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Vital Link Offers Assistance In Offshore Data Entry and Document Conversion Outsourcing

Company Launches Online 'Offshore Outsourcing Framework' Suite; Provides Step-by-Step Expertise, Advice On Offshore Initiatives

BOMBAY, INDIA, March 25, 2003 – Vital Link Corp., an offshore service bureau specializing in electronic data and document conversion, announced the launch of an extensive online suite of services designed to streamline and improve the process of establishing and managing an offshore outsourcing program. Called the 'Offshore Outsourcing Framework' (OOF), the service uses best practices to guide companies through the outsourcing process, from identifying suitable work and creating a business case, to transferring knowledge and managing project life cycles and staffing.

Cost savings and faster time-to-market have driven the trend of offshore outsourcing as a means for transferring work to a lower-cost region. The wealth of new technology skills in countries like India enables U.S. companies to offload mission-critical work. However, achieving the desired results with offshore projects depends on many factors, including the ability to establish a clear line of communication between the U.S. company and the offshore service bureau. OOF is designed to eliminate the risks of working with an offshore service bureau by dividing the process of establishing and managing an outsourcing program into three easy-to-follow phases. Each phase includes reference papers, interactive tools, templates, checklists, case studies, and practical hands-on advice – all drawn from Vital Link's 23 years of outsourcing expertise. Companies can use OOF online at no charge by registering on the Vital Link Web site at www.vitallinkcorp.com.

"The promise of significantly reducing operations costs and increasing productivity through offshore outsourcing is attractive to a growing number of U.S. companies. However, some companies mistakenly perceive the process of establishing an offshore program as overwhelming or potentially risky," commented P. Venkat, chief executive officer of Vital Link. "The 'Offshore Outsourcing Framework' addresses these concerns by integrating the best industry practices and guiding companies of all sizes step-by-step through the entire offshore outsourcing process."

Last fall, Vital Link introduced the first phase of OOF, the Offshore Outsourcing Analyzer (OVA), a tool designed to assist companies in determining the business value of an offshore program. OVA captures the cost of home location, personnel, and home infrastructure cost and compares it with the cost of offshore location, offshore personnel, and program management. Each analysis is customized to the individual company's requirements before arriving at the business value report. The framework can be applied to every step of the outsourcing process.

Headquartered in Bombay, India, Vital Link Corp., is a quality driven offshore service bureau specializing in electronic data and document conversion. Vital Link offers the benefit of proven processes and standards to all of its customers: the company's state-of-the-art production facilities are ISO 9002 certified and its internal quality processes are at eSCM level 4 and Sigma 5.35. For more information on Vital Link, visit its corporate Web site at www.vitallinkcorp.com.



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