



‘Offshore IT’ Workshops Being Hosted in Five US East Coast Cities

Three partners of Virtuoso Analytics, LLC, an independent, worldwide, Indian-based web-development, graphic-design & business-process-outsourcing company, are hosting half-day workshops on "Offshore IT Economics" in early October, in Miami, Atlanta, Boston, Newark & Alexandria. Generic in nature, the programs will feature a PowerPoint presentation, 'typical scenarios' and questions & answers. Space will be limited.

Kolkata, India, September 24, 2007 --(PR.com)-- Three senior partners of a major, independent, worldwide web-development, graphic-design and business-process-outsourcing company, located here, are hosting half-day workshops on offshore IT economics in five cities on the US Eastern seaboard, in early October, according to Vicky Lavan, the Pennsylvania-based Chief Operations Officer for the company, Virtuoso Analytics, LLC.

Accompanied by Lavan, Ayanansha Acharya and Ananya Roy, principals of Virtuoso Analytic, will present the workshops in Miami, FL, on Monday, October 1st; Atlanta, GA, on October 2nd; Boston, MA, on October 3rd; Newark, NJ, on October 4th; and Alexandria, VA, on October 5th.

The program, entitled “Offshore IT Economics: Practical Logic for Today's 'Virtual City'”, will address the pros and cons of utilizing IT resources in India, Pakistan, Ukraine and any other country around the world with a large workforce of skilled, computer-proficient, English-speaking programmers, web designers, data-entry professionals and Call Center operators.

Rather than promote any one company or nation as a source of that talent, Acharya and Roy will discuss generic reasons why assigning a project to an offshore company or service bureau may make practical sense for both large and small projects, as well as personal projects, reflecting a growing trend for people who outsource services for the family or home.

“The concept of a 'Global Village' is not new,” Lavan explained, “but in the last two years or so, most 'neighborhoods' in that Village have moved dramatically closer-together. Now, the Global Village is a 'Virtual City', and Offshore IT companies are basically just across the street.”

Lavan (Virtuoso@usa.com) operates out of Lehigh Valley in southeastern Pennsylvania, giving Virtuoso Analytic a physical presence in the US. In addition to directing the company's activities here in the United States, she is directly involved in client contact, project fulfillment and customer satisfaction.

She is supported by Lee Sinoff (professional-resources@usa.com), an operations, marketing & communications and project management consultant who works out of Miami.

Virtuoso Analytic, LLC employs approximately 60 people in India. The company operates four websites: www.virtuosanalytc.com, to give the company an identify for branding purposes in the US market; www.webdesignandcare.com, to cater to design projects; www.virtuosonline.com, to serve online bidding portals; and www.bpostaff.com, to facilitate offshore business-process outsourcing assignments.



Through those websites, the company provides a host of professional services to its clients . That includes web application development; large and/or complicated web programming projects; website design & development; interactive web design; eCommerce web design; corporate identity & logo design; brochure design; banner design; customized 'wallpaper'; image retouching; and 'Flash' -- design, intros, banners and websites.

Virtuoso Analytic's business-process outsourcing (BPO) services include data entry, document conversion, web-based research and similar activities. A Wall Street Journal article, 'Outsourcing Your Life', published in June of this year, describes various personal projects that are now being assigned to offshore companies, including Virtuoso Online. The Journal article calls personal-outsourced-projects an emerging trend.

Why may be fairly obvious. As far as Virtuoso Analytic is concerned, its hourly rates are priced competitively, and the company's Customer Service office is located here in the US.

At each workshop, Acharya and Roy will address mechanisms, economics and client-service commitments offered by offshore IT service bureaus. They will also describe several typical offshore scenarios, and discuss the advisability of 'globalizing' each one -- including some projects best served by vendors closer to home. And they will be available to answer questions and assess projects.

To attend the workshop in any of the five East Coast cities, contact Lavan by email. Her address is: Virtuoso@usa.com. She is also available by telephone, at (610) 574-3877. Space will be limited, and RSVPs are necessary.

In addition to hosting the workshops in the five East Coast cities, the two Virtuoso Analytic partners will also be preparing the foundation to establish an office on the East Coast, forming strategic alliances with US resources and meeting with existing and new clients.

Confirming the growth of offshore services, an article published in 'InfoWorld' in May 2006 declared that IBM's Indian business-process-outsourcing-services subsidiary had grown to 20,000 employees, from about 6,000 in 2004.

That same article also stated that a large number of multi-national services companies were expanding fast in India, and that Indian subsidiaries of multi-national companies, including service providers, accounted for about 75% of India's offshore call center and BPO business, based on information from the National Association of Software and Service Companies (NASSCOM), located in Delhi.

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