


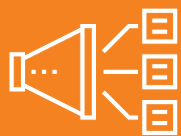

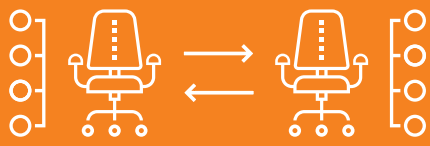
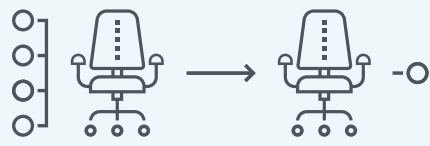






# Smartshoring

Smartshoring is the effective use of the best talent wherever they may be, blended with the right localisation and partner strategy to cater multiple channels, cultural nuance, customer trends and existing ways of working.

In today's global economy Smartshoring has become essential for Brands to stay competitive, be agile, manage complex channels and data, increase profits and accelerate growth.



<h2>SMARTSHORING</h2>  <p>Global</p>	<h2>OFFSHORING</h2>  <p>Single Country</p>
<p>Multi Channel &amp; Multi Service</p> <ul style="list-style-type: none"> <li>• Packaging</li> <li>• Retail</li> <li>• Publishing</li> <li>• Digital</li> <li>• Content</li> <li>• Production</li> <li>• Data</li> <li>• Accessibility</li> </ul> 	<p>Often limited to Single Channel &amp; Service</p>
 <p>Process led, with Relationship &amp; Communication added value</p>	<p>Process led, lacks added value</p> 
<p>Balance of Onshore (Client Services) &amp; Offshore (Production)</p> 	<p>Limited Onshore Capability, if any</p> 
 <p>Combination of Client Facing Technology &amp; Job Management</p>	<p>Limited to Job Management Systems</p> 
<p>Streamlined, Single Account Management, Onshore</p>  	<p>Multiple Contact Points, Offshore</p> 