



"BUSINESS HEADING FOR TOUGH TIMES? OUTSOURCE!"

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Financial and industry analysts predict a slowing economy in the months and possibly years ahead. In response, many savvy business owners thinking ahead in preparation for shrinking revenues and the looming possibility of recession.

Business management tasks such as accounting, marketing and human resources are operations elements that don't produce profit potentials in most companies. Outsourcing can streamline the operation while substantially cutting costs in these areas.

Outsourcing company support services is not new. Over the past two decades, larger companies and businesses with multiple locations have found that outsourcing professional services saved in labor costs, equipment investment, and added office space.

During the 1980s, payroll preparation and processing companies pioneered the trend in business outsourcing services. Traditionally, most companies large and small processed their own payroll, a tedious, labor intensive business chore that required administrative employees to keep records and stay up-to-date with state-and federal guidelines relating to compensating employees. Today, most companies simply send payroll information out each pay period, either by e-mail or direct modem to an outsourced payroll company.

What comes back from the payroll service is a fully automated payroll report including withholding information, employee details on pension plans, vacation times, sick days, etc., and, of course, computer generated payroll checks, ready for distribution on payday. Many company owners in the past would never think of sending confidential payroll information offsite to a processing service. Today, many of those same businesspeople, save substantial amounts of capital each year by relying on outsource services to handle the complicated and time-consuming tasks of paying employees.

Companies of all sizes and industry who send out their payroll processing are also realizing the financial benefits of outsourcing other cost consuming departments such as accounting, marketing and human resources.

Top-notch companies providing outsource services will focus on four key areas of service to business clients:

1. They offer professional, skilled associates who intimately know the nature of the business functions and operations needed by their clients.
2. They serve their clients and communicate with them using state-of-the art technology including computers, software and information management systems.
3. Outsource professionals are accessible, easy to work with, and a transparent extension of a business clients operation. Unlike temporary staff, outsource professionals "dig-in" with clients, working with them toward company goals.
4. Outsource professionals are an extension of the company internal operating mechanisms; each member of the outsource staff must be able to adapt to the constantly changing needs of their clients, and their client's industry.

As a customizable support staff, outsource professionals save time and resources because they are paid only when they are working on a project or assignment. Unlike "downtime" where employees are paid, even when they aren't working during a lapse between projects, outsource service people swing into action and are paid, only when there is something to do.

Outsourced professionals eliminate the need for client companies to offer and maintain employee benefit programs, meet employee workplace compliance issues, and worry about finding replacements for employees that go on vacation, get sick, or suddenly resign or are terminated.

With outsourced services that support clients through off-site facilities, resources such as computers, office furniture and workspace is no longer a capital investment issue---freeing the client to use that capital for building more business.