

Breakthroughs!

THE PHILIPPINE BUSINESS PROCESS OUTSOURCING NEWSLETTER WWW.BPAP.ORG

The Oscars of the BPO Industry



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How the Philippines' gaming industry stands in Asia

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- 30 percent increase in jobs generated during that same time period
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- The ability to deliver, flexibility, and excellent English communication skills are more important to clients than cost

■ **The Game Development Association of the Philippines p. 14**

- The game that won the Best Innovation in Audio Award and became a finalist in the U.S. Independent Game Festival in 2004
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- What may work for Americans may be disastrous for Britons

The ICT industry recognizes movers and shakers with awards that serve as a benchmark for companies and individuals to continually measure themselves

BY VERONICA C. SILVA-CUSI

It was an evening comparable to the Oscars of the movie industry. Gentlemen and ladies in their best evening suits and dresses. Thirty-eight finalists vying for some of the most coveted awards in the industry.

The difference was that no one among the finalists had inch-thick makeup, and there were no fans outside the awards hall shrieking for their favorites.

But March 13 nevertheless marked a shining moment for an industry that has contributed so much to the economy, organizations, and individuals. That night, members of the business process outsourcing industry (BPO) once more recognized peers and colleagues who had contributed to put the Philippines on the BPO global map.

The Second ICT Awards–Philippines 2008 was attended by more than 400 participants who have made it to the list of Who's Who in the local and international ICT scene.

Eight winners further sealed the Philippines' fate as the destination of choice for outsourcing and offshoring.

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L-R: LogicaCMG Global Business Dev. Exec. Mitch Locsin; Sitel Phils. Pres. Dan Reyes; Logica (Philis.) Inc.'s Marie Lee Rodriguez; Pointwest Tech Pres. Cristina Coronel; ICT Phil. Operations EVP John Langford; Accenture Phils. Country Managing Dir. Beth Lui; Hinduja TMT HR Head Vida Arciaga; Netsuite Phils. GM-VP James Dantow; and PLDT Sales and Marketing SVP Eric Alberto.

Comprehensive BPO Guide Will Promote 100+ Companies

PHOTOS BY WILLIE BICERA

The local outsourcing industry has found another channel to market itself globally

The Business Processing Association of the Philippines (BPA/P) is working with Asiatype, Inc. to launch the Offshoring & Outsourcing Directory Philippines 2008 by June.

The directory is a

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Phil. BPOs Assess Impact of U.S. Economic Crisis and Peso Appreciation

BY RORY VISCO
PHOTOS BY SHISHIR MANZO

The consensus of many execs is that there are more reasons to be positive than apprehensive

The strengthening of the Philippine peso has drawn

raves and rants from all sectors in the Philippines in the same way that the U.S. economic slowdown and the dip in strength of the once-mighty U.S. dollar sent shock waves around the world. Not surprisingly, the Philippine currency's unexpected appreciation also drew mixed reactions from information technology-business process outsourcing (IT-BPO) executives

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Europe: The Next Frontier for Philippine BPOs

BY DAHL BENNETT

Team Europe leads the campaign via global promotion and case studies in new website

The time is ripe. The infrastructure is in place. The reputation is solid. No question about it: the Philippines is more than ready to look beyond its dominant U.S. market and gear up for the untapped European market.

Multi-billion market

With a potential market that is worth US\$40 billion, where does the Philippines—or Europe, for that matter—start and how? These are exactly the questions that triggered the formation of Team Europe last year. So far, the

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The Oscars of the BPO

Continuation from page 1



Neil Elias, Country Director of Logica (Philippines), Inc. receives the Best New BPO Locator of the Year Award from Berna Santiago, Director, Property / Facilities of Colliers Philippines. At left, the awards organizers from the Canadian Chamber of Commerce in the Philippines (CanCham): (left, top) Sean Georget, CanCham Executive Director; and (left, bottom) Richard Mills, CanCham ICT Committee Head

Interview photos by SANY CHUA

And that was just exactly what the awards hoped to achieve: promoting excellence in BPO in the Philippines.

Events organizers noted that the awards were an opportunity for the industry to promote itself locally and internationally while encouraging healthy competition.

That the winners were selected by their peers in fact made the awards comparable to the Oscars, comments Richard Mills, ICT Committee Head of the Canadian Chamber of Commerce of the Philippines (CanCham), and founder of the awards.

"Like the Oscars, [the awards] promot(ed) standards of excellence within the companies, among their own ranks," Mills tells *Breakthroughs* in an interview. And just like the Academy Awards, it was more of the industry promoting itself, he adds.

The top three corporate winners were Sitel Philippines Corporation, BPO Company of the Year; Accenture, Inc. (Accenture Delivery Services Center), BPO Employer of the Year; and ICT Marketing Services, Fastest Growing BPO Company of the Year.

The awardees

The only individual award went to Mitch Locsin, former Executive Director of BPA/P and now Global Business Development Executive of Logica (Philippines) Inc. Locsin was given the ICT Individual Contributor of the Year Award for his involvement in leading, promoting, facilitating, or assisting companies in the sector.

Among the top corporate winners, Sitel was recognized for achieving successes in stabilizing its functions and fostering development in operations brought about by the grand merger of two of the world's largest BPO organizations: ClientLogic and Sitel. Along with its President Dan Reyes, the company has championed the Philippines in the international market as the ideal BPO location.

Meanwhile, it was Accenture's second time in a row to win in the employer

category, where it was ranked at the top or close to the top in all the judging criteria. The company was recognized for its above-industry retention rates, growth rates, and size. Organizers said that one of the most telling indications that make Accenture worthy of the award is that last year, the company promoted 3,162 employees, more than a fifth of its 15,000-plus workforce.

Then there was ICT Marketing Services or the ICT Group, which began operations in the Philippines in 2003 and has since continually expanded in employees and number of facilities. Today, almost 40 percent of the company's global production is handled by the Philippine operations. With strong client demand across vertical industries and global markets, ICT Group plans to expand its Philippine operations in 2008.

Other winners include: Netsuite (Philippines), Inc., Best Mid-sized BPO Company of the Year (foreign-owned); Pointwest Technologies Corporation, Best Mid-sized BPO Company of the Year (locally owned); Logica (Philippines), Inc., Best New BPO Locator of the Year; and Hinduja TMT Ltd. Philippines, Most Innovative BPO Company of the Year.

Sean Georget, Executive Director of CanCham, told *Breakthroughs* that this year's awards distinguished between local and foreign BPO mid-sized companies.

New York-listed NetSuite was chosen for providing high value employment opportunities for Filipinos. It also has been an enthusiastic promoter of the country as a BPO destination.

Pointwest Technologies, a 100-percent Filipino-owned company, was recognized for its profitability; it has experienced continuous growth, which almost doubles every year, since it began. Starting with nine employees in 2002, Pointwest now has 400 staff.

The younger Logica began in the Philippines in March 2007 with 15 employees. Now it has over 200 staff. The company achieved profitability on its ninth month of operation. For 2008, the Philippine operation has been designated Logica's Global Center of Excellence for Human Resource Management and Enterprise Content Management functions, showing the quality of work done by the Manila teams in 2007.

Hinduja TMT, part of the multi-billion dollar conglomerate Hinduja Group, provides a range of outsourcing solutions, including back office processing, contact center, and customized IT services. The company was recognized for having implemented pioneering innovations for their clients such as doing the company reviews, evaluation,

and video scoring of clips of motor vehicle incidents. With such innovations, Hinduja Philippines was able to replicate its clients' core business process offshore while maintaining the highest quality standards.

Promotion of excellence

The awards were an initiative of CanCham to promote the country and individuals, including Filipino talent. Georget observes that the awards being led primarily by business chambers indicates that it is unbiased.

Events organizers say that being the second award ceremony of its kind in the country, this year's event was much easier to put together. But the judges, who included some of the movers and shakers in the industry and government, had a difficult time deciding the winners because they were all worthy of the awards, notes Oscar Sañez, Chief Executive Officer of BPA/P, the awards co-organizer.

Aside from Sañez and Mills, the judges included Don Felbaum, head of the ICT Committee of the American Chamber of Commerce in the Philippines; Henry Schumacher, Executive Director of the European Chamber of Commerce of the Philippines; and Celeste Ilagan, Executive Director of the Board of Investments.

After the event, organizers say it is now up to the companies and individuals to take ownership of the awards and promote themselves and the country in the international community.

"People who have heard of the event have put the Philippines in their minds," says Mills. "The Philippines has emerged as a primary site for outsourcing right now that people want to know what's going on [in the industry]."

In his closing speech at the awards night, Sañez underscored the significance of such accolades to the Philippine BPO sector: "Growth will come from promoting excellence in ourselves and our industry. It is about organizing programs like what we have tonight, cheering on our demonstrated capabilities that count, and challenging ourselves to surpass what has been demonstrated."

The other categories

He added that such awards serve as a means to benchmark the companies, individuals, and industry against themselves.

The following were the other finalists per category:

BPO Company of the Year

1. Accenture Delivery Service Centers-Philippines
2. AIG Business Processing Services Inc.
3. eTelecare Global Solutions



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ADVERTISING CONTACTS

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BUSINESS PROCESSING ASSOCIATION OF THE PHILIPPINES

9th Flr. The Palisades Condominium
107 Perea St., Legaspi Vill., Makati City
Tel: 817-BPAP (2727) Fax: 817-8141
E-mail: netteroseo@bpap.org

PEACHIE G. CORTEZ
Operations Director

BUSINESSINFO INC.

16th Flr. IJ3 Burgundy Corporate Tower
252 Sen Gil Puyat, Makati City
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E-mail: peachie@businessinfoinc.com



Dan Reyes, President of Sitel Philippines Corp. (right), BPO Company of the Year, receives the trophy from Eric Alberto, SVP and Head of PLDT Customer Sales and Marketing Group (left).

4. Procter & Gamble Asia Pte Ltd - GBS Manila Service Center
5. PeopleSupport (Phils.), Inc.
6. SPi
7. Sykes Asia Inc.
8. TeleTech Customer Care Management

BPO Employer of the Year

1. Convergys Services Philippines
2. DELL Philippines
3. ePLDT Ventus
4. HSBC Global Resourcing (GSC Manila)
5. ICT Marketing Group
6. Telus International Philippines
7. Maersk Global Services Centres (Philippines) Ltd.

Best Mid-sized BPO Company of the Year - Locally Owned

1. Gurango Software
2. Source Partners/Environments Global

Best Mid-sized BPO Company of the Year - Foreign Owned

1. Genpact LLC Philippines
2. Perot Systems

Fastest Growing BPO Company of the Year

1. ePerformax Contact Centers
2. Sitel Philippines Corporation
3. Teleperformance

Most Innovative BPO Company of the Year

1. BOMA One Pacific Corporation
2. NCO Group
3. PeopleSupport (Phils) Inc.
4. Sitel Philippines Corporation

ICT Individual Contributor of the Year Award

1. Dan Reyes, Sitel Philippines
2. Ernest Cu, President, SPi

Organizers say the awards also fostered healthy competition because both finalists and winners are able to showcase the standards of excellence in the local BPO sector.

A third awarding opportunity is in the offing next year with the possibility of including a lifetime achievement award to deserving individuals and companies. ■



Beth G. Lui, Country Managing Director of Accenture Inc., BPO Employer of the Year, receives the award from Rain Reyes, Enterprise Industry Head of Globe.



Maria Cristina Coronel, President of Pointwest Technologies Corporation, Best Mid-sized BPO (local owned), receives the trophy from Fred Stacey, Director for EMEA of Touchstar.



James Dantow, GM-VP of Netsuite (Philippines) Inc., Best Mid-sized BPO (foreign-owned), receives the trophy from David Swales, SVP, Business Banking of HSBC.



John Langford, EVP for Philippine Operation of ICT Marketing Services, receives Fastest Growing BPO Award from Antonio Pio de Roda, Managing Director of Nortel Philippines.



Vida Arciaga, HR Head of Hinduja TMT Ltd. Philippines receives the Most Innovative BPO Award from Gerry Clark, Regional Head of TPI for South East Asia.



The only individual award went to Mitch Locsin who received the Individual Contributor Award from Oscar Sañez, CEO of BPA/P.