

Offshoring at the financial sector: Global, Virtual and Valuable.

How Offshoring helps to build a global corporation by providing high-level services.

The Munich based information agency Opalesque provides executives from the hedge-fund industry with their daily market news. With over 40,000 subscribers, Alternative Market Briefing is the largest global daily publication for professionals dealing with hedge funds. The other publications are about technical investment research and alternative strategies.



Figure 1: Technical analysis from the Technical Research Briefing (April 9, 2008).

Furthermore the website is offering a job market and a shop for industry literature. Opalesque is literally a virtual company. The specialized editors contributing to the analyses are located in Europe. All development, support and sales processes are outsourced to India.

Three developers are taking care for the technical issues, while three sales professionals are running campaigns in Asia, Europe and North America and doing the support.

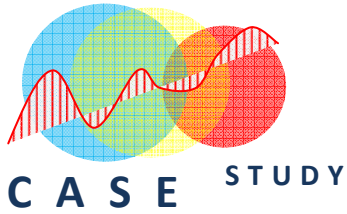
This model enables the knowledge-based business running highly effective:

- The experts are strictly focused on their core competencies and have more time to improve their performance (i.e. attending high-level industry conferences worldwide to market their expertise).
- The administration expenses are significant low due to the cost advantage and the team management of Globals.

„I have been working with Globals since 2 years and found the firm and the management professional and highly responsive to our company's unique needs.“

Matthias Knab, Director, Opalesque Ltd.

- The virtual structure makes Opalesque highly agile and flexible.
- Due to the time-zone advantage of India the sales campaigns run smoothly in Asia, Europe and North America.



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In an industry, where information and time is everything the clients are expecting a faultless and punctual product irrespective on bandwidth at their current location or type of their display platform.

The case shows that offshoring of sophisticated services including sales contact with high-level clients across cultural and geographical borders enable organizations to create competitive advantages in highly dynamic global markets.

