

## **Offshore Software Development Is The Way To Go In This Tough Economy.**

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*Dated: Nov 17, 2008*

*This fluid economy has again given rise to Outsourcing. Overseas Outsourcing has proved to be the best solution for many business owners in stabilizing and getting more businesses even in the most downturn economy.*

I have a very close friend "Smith" in the United States. He runs a small company, but he was not an odd man out in this tough economic situation. Out of 115 people working in his firm, he had to lay off 45 people to keep his dollar and savings stretch. This helped him bring his fixed expenses down, but he had to make cuts across the board from marketing to IT staff. What he could have done was kept his marketing and Sales team so that they can try and funnel more business to the company and cut on his IT and software engineers. This would give him a chance to stabilize and grow his sales and eventually hire his full team back here locally. For now Smith can always partner with outsourcing companies and get the work done at lower price and without any fixed cost. This would create a wining situation for his business by reducing the risk.

Smith is not the only case. Many small and mid-size businesses have been affected harshly along with the big players in this downturn period. Business outsourcing, as we all know, has been an integral part of business strategies all the time for many.

But this vulnerable market situation has again made Outsourcing as one of the most important strategies in this slumping economy. Rightly pointed out in an article in CNN Money (Ref: <http://money.cnn.com/2008/11/10/smallbusiness/outsourcing.smb/index.htm?postversion=2008111106>, titled: Overseas outsourcing heats up again), Outsourcing cut costs greatly. This article showcases the examples of the Business owners who have rightly and successfully implemented the "Outsourcing strategy" to fight with this fluid economy. One of the business owner (outsourcing to India) remarks: "It's typically 50% more expensive to do work in the U.S. than in India" People have cut off their costs as high as 55- 60% outsourcing their work.

The classic example that I can showcase is our own Software Development Company. We have seen an increase in the number of Project inquiries for Web Design, Web Development, Software Development and Search Engine Optimization Services. We are an Offshore Software Development Company having a great proficiency in Software development using the state-of-the-art technologies. We have expertise in ASP.Net, C#, Ajax, Dot Net, Java, iphone/ Android/ Mobile Application development, PHP, LAMP, OsCommerce, Magento eCommerce Development, Coldfusion, Joomla, DotNetNuke, Oracle, etc.

Not only the end-clients, but also the IT software and media companies in USA and Canada are outsourcing their Development Projects with a large flow of companies, since we have a good reputation in the Industry.

We are a Microsoft Gold Certified Partner. We are also partners with IBM, Java, Oracle, Linux, SAP and Red Hat. We partner with many Software Development Companies and help them in web, desktop and mobile application development.

Outsourcing really helps in this critical situation. As mentioned in the article I have referred above from CNN Money, Lou (one business owner) agrees: "I used to have to pay salaries, insurance and worker's compensation, even when there was no work, but now I only pay when there is a project."

Apart from cost cutting, the important benefits are a great talent pool at competitive rates and immense peace of mind if you get a good firm to outsource your projects.

My friend Smith has increased his business leads to 30% than expected just by remodeling his business strategy to Outsourcing. He is able to go for more business with varied requirements.

Outsourcing has played important role in changing the destinies of many businesses even in the most downturn period. For more details on Software Outsourcing India or Software Development, Web Design and Development, SEO, please enquire with KJ on 201-777-2366, or simply email KJ at [kj@semaphore-software.com](mailto:kj@semaphore-software.com).

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Ghanshyam Shah, heading the SEO and Internet Marketing Division at Semaphore writes here on the Outsourcing business that has proved successful for many businesses. He writes on the solid examples of Semaphore

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