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INFORMATION TECHNOLOGY FOR CLASS 10

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BPO services in IT Industry

Business Process Outsourcing (BPO) services means performing business operations through an outside service provider. BPO also comes under IT services as IT plays a very useful role in optimising the business performance. The BPO industry is highly organised and hence various kinds of jobs are outsourced in India. India has the expertise in reducing costs with firm control on the quality of the service. Some of the BPO services are as follows:

- (a) Financial and Accounting Services
- (b) Taxation and Insurance Services
- (c) E-Publishing and Web Promotion
- (d) Legal Services and Content Writing
- (e) Multimedia and Design Services
- (f) Document Management Services
- (g) Software Testing Services
- (h) Health Care Services

BPM industry in India

The IT BPM (Business Process Management) industry has been fueling India's growth. In addition to contributing towards the country's Gross Domestic Product (GDP) and exports, the growth of the IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports. It has placed India on the world map with an image of a technologically advanced and knowledge-based economy

Structure of the IT-BPM industry

The organisations within the IT-BPM industry are categorised along the following parameters:

- Sector the organisation is serving
- Type as well as range of offering the organisation provides
- Geographic spread of operations
- Revenues and size of operations

(a) Multinational Companies (MNCs): MNCs have their headquarters outside India but operate in multiple locations worldwide including those in India. They cater to external clients (both domestic and/or global).

(b) Indian Service Providers (ISPs): ISPs started with their operations in India. Most of these organisations have their headquarters in India while having offices in many international locations. While most have a client base, which is global as well as domestic, there are some that have focussed on serving only the Indian clients.

(c) Global In-house Centers (GIC): GIC organisations cater to the needs of their parent company only and do not serve external clients.