

Nearshoring gains appeal as companies wake up to offshore outsourcing pitfalls!

<Fredericton>, <NB>, <8th August 2005> - *Nearshoring to Atlantic Canada has begun to gain momentum as more and companies from the USA now look towards their northern neighbor for cost savings coupled with low risks. The obvious advantages are in the similarity of cultures, time zones and language compatibility. The hidden costs of communications, management and security breaches with offshore outsourcing are making companies to evaluate more risk free options.*

Indosoft Inc. (<http://www.indosoft.ca>) has been offering outstanding nearshoring services for the past 10 years, in association with its business partner in Washington D.C. area. Spurred by its success, the company has created its 'nearshoring.ca' division to expand its business partnership program, taking advantage of the nearshoring wave. With years of project management expertise and excellent production support under its belt, Indosoft Inc. offers a stress free back-office from Atlantic Canada for US customers who are looking for cost efficiencies promised in offshoring models. The nearshoring will mitigate the risk in the execution of the deliverables.

Srikanth Ramanujam, who heads the IT Division of nearshoring (<http://www.nearshoring.ca>) and has executed large projects for companies like JPMorgan Chase, Schwab and Federal Express says " It would be the right time to give serious consideration to opt for nearshoring if you are already not into it. With the experience companies have had from the first wave of offshore outsourcing, now is the time to revise the strategy, quantify the risks from past experience and assess the benefits."

Indosoft Inc. has recently released a white paper, which discusses the pros, and cons of nearshoring to Canada compared to an offshore location like India. For more information, or to read or download the white paper, please visit <http://www.nearshoring.ca/whitepapers.htm>

About Indosoft Inc.

In its 10th year of operation, Indosoft is a leading Information Technology and telecom company operating in two key high tech domains - IT Services and Telephony product development. The telephony group is a pioneer in the application of Computer Telephony software and is a technology leader in Contact Center software, Audio Conferencing, Customer Premise Do Not Call Blockers, VoIP solutions, PBX, IVR and Voice Recording technology.

About Nearshoring.ca

The IT services group of Indosoft Inc. spearheads nearshoring of IT Services to Atlantic Canada for companies in the US. Its range of offshore IT Services include software and application development with project management, remote production support services, database design and database administration services, telecom and technology Consultancy, Quality Assurance and Manual/Automatic Regression and Performance testing services.

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