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Ghana

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Thu, Dec 15, 2011 at 4:30 PM

To: Peter Henry <pbhenry@stern.nyu.edu>

Cc: David Backus <dbackus@stern.nyu.edu>

Dear Dave

Not too much to add.

Power outages are common in India and all the tech firms maintain backup systems (expensive but necessary) that come on very quickly so as not to disrupt operations. In other words, this is a problem that is surmountable but at a cost.

I would say that in Genpact, the BPO firm that I know, the keys to success are hiring, training and retaining smart people, expertise in industry specific processes, and very good and energetic management. Also, a subset of the management needs to be near customers, so you can't do it sitting in India or Ghana exclusively.

Very best

Mike

<http://www.genpact.com/home.aspx>

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Attachments:

- Ghana's Digital Dilemma.pdf
- Ghana's Chance.doc