



KEY ADVANTAGES TO OUTSOURCING

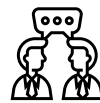
WHY THE PHILIPPINES?

The Philippines offers a strong blend of Southeast Asian and Western influences. As the third largest English-speaking country in the world, the country enjoys a highly educated, young population adept at using all forms of technology. Its strong orientation to data security ensures confidence for any industry.



COST SAVINGS

One of the biggest advantages of outsourcing to the Philippines is its success as a low-cost alternative. Not only is Philippines labor less than half the cost of U.S. and U.K., as a business owner you'll also save on tertiary costs like office space, legal and HR, taxes, equipment and more. It's not uncommon for a business to enjoy up to 60% in cost savings by outsourcing to the Philippines.



CULTURE & HISTORY

The Philippines is one of only a few Asian countries with a healthy mix of Southeast Asian and Western influences. This is primarily due to it being a former colony of Spain, Mexico and the U.S. The people of the Philippines have grown up consuming Western media and demonstrate clear cultural similarities with U.S. pop culture and sports. This plays a big role in ensuring outsourcing works well regardless of industry or support type.



EDUCATION & TALENT

Outsourced providers with Philippines operations can hire an intelligent, skilled and capable workforce much faster than others can. The country's education system closely follows that of the U.S.

According to a recent *ASEAN Briefing* report, more than 450,000 students graduate from Filipino universities and institutes each year. In addition, the government sponsors various state-run university courses that offer BPO-relevant training for interested students.

The Philippines also has a young population with the average age being 23 years old. This demographic grew up with technology so possesses an innate understanding of how technology can be leveraged for business success.



DATA PRIVACY & SECURITY

The Philippines government has been crucial in ensuring the BPO industry is able to thrive. The country has passed legislations and laws favorable to outsourcers. Since outsourcing operations usually require sharing of confidential data, the Data Privacy Act of 2012 ensures that privacy standards are up to international standards. There are strict regulations in place to protect valuable data from unauthorized access, so any industry can be confident in the Philippines as a viable outsourcing destination.