

GLOBAL DIGITAL SERVICES PLAYBOOK

[for a winning strategy]



Upsource

[up-source] *verb*

To utilize upscale outsourcing in Jamaica for growth, high-quality services, and higher-value services.

*How **Upsourcing Knowledge Process and IT for Global Digital Services** gives you the **inside track.***

Need to get ahead with knowledge process and information technology (IT) services? Upsourcing these global digital services in Jamaica gives you:

- ✓ Analytical and technical skills
- ✓ A high degree of specialist expertise
- ✓ People who can solve new problems, even when no script has been provided

Rapidly grow your core information-related business activities while enhancing your decision making, operations, and competitive edge. **It's a winning strategy.**

Jamaica offers the ecosystem and the talented, scalable workforce you need for:

- ✓ better, cost-effective finance and accounting,
- ✓ HR admin,
- ✓ sales,
- ✓ market research,
- ✓ software development and quality testing,
- ✓ network administration,
- ✓ cybersecurity services,
- ✓ project management,
- ✓ data analytics,
- ✓ other business research, and more.



Jamaica: The Premier Business Networking Hub in the Caribbean

Just look at the 2022 stats!

 **US\$900 MILLION**
IN ANNUAL REVENUES

 **60,000+**
SPECIALIZED WORKFORCE

 **80+**
OUTSOURCING COMPANIES

Every year these figures are growing.

Global organizations that are upscaling in Jamaica include:

- ✓ IT service management companies Conduent (formerly Xerox), Teleperformance & Sagility (formerly Hinduja Global Solutions)
- ✓ Online printing services company VistaPrint
- ✓ Digital transformation company Sutherland Global Services
- ✓ And the homegrown global services provider itel

As the premier business networking hub in the Caribbean, Jamaica has built a unique value-creation ecosystem through public and private sector initiatives, investments, infrastructural developments, and growth-centric decision making, along with supportive government policies and regulations. It's just what you need!



JAMAICA'S DIGITAL SERVICES SECTOR HAS SEEN "EXPLOSIVE GROWTH IN THE LAST 10 YEARS"

Yoni Epstein,
Founding Chairman
and CEO, itel

Talented & Highly Experienced Digital Services Players

Meet our people!

The relatively large Jamaican workforce of 1.3 million people is English-speaking and has strong cultural and educational affinity to North America and the UK.

And as the Jamaica digital services sector expands, it's attracting the best and brightest talent, supported by an unrivalled enabling environment.

The wage arbitrage in Jamaica's Digital Services Sector is highly competitive and gives you on average a 40-60% savings when compared to salaries in North America, positively impacting your overall operational cost.

Upsourcing provides access to high-quality digital services personnel at a fraction of the cost of creating and maintaining a specialist in-house department, while also enabling rapid scalability and allowing high flexibility in deployment. Jamaican teams can work around the clock to suit different time zones, and are available when needed for seasonal or long-term projects.



WITH THE INCREASING UPSKILLING OF PEOPLE EMPLOYED WITHIN THE SERVICES SECTOR, IT IS VERY LIKELY THAT WHATEVER OUR CUSTOMERS' NEEDS ARE, THEY WILL BE ABLE TO FIND A SOLUTION TO THEM IN JAMAICA.

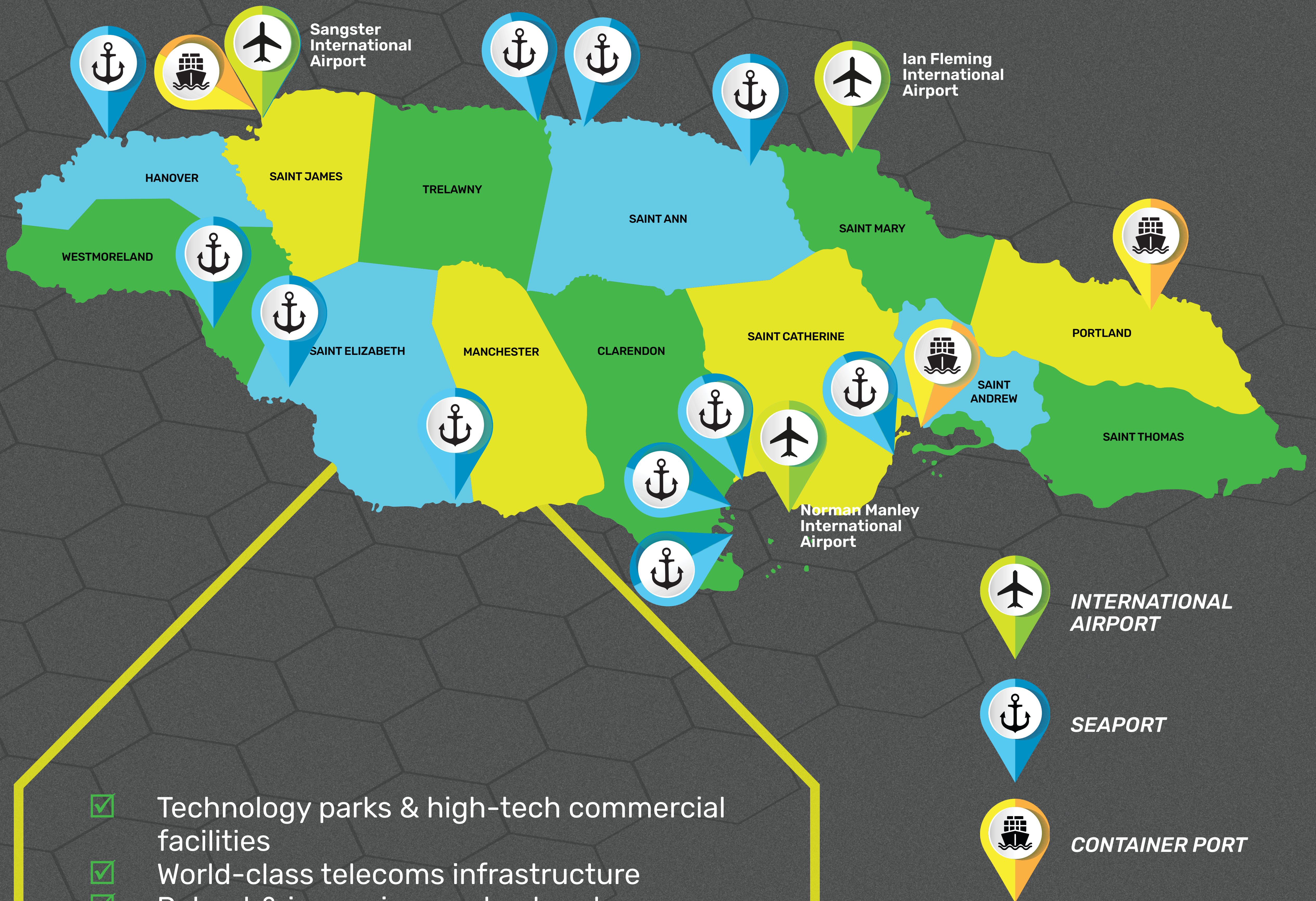
Lynda Langford,
Country Director,
Conduent

Jamaica's Enabling Environment

What's not to love?

Today Jamaica is the leading destination for outsourcing in the English-speaking Caribbean. The country is just a 90-minute

flight from Miami and welcomes multiple direct flights per day from major cities around the world.



- ✓ Technology parks & high-tech commercial facilities
- ✓ World-class telecoms infrastructure
- ✓ Robust & improving road network
- ✓ Large ocean & airport infrastructure
- ✓ 14 seaports, 3 container terminals & 3 international airports
- ✓ Close proximity to the Panama Canal

More than 100 Special Economic Zones

We've got some great incentives!

Special Economic Zones (SEZs) around the world provide a range of benefits such as custom duty relief as well as capital allowance and employment tax credits to attract foreign direct investment.

Jamaica's SEZ ecosystem incentivizes market entry and encourages growth in the global digital services sector. It's also the catalyst for nascent and established outsourcing business models.

HAVING ESTABLISHED 104 SEZS – A VERY LARGE NUMBER FOR THE SIZE OF THE COUNTRY – JAMAICA CLEARLY LEADS THE WAY IN THIS GLOBAL COMMERCIAL REVOLUTION.

Growth in Big Tech Capabilities

Gearing up for the world's big tech, **Jamaica has available land and the necessary energy resources to become a leading domicile for data centers and cloud computing** – a burgeoning global market worth an estimated US\$ 36.7 billion, according to Bloomberg.

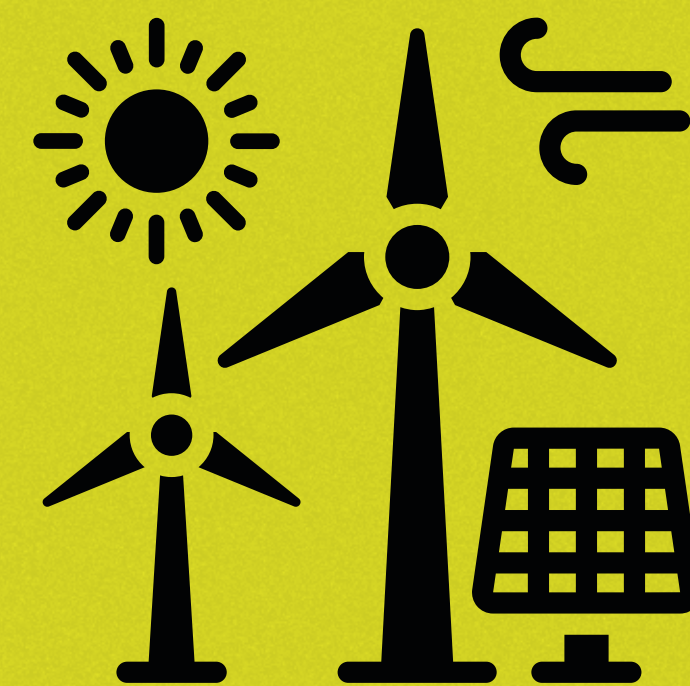
The country is rapidly developing renewables energy from abundant sources of wind, solar, and deep water.

Hitting Sustainability Targets

To support growth in the global digital services sector, Jamaica aligns with and supports corporate sustainability goals with a net-zero future in mind.

Today, **Jamaica is on track to achieve the 2030 goal of generating 50% of its electricity from renewable sources.**

Initiatives include a US\$60 million investment in the first utility-scale floating solar plant in the Caribbean.



> **17%**

ELECTRICITY GENERATED FROM RENEWABLE SOURCES IN 2022

Progressive and Transparent Financial Environment

You're safe with us.

With one of the most progressive central banks in the world, **Jamaica is the first country to legalize its own digital currency. Jam-Dex is recognized by the Bank Of Jamaica (BOJ) as a legal central bank digital currency (CBDC)**, starting the country's journey away from a cash-only based economy.

At the same time, **the Bank of Jamaica also rolled out a new foreign exchange (FX) trading platform, the BOJ FX, which provides increased market transparency in Jamaica.** This immediately boosted the number of domestic companies entering

the global digital services sector, as it enables FX certainty and risk mitigation with strategies such as forward contracts and hedging options.

Jamaica's Transformation into a Digital Economy

Data-driven and always-on

With the strong support of the Government of Jamaica, this island nation is transforming into a digital economy. Already the country enjoys a great reputation for its liberalized telecommunications sector and **Jamaica's advanced information and telecommunications technology includes Starlink high-speed, low-latency satellite internet services.**

Hyperconnectivity is creating connections for Jamaica between people, organizations, and things around the globe.

In Jamaica's digital economy, companies are using the latest technologies to reach goals faster, more efficiently, and more profitably. Technology is expanding the country's business opportunities, creating new jobs, enhancing public services, and boosting e-commerce.

Business advantage metrics:



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**PERFORMING
STOCK
MARKET**

BLOOMBERG, 2015 & 2018



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**EASIEST
PLACE TO
START A
BUSINESS**

WORLD BANK, 2019

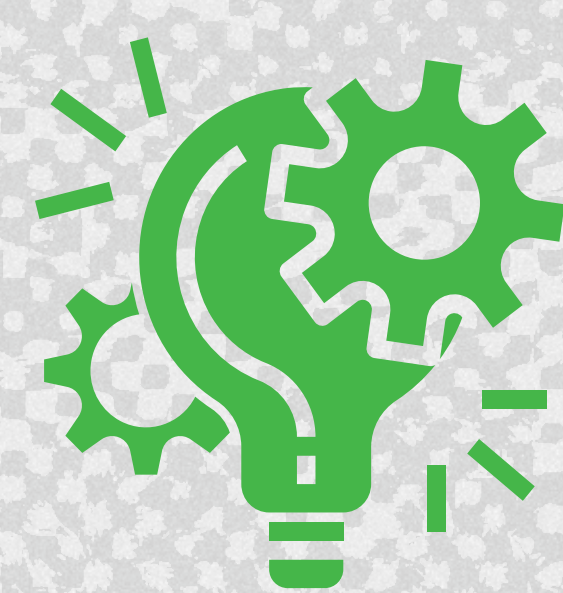


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**LEAST
RED
TAPE**

FORBES, 2019



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**CARIBBEAN
COUNTRY
FOR DOING
BUSINESS**

FORBES & WORLD BANK, 2019

Game On!

For knowledge process and IT outsourcing, think Jamaica. There's no better place for business-critical digital services that will enhance your decision making, operations and competitive edge.

Call us
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