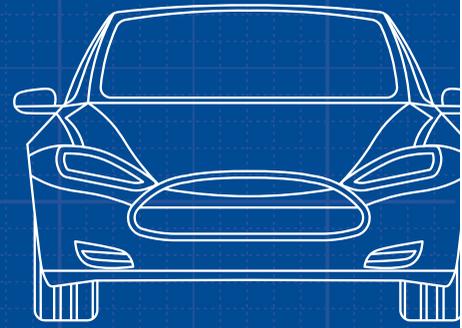


# The innovation station

## Outsourcing accelerates forward



While outsourcing has traditionally been a substantial cost play for organizations, today's leading companies are approaching outsourcing in innovative ways to activate, create, integrate, and amplify business value. In Deloitte's 2016 outsourcing survey, 280 executives weighed in on how they are harnessing outsourcing for greater innovation.



**35%** of respondents are already focused on measuring the **value of innovation** in their outsourcing relationships.

**Activation:**  
Service providers become innovation centers



Outsourcing is now emerging as an innovation center by:

Solving capacity issues **47%**

Creating global scalability **29%**

Providing access to intellectual capital **28%**



Employers are using innovation in outsourcing to:

**Creation:**  
Outsourcing creates new opportunities...for service providers and their clients

Improve quality  
Improve user experience



**57%**  
**38%**



Clients are more frequently considering outsourcing to **CAPTURE AND ENABLE INNOVATION** that exists in the marketplace.



But the savviest organizations are using it to increase top line growth by **driving innovation into the business itself.**

Outsourcing offers an opportunity to:

Reduce costs



**59%** of respondents

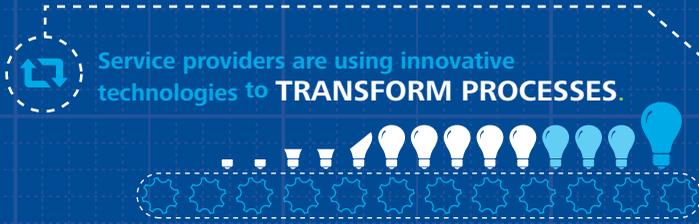
Improve efficiency



**20%** of respondents



**31%**



**Integration:**  
Service providers adopt innovative technologies to deliver value to clients

Many are using the cloud to:

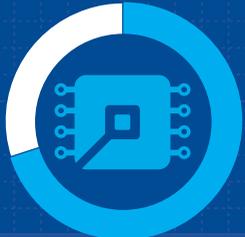


**Robotic process automation (RPA)** improves execution rates and process accuracy by automating mundane tasks

Employer use various methods to motivate innovative behaviors



**Amplification:**  
The intersection of outsourcing and innovation amplifies value



**70%** of customers have used or are planning to use RPA to improve customer outcomes

Shift into high gear



Of those respondents conducting M&A activity, **45%** are using outsourcing to:



And organizations will continue to lead with outsourcing, stating they will use more outsourcing tomorrow than today.



will increase outsourcing services in the future

Looking to fuel up on innovation in outsourcing? Go to [www.deloitte.com/us/outsourcing](http://www.deloitte.com/us/outsourcing)

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