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FOR IMMEDIATE RELEASE

### **Op2i DELIVERS WORKSHOP IN SALALAH, OMAN**

#### **Discussing the future of traditional services within the ICT sectors and using outsourcing as a business transformation tool**

Op2i, a business improvement firm, specialising in outsourcing, delivered a three day workshop to senior executives from the Middle East, in conjunction with Oman Telecom and the ITU.

Bharat delivered various presentations on the challenges facing operators and indeed regulators in the region and how organisations must start undertaking business transformation and assessing their core competences as the industry changes.

Bharat commented *"The ICT industry is changing dramatically and organisations must move with the times. Smart operators are transforming their businesses to become converged telecoms and media companies and many are becoming outsourcers or networks and ICT services. However, business transformation and outsourcing represents strategic challenges and must be managed carefully, if these are to deliver substantial long term competitive advantage"*.

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Op2i is a Business Improvement Firm specialising in Outsourcing, providing advisory, implementation, brokerage and managed outsourcing solutions. Creating, rather than following best practice.

Op2i provides and combines advisory and implementation services throughout the outsourcing lifecycle. Advisory services to get the outsourcing decision right and implementation services to get the most from outsourcing, complemented by training to ensure the client organisation's personnel are fully abreast of the outsourcing process and equipped to drive the outsourcing programme within the organisation.