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 Global Outsourcing Survey, 280 executives weighed in on how they are harnessing outsourcing for greater innovation.

Outsourcing is now emerging as an innovation center by:

- Solving capacity issues: 45%
- Creating global scalability: 29%
- Providing access to intellectual capital: 28%

Employers are using innovation in outsourcing to:

- Improve quality: 57%
- Improve user experience: 38%
- Create efficiencies: 31%

Clients are more frequently considering outsourcing to capture and enable innovation that exists in the marketplace.

Outsourcing offers an opportunity to:

- Reduce costs: 59% of respondents
- Improve efficiency: 20% of respondents

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

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

Activation: Service providers become innovation centers.
Looking to fuel up on innovation in outsourcing? Go to www.deloitte.com/us/outsourcing