

OUTSOURCE-TO-JERUSALEM

"Jerusalem: a new outsourcing hotspot"

Red Herring Magazine, September 2005

"The Jerusalem-based contact center of IDT is one of its best contact centers across the globe"

Howard Jonas, Chairman of the IDT Corporation

"Jerusalem is well positioned to become a world leading hub for contact centers"

Graeme Sherman, Director of Catalyst, a leading UK contact centers consultancy that published 2005 report on outsourcing to Jerusalem.

"Israel is one of the top 10 locations worldwide for Outsourcing"

Gartner Report 2005

Jerusalem is emerging as a leading provider of high-value, skilled, US-focused business process outsourcing.

- **Multilingual:** Offer multilingual services at mother-tongue level
- **Quality service:** Focus on mid- and high-end services
- **Competitive cost:** 40-60% lower salaries than in Europe and North America
- **Government support:** National and local incentives for outsourcing & call center operations
- **Highly educated professionals**
- **Business-Friendly environment & advanced ICT infrastructure**

Potential BPO activities in Jerusalem may include:

- **High-end contact center services** (e.g. telemarketing, telesales)
- **Accounting and financial services** (e.g. bookkeeping & financial reporting)
- **Legal services**, using US & UK trained lawyers
- **Health services** (e.g. tele-care, tele-radiology)
- **HR services** (e.g. tele-screening & employee support)

The local outsourcing industry is expected to double by the end of 2007.

Outsource-to Jerusalem is an initiative of StartUp Jerusalem, a non-profit organization, committed to promoting Jerusalem as a world-class location for outsourcing & offshoring by providing a one-stop-shop for launching outsourcing ventures in Jerusalem (www.startupjerusalem.org).

www.outsourcetojerusalem.com

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