

Name - Ritu Panna Bani K  
Class - IX 'A'

School no - 2011

Subject - Computer

# Information Technology Enabled Services (ITES)

- Information Technology that enables the business by improving the quality of services (ITES)
- ITES is also called web-enabled services or remote services.
- These services provide a wide range of career options that include opportunities in all offices like call centres, Payroll, logistics management, revenue claim processing, medical billing, coding, medical transcription, legal databases, back office operations, content development, GIS (geographic-information system), web services and human Resources (HR) services etc.



- IT services are like finance, HR administration, health care, telecommunication, manufacturing etc.
- E-enabled services radically reduce costs and improve service standards. In short, Internet Service Providers aims to provide B2B e-commerce solutions.
- ITes offers different services integrated in a single delivery mechanism to end users.

## BPO Services

- Business Process Outsourcing (BPO) Services means performing business operations through an outside service provider.
- BPO also comes under IT services as plays a very useful role in optimising the business performance.

→ Some of the BPO services are as follows:

- (a) Financial and Accounting Services
- (b) Taxation and Insurance Services
- (c) E - Publishing and Web Promotion
- (d) Legal Services and Content writing
- (e) Multimedia and Design Services
- (f) Document Management Services
- (g) Software Testing Services
- (h) Health Care Services.

## BPM Industry in India

→ The IT BPM (Business Process management) industry has been fueling India's growth. In addition to contributing towards the country's Gross Domestic Product (GDP) and exports.

→ It has placed India on the world map with an image of a technologically advanced and knowledge - based economy.



→ The growth of the IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports.

→ The IT-BPM industry has almost doubled in terms of revenue and contribution to India's GDP over the last decade (2008-18)

## Advantages of BPO Service

BPO service industry is doing exceptionally well in India because of the following advantages :-

(a) BPO service providers in India invest in hi-tech hardware and software to deliver the best of services. They follow

quality checks to ensure error free and exceptional service.

(b) Government of India is encouraging the BPO industry in India by providing necessary infrastructure and logistical support.

(c) BPO industry in India is highly developed and ~~capable~~ capable of delivering numerous types of BPO services in exceptional quality.

Structure of the IT - BPM Industry

The Organisations within the IT - BPM industry are categorised along the following parameters:



→ Section the Organisation is  
Serving.

Types as well as range of  
offering the Organisation  
Provides.

→ Geographic Spread of Operation  
How

→ Revenues and Size of Operation

(a) Multinational Companies (MNCs):  
MNCs have their  
headquarters outside India but  
operate in multiple locations  
world wide including those in  
India. They cater to external  
clients (both domestic and  
foreign).

(b) Indian Service Providers (ISPs):  
ISPs started with their operations in India. Most of these organisations have their headquarters in India while having offices in many international locations.

→ While most have a client base, which is global as well as domestic, there are some that have focussed on serving only the Indian clients.

(c) Global In-house Centers (GIC)  
GIC organisations cater to the needs of their parent company, and do not serve external clients.



## BPM industry in India

→ The IT BPM (Business Process Management) industry has been fueling India's growth. In addition to contributing towards the country's gross Domestic Product (GDP) and exports.

→ The growth of the IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports.

→ It has placed India on the world map with an image of a technologically advanced and knowledge-based economy.

-) The IT - BPM industry has almost double d in terms of revenue and contribution to India's GDP over the last decade (2008 - 18)