

Making **Outsourcing** Work

for service providers in the countryside

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The world is Flat!

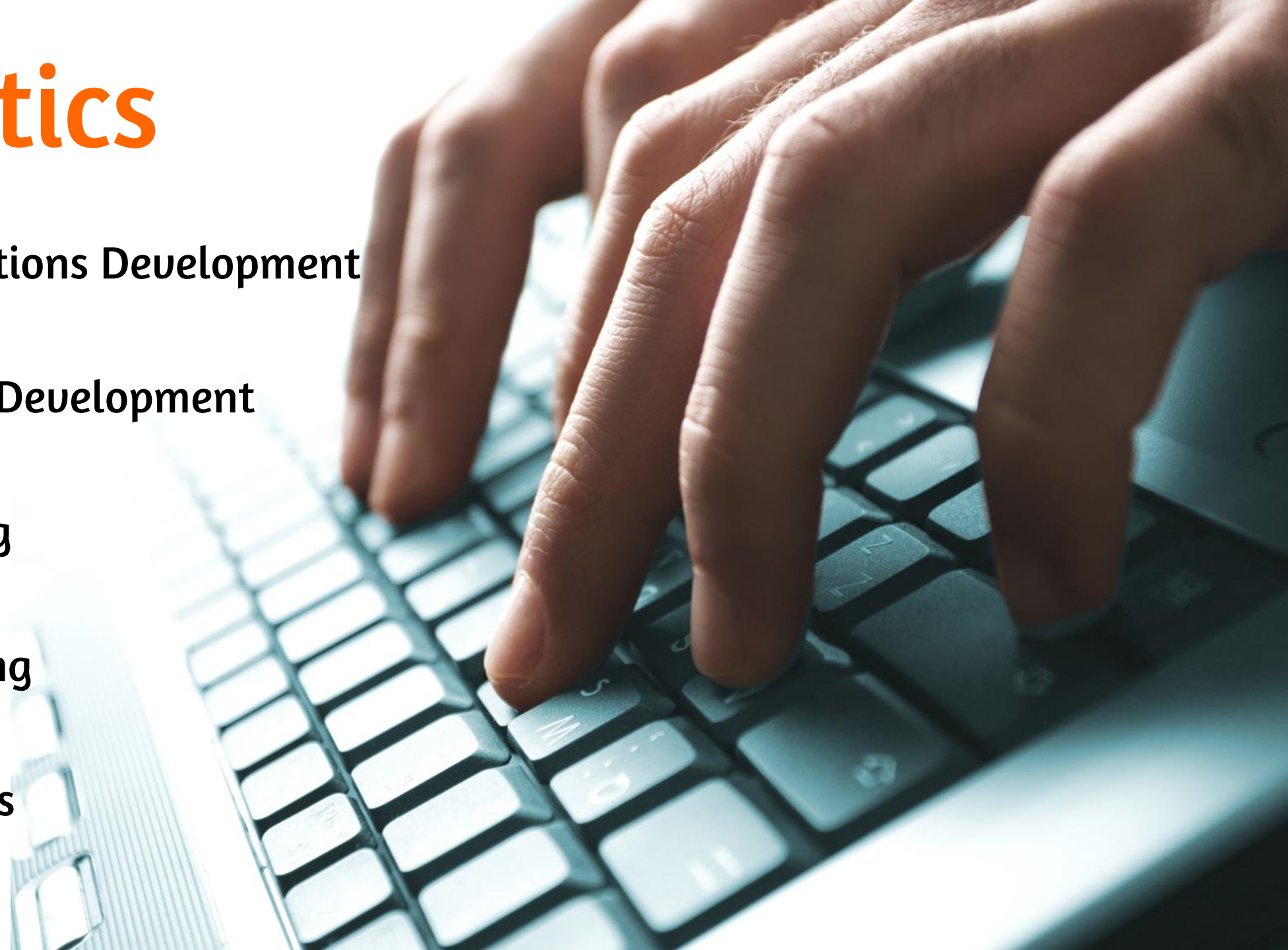
- [Thomas Friedman](#)
- World is a [level playing field](#) in terms of commerce, where all competitors have an equal opportunity.



This means... We, the **Service Providers** in the Countryside is included in this **opportunity!**

Syntactics

- **Business Applications Development**
- **Web Design and Development**
- **Online Marketing**
- **Dedicated Staffing**
- **Virtual Assistants**



How we started

- Worked on **local projects** to build portfolio



A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a grey suit jacket, and the person on the right is wearing a dark suit jacket. In the background, a computer keyboard is visible, and a blue pen lies on a white document in the foreground. A semi-transparent black box with white text is overlaid on the left side of the image.

Build Network

Active in various organizations or groups such as digitalfilipino, techtalks.ph, NICP, professional organizations, chamber of commerce, worked closely with DTI and other supporting government agencies.

Optimize Website

- Content
- Search Engine Visibility
- Mobile ready





Active in **Social Media** (Facebook, LinkedIn, etc)

Before - Even Friendster and MySpace

Establish Brand



- **Good Quality of Work**
- **Lower Cost**
- **Emphasized to clients on Good Quality Labor Force Availability**
- **Emphasized on strong project management skills and customer support.**

A group of business professionals, including a woman in a white sweater and a man in a white shirt, are gathered around a laptop in an office. They are looking at the screen with interest. The background shows a modern office environment with large windows and green blinds.

Because of **brand** and above factors

- Referred more to **other clients**.
- Practiced upselling of other **diversified products and services**.
- Up to the point of working on our first **offshore project**.

Now – **clients** don't even have
to ask **where we are from.**

