

## INVESTMENT OPPORTUNITIES

# Global Digital Services



### Overview

Jamaica's strong credentials as a highly competitive and attractive business destination underline its position as the leading BPO location in the English-speaking Caribbean. The outsourcing sector directly employs over 26,000 agents and generates revenue estimated at over US\$700 million annually.

There are approximately 60 companies that offer call centre and BPO services in

### Key Indicators (2020)

Industry Size  
Contribution to GDP

**over US\$700 million (est.)**

Companies

**60 (est.)**

Jobs Created

**40,000 (est.)**

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the country and among these firms are formidable global industry players such as Conduent (formerly Xerox), Teleperformance, Vistaprint, Hinduja Global Solutions, and Sutherland Global Services (SGS), as well as notable homegrown multinationals such as ItelBPO. The sector is populated by a combination of captives (wholly owned subsidiaries) and third-party service providers that are primarily located in Montego Bay, Kingston, Portmore and Mandeville.

Jamaica's competitiveness is solidified on the basis that it is the most scalable location in the English-speaking Caribbean with a relatively large educated population and an established ecosystem supported by the Government and private sector groups. This ecosystem includes emerging technology parks, cost competitive labour, liberalised telecommunications sector and Special Economic Zones incentives to support market entry.

Attracting big business to the island is a priority to the government, which recognises the need for first world commercial facilities. To this end over 1 million sq. ft. purpose built commercial space will be developed in the near term. This includes the Naggo Head Technology Park, among other projects which is expected to bring to market approximately 750,000 sq. ft.

Development of human capital is ensured through a variety of programmes on offer from the HEART Trust/NTA tailored to meet the labour needs of the rapidly growing industry. High school and university graduates are also exposed to the demands of companies through training in soft skills like communication, responsiveness and relationship building.

With its outstanding track record in finance and accounting, human resource outsourcing, receivables management, technical help desk support, outbound sales and generation, Jamaica has become the leading outsourcing destination in the English speaking Caribbean.

The country is currently ranked 43rd on the A.T. Kearney Global Services Locations Index 2017 and is one of the region's most ideal locations for BPO providers supporting clients in the USA, Europe and other neighbouring Caribbean countries.

### Demand Drivers

- **Growing Industry:** The global Information Technology (IT) services sector worth US\$900 billion in 2016 is one of the fastest growing and dynamic sectors globally<sup>3</sup>
- **Skilled Talent:** Jamaica's large English-speaking, educated workforce of 1.3 million has a strong cultural affinity to

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major outsourcing markets such as North America and the United Kingdom.

- **Convenient Location:** Proximity to the North American market and the convenience of being in time zones that are well aligned increase Jamaica's appeal as an outsourcing destination.
- **Cost Efficiency:** Companies are increasingly seeking cost-effective nearshore outsourcing solutions, and call centre and BPO salaries in Jamaica are comparatively lower than other destinations in the Caribbean.
- **Robust Infrastructure:** World-class and robust telecoms infrastructure supports all the requirements for global connectivity and ranks among the most developed in the region.
- **Property** - Government and private sector continue to invest in real estate for the outsourcing sector. These stakeholders have and continue to invest in Technology Parks and incubators spaces to assist with the smooth and timely process of setting up a centre in Jamaica.
- **Telecoms** - Jamaica boasts a modern, robust, Internet infrastructure as well as fixed-line and 4G mobile telephony. It has
  - Two (2) national carriers provide

business telecoms services in Jamaica: Cable & Wireless (Liberty Global), Digicel.

- High capacity, low latency, highly flexible Internet infrastructure delivered over fully fibre-deployed terrestrial and subsea networks
- Carrier connections available to major international cities
- Multiple data centres, including a Tier III certified centre offering a broad range of services

### Key Trends

- **Nearshoring:** Nearshore destinations are the 3rd most desirable outsourcing option globally – Avasant
- **Shared Services:** Jamaica continues to be a viable destination for Shared Services because of the quality talent that it produces in key business service areas such as Human Resources, Information Technology, Finance and accounting and many others. 20% of all ACCA members and affiliates are based in Jamaica, Jamaica is home to the University of the West Indies which is ranked within the top 5% of University in the world according to Times Higher Education in 2018, and the country graduates over 17,000 professionals from local universities..

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- **Digital Transformation:** Jamaica possesses a nascent Information Technology industry that is supported by a robust telecoms infrastructure and talent. The country has a booming fintech industry that is spurred by continuous innovation in the financial services sector. The Government is harnessing the country's potential for IT through the Global Services Sector Programme, an Inter-American Bank (IDB) funded programme aimed at equipping the workforce with the necessary digital capabilities to attract more investment in global digital services
- **Business Process Outsourcing:** With cost-competitive and talented labour and an increasing output of business, economics and accounting professionals, Jamaica provides the ideal platform for companies seeking to establish a BPO facility to support areas such as healthcare, finance and accounting, insurance and human resources.
- **Knowledge Process Outsourcing (KPO):** Moving even higher up the value chain, notable annual increases in professional degrees such as law, medical sciences, computer science and engineering provide the perfect landscape to tap into Knowledge Process Outsourcing.

### Opportunities

- **Animation:** Animation outsourcing opportunities are increasing due to the demand for creative content in traditional business and film. The Government of Jamaica has made this training a priority to retool numerous young persons, now accessing a variety of programmes from the certificate level to bachelor degree programmes with over 160 persons trained in two years.
- **Voice-driven Services:** At least 75% of the local industry is focused on voice-driven services, which represent a highly attractive investment option based on the neutral accent of Jamaicans and the country's cultural compatibility with the North American market.
- **Legal Processing Outsourcing (LPO):** Home to the globally recognized Norman Manley Law School at the University of the West Indies (UWI), Jamaica in an excellent position to attract outsourcing contracts in this area.
- **Software Development, Testing and Maintenance:** Jamaica's demonstrable record in IT innovation in the Microsoft Imagine Cup and increased graduate output from computing, informatics and engineering programmes set the stage for advanced software coding and development.