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# **Benefits and Latest Trends of IT Outsourcing Services**

Outsourcing IT related services has become a very popular and lucrative business move in recent times. A growing number of companies are resorting to web development firms to accomplish various Internet related initiatives. This recognized cost effective and hassle-free strategy is very appealing to all kinds of organizations. Outsourcing services such as website design, flash design, content management system development, internet marketing, multimedia, graphic design, website maintenance, search engine optimization, database application development, and online store management, from professional and experienced IT outsourcing organizations can give a website what it needs to get the online results it strives for. 2

There is immense growth potential in this field, as it is clearly witnessed that the ratio of businesses opting for outsourcing is doubling day by day. Unlike any other field, one can notice fascinating trends in outsourcing. Let's see in brief some of these movements:

#### 1) Outsourcing the workforce

Instead of employing regular full time employees, companies are turning towards hiring professionals for defined time durations on a part-time or full-time basis. For instance, web experts like web programmers or website designers are hired on a contract basis through an outside IT services company. 2

#### 2) Preference for environment-friendly options

The entire world is witnessing rising energy rates that have led companies to resort to more eco-friendly measures to reduce the burden over the environment, as well as overhead costs.

#### 3) Globalization of the Internet

India is the most preferred and successful destination for outsourcing services, but other developing countries are also testing the waters in this field. Countries like China, Pakistan, Russia, and Mexico, are leading players in the IT outsourcing services industry. For more information visit [Database consulting](#)

#### 4) Mergers

The competition in this segment is cut-throat given that there are literally thousands and thousands of IT services companies around the world. Some firms opt for mergers for more cost effectiveness and better profitability and market control. For more information visit [Database outsourcing](#)

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