

Global Impact:

Exploring Business Continuity and Growth with Offshoring Strategies

By: Murray Joslin



In the current landscape of heightened customer expectations and fierce industry competition, law firms find themselves needing to exceed traditional service delivery norms. The need to go above and beyond in meeting client demands is more pronounced than ever and executive leaders must strategically assess avenues for enhancing firm efficiency and maintaining a competitive edge. One such strategy that merits consideration is offshoring. By strategically offshoring certain aspects of legal processes, firms can not only optimize operational efficiency but also bolster their overall profitability. This approach enables law firms to navigate the balance between providing high-quality legal services and meeting the evolving demands of their clients in an increasingly dynamic and competitive market.

The Mechanics of Offshoring

Internal offshoring

Some firms choose to establish outside of their headquarters or main locations, their own teams of resources. These "captive resources" can run full-fledged operations, such as:

- Legal word processing
- Administrative support
- Finance and accounting support
- IT support
- Customer service

Over the years, some countries have become prominent offshoring choices due to offering lower cost access to skilled and unskilled resources.

Outsourcing to a third-party provider

The more traditional outsourcing model involves contracting with a third-party vendor specializing in specific areas and functions such as legal, HR, production graphics/marketing operations, IT, and administrative support. Outsourced legal services, often delivered by Alternative Legal Services Providers or ALSPs offering services such as:

- Document review
- Compliance services
- Contract management
- Legal document processing

Many ALSPs establish global delivery centers to cater to different geographies, and often feature a 24/7 operating model with clear handover procedures to maintain service quality.

Debunking the Myths of Offshoring

Despite its clear advantages, sweeping generalizations and myths often dissuade top-level decision-makers from adopting offshoring practices. Some of those myths and misconceptions include:



Myth #1: Increased risk of a data breach

False. Especially in legal services where outsourcers are handling sensitive and confidential client data, providers invest heavily in system and infrastructure security to meet rigorous client standards, remain competitive, and protect client data, and avoid security breaches, often going above and beyond what clients have in place.

Nonetheless, vigilance should be exercised when entering a partnership with any service provider. Additional security measures such as background checks, data encryption enforcement, and periodic internal audit reports improve visibility of deployed security measures and ensure vendors are kept accountable.



Myth #2: Poor service / quality

Outsourcing partners employing expert-level resources allows businesses to completely focus on high-level, strategic tasks. You can do your part by defining relevant SLAs and implementing performance monitoring to ensure a smooth transition of deliverables and timely service delivery that meets specifications.



Myth #3: Diminished in-house functions

By tapping into a global talent pool, organizations can assign skilled individuals to best-suited tasks and roles to ensure maximum efficiency and the highest work quality. Doing so also allows in-house employees to work on more strategic initiatives that require deeper organizational and market insights, which instills a greater sense of ownership and enhances employee productivity, efficiency, and morale.

Leaders should leverage change management to secure employee buy-in by demonstrating how to utilize global resources to benefit them and their contribution to the company.



Myth #4: Lack of tangible cost savings

While offshoring is known to help organizations save money, business leaders will require specific instances of cost savings across business functions to invest in an offshoring business case.

Offshoring work to other countries presents immediate benefits in the form of lower labor costs and enables eligibility for tax incentives. Overhead expenses like office rentals, utilities, insurance, and payroll can also be shifted to your service provider, enhancing operational cost efficiencies in the long run.

The Benefits of Offshoring



Improved organizational culture

Offshore teams often contribute industry expertise and best practices, exposing in-house teams to modernized approaches to tasks and problem-solving. Sustained collaboration can further enrich values and perspectives, fostering creativity and innovation and enhancing workforce performance.

Specialized offshore expertise accelerates task completion and increases overall productivity. Vendor experts can assess your existing processes and identify automation opportunities, making budget requests for tech stack upgrades easier.

With repeatable run-level tasks moved offshore, your core teams can focus on high-value strategic work that directly aligns with your organization's long-term business objectives.



Increased profitability

With offshore teams handling most day-to-day tasks, businesses can achieve more with fewer resources, ensure a reduced risk to staffing, and ultimately positively impact their bottom line. Additional benefits include cost savings, improved productivity, and enhanced focus on core business activities.

The scope of onshore and offshore work can be clearly demarcated, providing enhanced operational visibility and revealing areas for improvement.

Leaders can leverage data-driven insights to streamline workflows, reduce manual tasks, and provide a conducive environment for innovation and new revenue-generating models.

Such cost and resource optimizations enable significant improvements to operational efficiency and greater margins that boost profitability and growth.



Increased market share

Savings from reduced operating costs can be re-invested into marketing and business development initiatives, increasing conversion, improving client satisfaction, and growing client base. Offshoring also paves the way for entry into more lucrative markets like India, Europe, and the Asia Pacific, attracting new global clients and enhancing industry influence by expanding market share. Partnering with organizations with expertise in these markets allows businesses to establish a global presence and better manage country-specific regulations that can often prove challenging.

Forging a Partnership for a Smooth Offshoring Journey

Establishing a collaborative partnership with seasoned ALSPs such as Integreon opens a gateway to a spectrum of run-level legal and business services. With over 25 years of experience, Integreon is equipped to deliver the essential components required to elevate workforce efficiency, build transformative improvements in business performance, stimulate growth initiatives, and ultimately, optimize overall profitability. By forging an alliance with an offshoring provider of this caliber, businesses can tap into a reservoir of specialized expertise, enabling them to navigate the complexities of legal and business processes with precision and efficacy. This collaborative approach not only enhances operational capabilities but also positions organizations strategically to thrive in the competitive landscape, fostering a symbiotic relationship that extends beyond mere outsourcing to become a catalyst for sustained success and innovation



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Murray Joslin joined Integreon in 2017 and leads the Creative and Business Solutions business unit. He has over 20-years of experience focused on client acquisition, operational transformation and technology implementation at top global financial services, consulting, legal, and insurance companies and major global corporate businesses.

Learn how Integreon can help your organization do more and do it better.

Contact us today at info@integreon.com or visit integreon.com.



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