

Online gaming company successfully outsources data capture to India

Background

One of the world's leading online gaming companies based in Europe has outsourced part of its production to India. The company identified an element of their production that needed significant expansion. The cost of undertaking that expansion locally was deemed to be prohibitive and therefore the decision to outsource to India was taken.

Due to the specific nature of the outsourced task Oxford Data Consultancy, a company with experience in this field, was approached to support a speedy implementation.

Methodology

The process began with a feasibility study to confirm that the task to be outsourced was suitable for the Indian market. The study confirmed this and identified approximate costs. On the back of this feasibility study the company decided to proceed with the procurement process.

Existing industry contacts and general research were utilised to identify a large list of potential suppliers. ODC's expertise was then utilised to reduce the list to eight organisations that had the ability to provide the service and a track record of working with companies in Europe.

Based on the broad requirements of the feasibility study and in consultation with the company a detailed specification was produced. This specification was distributed to the potential suppliers and questions fielded. Seven of the suppliers submitted proposals, these were evaluated and a short list of three was produced. Each of the short listed suppliers were visited to view their current production facilities and reference checks were undertaken. ODC submitted a report recommending the supplier that was subsequently chosen by the company.

A small team, consisting of 2 members from the company and 1 from ODC, visited to work with the supplier to undertake the implementation. Full training was provided and a number of minor issues were encountered and resolved. Live working was commenced while the implementation team was on-site and once the company was happy that the supplier had a complete understanding of the requirement the team left to monitor remotely.

Results

The project has been a great success. The issues that were encountered in the implementation process were quickly resolved and the off-shore team went live on schedule.

Subsequently it has been decided to expand the quantity of off-shore resource by a factor of four over the next few months.

'ODC's assistance was invaluable in guiding us through the outsourcing process'