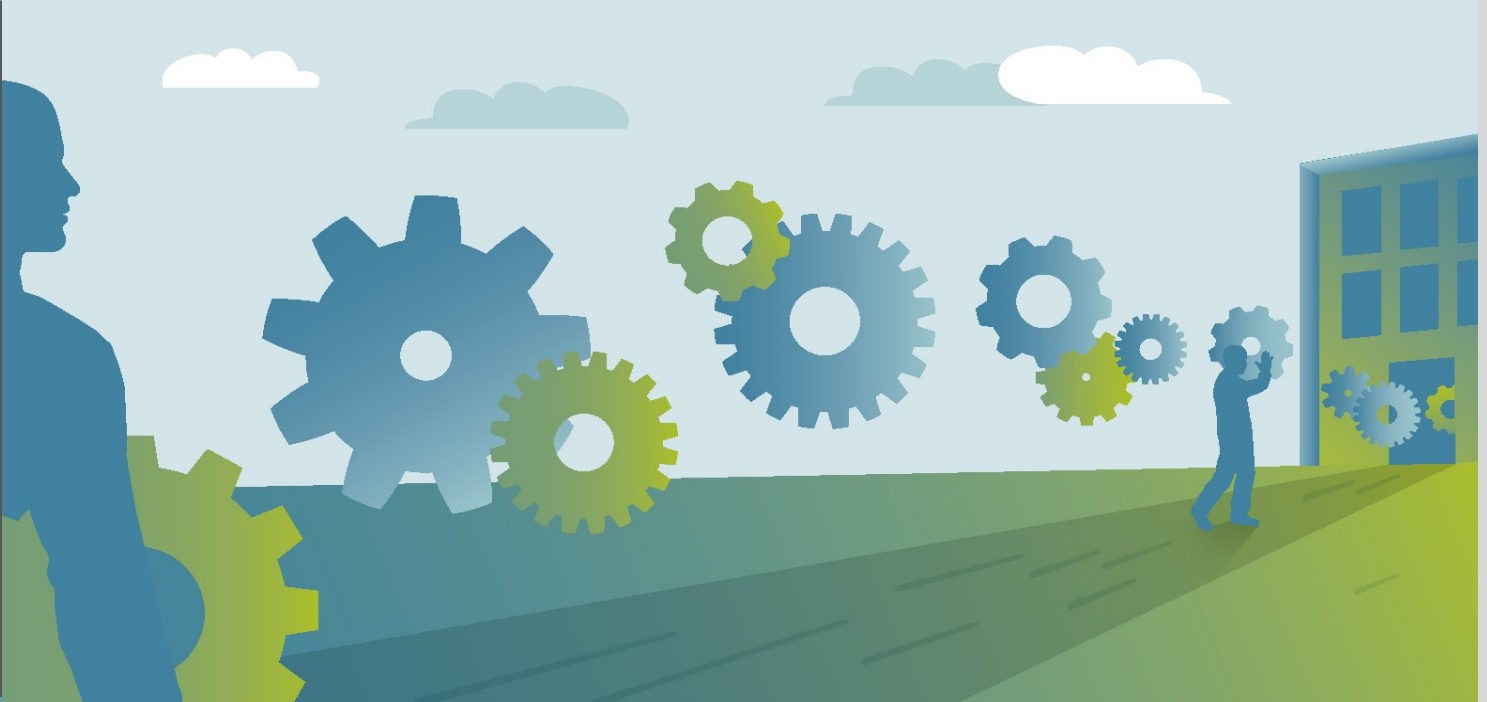


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# Tips for Finding the Right Outsourcing Market

There are a variety of processes that businesses can outsource to third-party professionals. The blossoming BPO industry has allowed firms to allocate control of certain operations, including accounting, customer service and information technology, to off-site professionals worldwide.

One of the most popular market horizontals, payroll processing, continues to take hold in both the U.S. and abroad. According to the website Smart Business, more than half of small companies decide to outsource payroll management.

"Payroll planning, tax reporting, year-end calculations and many other tasks associated with payroll can be complicated and time-consuming, especially for small businesses," the source points out, adding that firms should be careful in how they choose their services, as some may have more expertise than others.

The same goes for other horizontals. Businesses should conduct research to determine which markets are most suited and experienced for their specific outsourcing demands.

For example, a recent survey by research firm Ovum found developing economies show strength in administrative processes such as customer service, IT and payroll processing, while developed markets focus more on innovation-focused processes, including human resources, design and research and development.

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