

Web Outsourcing 101

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Web Outsourcing 101

Your business is probably doing just great right now. You are not overwhelmed by work, but you do not have so much free time. Why would you consider outsourcing? Well, ask yourself why you started your business in the first place. Okay, the real reason is because you love to do what you do, but making more money is always an issue. Then, just like this, you received yesterday an outsourcing partnership offer by e-mail. From India? Russia? Or even Canada?

It can sound a bit scary to think that you will involve people in your company's success and you will not even get to know them. When talking about outsourcing, the same concerns are expressed:

• Quality of the work

• Reliability

• Time efficiency

• Cost

Quality of the work

The quality of the work is not so much of a concern anymore. You can find thousands of companies across the web that will perform any service you might need. Look through reverse-auction sites (i.e. E-lance.com), they provide companies for you to choose from. Of course, you will have to be cautious. Everyone claims to be the best at everything. Simple, ask for references. Take the time to contact them.

Reliability

A good way is to contact their previous clients. Even better, contact another partnering company that worked with them. Another great way is simply to test them! Give them a small project or to work on a small part of an ongoing project which you could still catch up if the result is not satisfactory.

Time efficiency

Again, give yourself some margin. Delays in communication can be due as much to time zones as to misunderstanding. There is nothing better than the phone, but keep in mind that if they offer you their cheap prices for the services, it is also because they cut down as much as possible on non-development features. So get used to work with instant messengers and be ready to check your

e-mail more often!

Cost

Ah, the main meat. It is most likely for this why you consider outsourcing your work. Many countries are now involved in the game. India has been the leader for a while, but many other countries are earning recognition, especially those in Eastern Europe. Many small companies (10-20 employees) in these countries are not even registered, so they can offer you the cheapest prices possible. On the other end, India is still a good choice, but do not fall in the cliché. There are Indian companies outsourcing to Eastern Europe as well! It depends more on each studio specifically. You will have to send many RFPs, use reverse-aution sites (as mentioned earlier) and you will find an appropriate price for sure. It may be time consuming at first, but once you get a regular partner everything will be perfect.

Outsourcing can be profitable, but it is easy to screw up. Take your time, start with a little project. Begin one that has no or very little strategic value for your company and see how it goes. It is not so easy to find a good outsourcing partner. It might take a few tries for you to find the one that will go exactly how you want with your business model and you might loose a few dollars trying, but in the end, you will save big numbers out of it.

Try reading these articles if you want more opinions:

Business 2.0 - Is outsourcing the answer?

<http://www.business2.com/articles/web/0,1653,16362,FF.html>

Infoworld - Offshore outsourcing

<http://www.infoworld.com/articles/op/xml/01/06/11/010611opbriefing.xml>

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