

MEDIA RELEASE

Artha Shastra Consulting launches BPO manager training programs that enable BPOs to win deals better and faster

Bangalore, 11 January 2010: Artha Shastra, a consulting company started by former Infosys BPO leaders that advises both buyers and providers of outsourcing services, has launched three specialized training programs targeted at senior managers in BPOs responsible for business development, solution design, and product development.

“The outsourcing industry has radically changed from the days when deals were won on generic capability like infrastructure, ability to scale, and quality certifications,” says Shammik Gupta, Managing Partner, Artha Shastra. “Clients today simply can’t afford long and disruptive discovery and transitions. They are looking for vendors with a demonstrated ability to cut time-to-outsourcing. Unfortunately, BPOs aren’t ready for this change – most still sell capability, not solutions.”

Artha Shastra training programs are a response to this changed market need. The programs are delivered as two or three day workshops involving cross-functional teams from sales, operations and support functions. Three programs are currently on offer:

- **Discovery and Due Diligence:** Competing teams are trained on the details and components of a comprehensive discovery exercise and to translate it to a business case.
- **Sell Solutions, Not Capability:** BPOs are taught to differentiate their solution by building integrated solutions and presenting it to a panel of buyers.
- **Plan & Build Product Offerings:** Many BPOs want to build ‘solutions’, ‘products’ and ‘platforms’. But without focus and a clear roadmap, these investments will fail. Participants are taken through a detailed product portfolio mapping and planning exercise relevant to the company’s current and planned competencies.

Artha Shastra training programs are centered on the Artha Shastra Framework – a metrics-driven approach that unlocks optimum value for both buyers and providers of outsourcing services through innovative concepts such as ‘process adjacency’ and ‘competence clusters’. The framework works across industry verticals and its power lies in its ability to seek and capture all critical information at the planning stage and anticipate major stress points. This results in dramatically reduced discovery and transition times during solution development and implementation.

Early clients of Artha Shastra training programs are impressed. “The Artha Shastra workshop enhanced the way our teams approach RFPs and solutions. I now see more focus and thinking to better match our solutions to the client’s dynamics,” says Milind Godbole, President-Asia Pacific, Aditya Birla Minacs.

The Artha Shastra training programs evolved from company’s strategic consulting engagements with BPO providers. “In most engagements, we spend significant time training managers to think and act differently in response to client situations,” says Naresh D’Mello, chief operating officer, Artha Shastra. “The Artha Shastra training programs put a structure to that experience.”

About Artha Shastra

Artha Shastra Consulting (www.ashastra.com), a company started by senior industry professionals who have formerly held leadership positions in Infosys BPO, Citibank and PricewaterhouseCoopers, works as a trusted adviser and implementation partner to both buyers and providers of business process outsourcing services.

Contact

Naresh D’Mello

nareshdm@ashastra.com