

Breaching the subcontinental divide

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In the last few years, Indian-based companies have become a force to be reckoned with in the Australian computing market and now a second wave of imported services is about to break.

The largest Indian technology companies, including Satyam, Infosys, HCL Technologies, Wipro and Tata Consulting Services, have all increased their headcount in Australia in recent years after winning information technology services work from the likes of ANZ Banking Group, Commonwealth Bank of Australia, St George Bank, Telstra and Woolworths.

Smaller Indian services players are also on the offensive. In April, Patni Computer Systems announced it intended to double the size of its local practice within one year after persuading Rick Eager, formerly of Fujitsu, to head up Patni's Australian and New Zealand operation.

Now a second group is marshalling its forces.

Recently, Evaluserve opened its first Australian office. The company, founded by executives formerly at McKinsey & Co and IBM, has earned itself a name in the competitive analytics market. Its New Delhi-based research team conducts research and business intelligence projects for clients based around the globe.

Evaluserve's entry into the Australian market is indicative of a growing interest from Indian companies that supply a full range of business process outsourcing services, according to [Sriraman Annaswamy](#), who runs a Sydney-based consultancy firm that tracks the Indian market.

Other Indians firms showing interest include Gecis Global (formerly GE Capital International Services) Inductis, EXL Services and Office Tiger.

"Several well-funded business process and analytics off-shorers are starting to look at Australia in a significant manner, both from a client sales perspective as well as a key delivery destination for 'high end' functions," **Mr Annaswamy said.**

Meanwhile, some Indian firms have been forced to turn away customers after growing at such a rapid rate in the last few years, according to the US-based Forrester Research.

In its Buyer Beware alert, Forrester cautions: "Not since the days of the dotcom boom have IT services vendors been arrogant and/or busy enough to fire non-strategic clients."

Today, some tier one Indian vendors many of whom have more business than they can successfully accommodate are shedding clients that are too small or not profitable enough.

As they go through vendor selection and the contracts and negotiation process, clients must be aware of this trend and protect themselves from being abandoned."