

# **Chapter 11: Industry Associations and Research Bodies**

You will find research essential for a number of reasons. It may be that you are already engaged on an outsourcing programme and you need to study best practice methodologies as part of a quality programme. Or you may not have started your journey yet; just looking at outsourcing feasibility, where you need to justify the expense of a new outsourcing programme.

Whatever stage of the process you are at, there is always new and relevant research, but it is not always easy to find. Books, magazines, web sites, trade associations and government offices – they can all contribute to your research effort, but they can also confuse matters. There is so much information now in the public domain about how outsourcing works or does not work, that it pays to know where you are looking.

This chapter outlines where best to look for the information and research you need to make the right decisions about your own outsourcing programme.

## **Outsourcing Research and Trade Associations**

### **National Association of Software and Service Companies**

NASSCOM should be the first port of call for anyone interested in any form of outsourcing to India. Based in New Delhi, NASSCOM is the industry association for the knowledge economy sector in India and provides the best knowledge and research on the sector. Ninety-five per cent of the IT and IT enabled service sector companies in India are NASSCOM members, so the organisation really is the voice of the entire industry.

The role of NASSCOM is primarily to lobby and advise the Indian government on policy formation; however it also provides an excellent education and debating forum. NASSCOM business conferences are held regularly at major cities across the world allowing clients and vendors to network and discuss best practice in the industry. NASSCOM works hard to build the brand image of India Inc. in all business sectors and industries.

If you get a chance then do attend the NASSCOM annual conference, held in India each February. It is an excellent chance to meet the key players in the Indian outsourcing industry all in one place and to enjoy some excellent networking opportunities over three days. NASSCOM provide excellent evening entertainment

as well, including Bollywood singers and fashion shows making it quite an event for the visitor to India.

The NASSCOM website is an excellent resource, even for non-members. It features extensive guidance on commencing business in India, finding a partner, government policy and features links to a strong body of self-produced research papers. It is impossible to consider doing business in India today without consulting NASSCOM first.

[www.nasscom.org](http://www.nasscom.org)

### **National Outsourcing Association (and EOA)**

The objective of the NOA is to communicate the significant benefits and strategic lessons of outsourcing to a wider audience through conferences, exhibitions and publications.

It is an independent membership-based organisation based in the UK. Members are UK and overseas companies who have outsourced (or are about to outsource), significant business infrastructure (IT/telecoms/processes) as well as suppliers and legal/consultancy/service companies which support the industry.

The NOA works to promote best practice in outsourcing, lobbies the British and European parliament on outsourcing issues, updates its members with the latest market information and educates companies about the benefits of outsourcing. The NOA is the voice and forum for the business outsourcing community.

In June 2004, the NOA held the inaugural conference of the European Outsourcing Association in Amsterdam. Led from the UK chapter, this is a pan-Europe initiative to create a federal outsourcing trade body that can represent the entire community. In early 2005 the EOA can already boast chapters in France, Belgium and Germany with more planning to join soon. The EOA is growing to become the major trade association for this industry in Europe.

[www.noa.co.uk](http://www.noa.co.uk)

[www.e-oa.net](http://www.e-oa.net)

### **Information Technology Business Trade Associations**

Information Technology Association of America

[www.ita.org](http://www.ita.org)

Association of Computing Machinery

[www.acm.org](http://www.acm.org)

British Computer Society

[www.bcs.org.uk](http://www.bcs.org.uk)