

Building a KPO for Vertical Applications in India

Premises

1. Frost & Sullivan, McKinsey, NASSCOM & CII have estimated IteS Business to be US\$15 billion by 2010
2. Large Pool of English Speaking Manpower
3. High Quantum availability of Post Graduates and PhD candidates
4. Robust Growth of Capital Market

Statement of idea

Today, more than 5 million Individuals, Retail Investors, brokers, and Institutional Investors are accessing the Capital Market to invest with 7000 companies listed on the Bombay & National Stock Exchanges, (BSE & NSE) which are the premium Exchanges. Some of the investments - both Equity and Debt - are also being made into 650,000 companies that are registered in India. I conduct Equity Research - both Fundamental & Technical Analysis - where I have been tracking 1000+ listed companies and circulating "My Scrip Selection Newsletter" bi-weekly to 5000 prospects across India. Averaging over the last 12 months, my calls would have given returns in excess of 85% for the portfolio. Operating across the Internet and brick & mortar, I would now like to be able to track all scrips, which are able to give healthy returns and simultaneously locate truant companies that potentially hurt the investors. The procurement and availability of all the tools and infrastructure would thus create an unparalleled Knowledge Process Outsourcing (KPO) Organisation. The immediate Roadmap envisages 5 locations concurrently operating towards data conversion, research and business development. An in-house team would develop a Psychometric Analysis Solution for ensuring Quality Standards in the HR Process. Additionally, the Project requires the implementation of Classrooms over an IP/Broadband based Network of Video Conference Systems to impart Skills & Training to personnel who are key to our processes.

Benefits

Voice based and Non-voice BPO in India are moving up the value chain and making a presence in the areas of Knowledge Processing as KPO sector for verticals in Financial Services, Data Research, Legal, HealthCare and Travel. Merger with an existing dysfunctional BPO is proposed rather than to grow organically. In an Industry of USD\$ 5Billion in the country, receipts of INR 20000 to 30000 (US\$ 400 to 600) per seat per month would generate Revenues between US\$350 to US\$500 million in direct proportion to the number of seats deployed.

High unemployment of candidates indicates that they are ready to pay between 3 to 4 months of earning potential as Fees for High Quality Vocational training. Psychometric Analysis and Counseling would ensure High Quality conversion of the raw talent. Courseware material and content would be available from Franchise Companies.

Spare capacity utilization if any would generate additional revenue streams. All the locations would be inter-connected over IP / Broadband networks, to give high quality Video and Audio. Termination of links would be onto a High Quality MCU Bridge. This would enable single subject Trainer to interact simultaneously with students at multiple locations. Shortage of Instructors would not be a bottleneck and Target audience between ages of 18 and 25 would be ready-for-jobs each quarter, as a direct benefit of this module of the proposal. The same infrastructure can be hired out as a bureau to other Organisations who require large quantity of Trained manpower. It would be able to generate higher intakes of high quality students at wider choice of locations.

Reasons to believe

Business Information has gained Importance in these days of governance and compliance mandates. Internal Documents, Market information gathered from multiple sources and Competitive Intelligence has to be secure while circulating across the fastest means of communication. It becomes imperative then that the information is in digital formats. Data conversion to digital formats is staff extensive.

Though the IteS & BPO sector has been growing between 45-50% per year, the manpower shortfall is not covered adequately. There are inadequate facilities for Training of fresh candidates and equally it has been construed that experienced manpower of these segments is unable to enhance skills due to the shortage of large sized Training & Development facilities. We propose to build our own facilities by acquiring subscriptions of all leading providers. Regular inflow of high quality candidates would be available to our processes resulting in higher value per seat. Furthermore, this can create an additional revenue stream as a profit center.

New and Different

Since the last three years I have been independently conducting Research in Verticals & Industry Sectors for various international and domestic organisations - Financial Services (Investtech Norway), e-Learning (Master Computech, Mumbai), Conferencing Systems (Motion Media UK), Professional AV Solutions (ClearOne US, MediaCell Mumbai, AVF Mumbai), Security Systems (NetBotz US), Telemedicine (American HeartCare US, Axsys UK, BioMed Mumbai), C'TI (Aspire Columbia), and Distance Education (In-house). Prior to this, knowledge and information has been gathered over a career spanning 20+ years where Extensive System Analysis and Market Research was necessary to make sales to end-users for the goods and services while I had been the Profit Centre Head and General Manager in various IT & Telecom companies. I have always built & implemented processes that can achieve CAGR of 70% or more.

Implementation of this KPO Infrastructure along with Psychometric Testing & Analysis would ensure potential users would be ready to pay a premium over the INR 15000 (US\$ 350) per person per month, presently being made at the choices available today. Quality of content will be ensured with the taking up Compliance Mandates and Standards as applicable. Relations would also be established on Franchise basis or on demand with electronic news services, international data & content providers, Information Subscription companies and Training Organisations. Examples abound Internationally since Information Services Consultants and Training Institutes have adopted this technology i.e. Alacra, Barra MSCI, BST America, Dialog Link, Factset, Outsell Inc, Reuters, Rhino Imaging, Yahoo, Zoom Info, and many more.

Business Development Activities are proposed simultaneously within India at Delhi, Mumbai, Agra, Bangalore and Jaipur and at international locations Houston US, Auckland New Zealand, Dubai Middle East, Hong Kong, and Bristol UK.