Outsourcing to India

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The numbers of organizations in the United States that outsource research and development to expanding economies like India have increased over time (Payson, 2014). This has been necessitated by the need to tap into the growing global market. For instance, outsourcing research and development to India promise plenty of benefits to the mobile phone antivirus development firm especially with the growing customers for their software product. Among the benefits that are accrued from outsourcing research and development to India include access to skilled human resources and lower costs of additional labor requirement for the new software.

Search for talents in the software development industry has been among the top trends since its inception. In high technology markets like the United States of America, rare skills and talents are in high demand and as a result associated with high cost and big industry players. Companies, therefore look to bridge the gap in skilled resources from growing economies to meet their labor needs.

As for the outsourcing providers in the worldwide software industry, it implies that low rates are no longer market differentiators. The outsourcing provider firms need to give services that are of more certified quality, provide compelling experience, and ensure service flexibility. However, the outsourcing provider firms still have to find ways of keeping low rates through the application of technologies to enhance their expertise.

Technology standards

Apart from the benefits accrued from outsourcing research development to India, the United States firm would face various technological standards challenges. According to Schaffer (2015), one of the major concerns of outsourcing to India that is likely to be faced by the IT firm is over intellectual property issues. It is quite unlikely that the Indian firm will be able to afford the same intellectual property protections standards as expected in the United States.

Security requirements will be an issue in the research and development cooperation between the Unites States and the Indian firms. Some of the formed legal bases in the software development industry include IP rights transfer agreements, non-disclosure of information agreements, contract legal protection among others. The Indian software development firm is expected to streamline all legal aspects in the cooperation, business information protection, and IP management.

Flexibility, therefore, will be an issue in the software development operation between the two firms. Since the software development project for the mobile phones antivirus will involve two teams, flexibility will be an issue of concern that has a potential of compromising quality. This is especially from the outsourcing provider firm that is expected to integrate into the processes of the United States firm. Due to the differences in the Indian and United States software development industry, it is expected that the Indian firm will find it quite challenging to customize their process and standards to the required levels. Furthermore, working with deliverables prepared by the software development firm in the United States will complicate the situation more for the Indian firm to deliver quality services.

At the same time, the business process of the United States based software development firm is more focused to exploiting more opportunities through engaging new technologies through innovation leadership and efficiency. Lack of flexibility from the Indian outsourcing firm would be a significant challenge to the cooperation particularly as it is involved in the antivirus development firm's core function. Quality standards are would, therefore, be significantly compromised.

Infrastructure

According to the arrangement in the outsourcing agreement between the two companies, the Indian developers will be without a representative from the United States to oversee the process. Both team leaders are to reside in the United States. This poses a great challenge to business information protection, IP management including other infrastructure management issues in the software development process. The lack of a representative from the North Carolina firm is especially disastrous to the project as it limits the company's understanding of the Indian firm's home infrastructure. This is necessary since the US firm need to continually assess the network environment of the Indian firm to ensure that it is secure for remote execution of the project.

Needed revisions

Classification and gathering of an in-depth knowledge of suppliers are key to solving the technology standards and infrastructure challenges that are likely to be faced by the antivirus software development team. A deep understanding of the Indian software development team, especially about their capacities and capabilities, is necessary for solving technology standard

issues. Understanding the technical expertise and weaknesses of the Indian outsourcing firm in relation to the in-house expertise is necessary for the solving quality issues. The intelligence gathering before the partnership should be extended to the business culture of India as a country (Kirk, 2014). The outsourcing firm information would allow the software development firm in the United States to segment the Indian firms in detail.

Secondly, reporting meaningful key performance indicators would assist in ensuring that quality standards are met in the software development. As Hira and Hira (2016) explain, a widespread and continuous reporting of meaningful key performance indicators is essential for the purpose of effective governance. Research has also proved that the structure of governance has been standardized through the use of meaningful key performance indicators in combination with the skills and attitudes of those in the main positions in companies. Managers and team leaders of the antivirus software development should understand the importance of detection, recognition, and action in an equitable manner when the performance of the outsourcing firm is impacted by in-house behavior.

Lastly, peer-to-peer developer access is essential to ensuring that technological standards are met in the development of the mobile phone antivirus. Research on outsourcing suggests an evolving maturity in the interface of management of the process. The outsourcing arrangement between the United States and Indian software development team is such that the two groups have to use the project managers as defined channels of communication. This is, however, slow, unproductive, error-prone, and acts as a barrier between the software developers. The company should as a result design and encourage peer-to-peer access of the Indian and United States software developers to ensure clarity and quick problem-solving. Through this slimmed down

infrastructure, the software development firm can focus on its daily operations, strategic direction, and overall performance of the team involved in research and development project.

Needed technology standards and best practices

The United States software development firm should understand the need for the skill of outlining specific technical requirement specifications. Outlining good technical requirement is a core skill that is essential to ensuring high-quality standards in software development. In research and development in the software industry, a company's ability to integrate its processes and systems with that of the outsourcing firm is considered an essential skill especially concerning control of access to information. Acrimony can be avoided through provision of clarity between 'out of scopes' and 'in scope' work between the two firms.

Additionally, the outsourcing contract should be flexible. The United States IT firm should understand the need to give room to learning to the offshore software developers. The North Carolina IT firm, therefore, should encourage learning within the Indian organization to allow the developers are up to date with technological advancements in the industry.

Cultural issues in doing business with India

Doing business with India in particular with a western company like the North Carolina-based IT firm is expected to pose many challenges. This is because of the difference in culture between the two countries that are likely to lead to misunderstandings and miscommunications (Sexton, 2015). However, success in doing business can be facilitated if the North Carolina-based company makes an effort to understand the differences in culture between the two countries and design appropriate measures to ensure understanding between the two companies.

Firstly, according to Sexton (2015), the collectivist and hierarchical nature of the Indian culture is quite the opposite from the individualistic nature of the United States' culture. For instance, companies in the United States apply their codes of conduct to all employees regardless of the position that they hold in the organization. However, the Indian firms apply their code of conducts selectively: to senior management.

Secondly, the two nations have very different perspectives on time. For example, Indians are known for their laid-back attitude to time as opposed to the punctual nature of Americans. Just like most countries in the world, the Americans regard time as precisions. This is however not the case for Indians who view time as auspicious, which is quite evident in the incomplete nature of their calendar. This would pose a big challenge in completing the research and development project on time.

Solutions to the cultural differences between the two nations are therefore essential to the success of the research and development project between the two firms. The North Carolina-based IT firm should, as a result, understand the level management that they are dealing with. The company should expect to find higher motivation and accountability from senior management as opposed to lower level employees. The firm, therefore, should focus on motivating and ensuring accountability of junior employees of the Indian firm who are more likely to be rebellious. Through this, the cooperation between the two firms is more destined to success despite the cultural differences.

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