



Distributive Domain Name Content Beats Country Outsourcing

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Providing a [global distributive domain-parking content service](#) is superior to offshoring to specific countries. Would you like to settle on someone mediocre in India or get the best person in the world who is willing to work remotely? Moreover, a number of the location constraints of typical corporate offshoring do not apply to a distributed outsourcing strategy.

Monetization content providers have been following the U.S. corporate herd and flocking to a few major hot spots in the Philippines and India. The classic argument for country outsourcing is cheap labor and the need to guarantee periodic payments in advance. But, for parking content, the India-Philippines solution is no longer optimal.

First, there's the lure of other countries, countries that are closer to the United States and Western Europe geographically and culturally. For example, Eastern Europe is expected to account for 30% of the outsourcing market by 2010. Wages there are comparable to those in India, and they're likely to stay that way for the next 11 years because of the region's slow wage inflation and the universities' abundant output of talent.

The major cities in the region provide a highly educated, multilingual pool of talent, and the workers' purchasing habits are more in tune with those of online U.S. consumers than the habits of their Asian counterparts.

For companies in Western Europe, of course, the appeal of their continent's eastern half will be even stronger. And now more such countries and China are seeking ads and parking content—Americans are no longer the only customers. True, English is the *lingua franca* of the Internet, but online consumers in those countries still prefer to read and transact in their own native languages. Even firms from India and Hong Kong are investing in Eastern Europe, in part to be close to customers.

Second, hanging loose makes sense for companies in a world where the traditional office is giving way to “third places” and “free agents”—a trend likely to pick up steam because of the global recession.

Major companies are testing centers for distributed work. People like them because they are conducive to individual and collaborative work. Described as “Starbucks on steroids,” the places provide an alternative to working from the office and/or home. It is estimated that 30% of the workers of the future will be using third places on a full- or part-time basis.

Also, an increasing number of workers derive income from online businesses. In Britain, about 70,000 people make at least a quarter of their income off of eBay, and over 8,500 professional eBay sellers in Australia derive a primary or secondary source of income from eBay. About a third of eBay's sellers are outside the U.S. Add it up and by 2012, 40% of the global workforce will be considered to be distributed.

Third, monetization content requires creative thinking. Consumers are looking for “meaningful interactions.” Thus, companies must provide creative content to get shoppers’ attention. When hunting inspired workers, companies can’t afford to be tied down. “Creativity has come to be the most highly prized commodity in our economy. ... And while people can be hired and fired, their creative capacity cannot be bought and sold, or turned on and off at will.”

Creativity is also a factor when it comes to Europe vs. Asia. The Russian educational system is molded on the United States. India, on the other hand, is driven by the British model, with a much greater focus on detailed practical application of a plan that itself goes unexamined. Thus, Russia has an edge on creative thinking, especially important for engaging content. Your requests are more likely to be intellectually challenged in Russia than in India.

Finally, even if you maintain a few thousand workers in a country, they cannot have the knowledge and purchasing experiences of hundreds of thousands of contributors that are distributed globally.

To sum up, the growth in alternative global hot spots, changes in the work environment, and the need for creative thinking make managing a global distributed content-based parking service superior to country outsourcing.

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