



Next-wave Location Profile – Bogota, Colombia

Locations Insider™ (LI)

Market Report: March 2016 – Preview Deck

Our research offerings for global services

▶ Market Vista™

Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

▶ BFSI¹ Information Technology

▶ BFSI¹ Business Process

▶ Healthcare & Life Sciences

▶ Application & Digital

▶ Cloud & Infrastructure

▶ Global Sourcing

▶ Locations Insider™

▶ Service Optimization Technologies

▶ PricePoint™

▶ Finance & Accounting

▶ Procurement

▶ Human Resources

▶ Recruitment & Talent Acquisition

▶ Contact Center

▶ Transaction Intelligence

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Subscription information

- The full report is included in the following subscription(s)
 - **Locations Insider™ (LI)**
- In addition to published research, a subscription may include analyst inquiry, data cuts, and other services
- **If you want to learn whether your organization has a subscription agreement or request information on pricing and subscription options, please contact us**



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¹ Banking, financial services, and insurance

Overview and methodology of the research

Overview of the research

Everest Group's Next wave location profiles provide crisp, yet insightful assessment of emerging / "next-wave" countries or cities for services delivery. These reports help global sourcing practitioners or location strategy professionals stay ahead of competition in understanding global sourcing opportunities in "next-wave" locations.

These reports offer perspectives on:

- Global sourcing profile (e.g., functions supported, market activity) of the location
- Opportunities for enterprises and service providers
- Key drivers and challenges for global sourcing industry
- Overview of talent availability and operating costs (including wage inflation and attrition)
- Key environment risks (e.g., geopolitical, macroeconomic, safety)

The methodology of these reports includes:

- Proprietary tracking and databases on operating costs, labor pool, market activity, and risks
- Year-round tracking of 180+ locations around the world
- Coverage across all offshore, nearshore, and onshore locations across regions (APAC, Europe, North America, LATAM, Africa)
- Over 100 global projects on supporting clients on location decisions
- Executive-level relationships with buyers, service providers, technology providers, and industry associations

This study provides perspectives on key aspects of the global sourcing market in the location; below are four charts to illustrate the coverage of the report

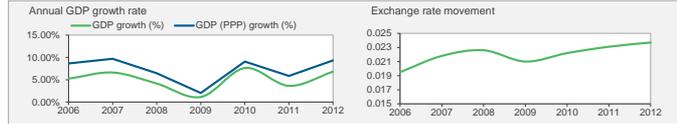
Country/city overview and market activity

Key factoids – geographic and socio-economic

Region	XX
Time zone	XX
Government type	XX
Population (XX)	XX
GDP	XX
GDP per capita	XX
Currency	XX
Corporate tax rate	XX
CPI inflation	XX
Major languages spoken (XXX)	XX
Economic development Agency	XX



Economic indicators



Growth drivers, opportunities, and challenges

Relative maturity of functions served

- Established location for IT, BP, and CC services delivery with multiple players supporting scaled operations
- XXX
- XXX
- XXX
- XXX

Potential opportunities

- Attractive location for bilingual service delivery with the highest overall bilingualism rate in Colombia
- XXX
- XXX
- XXX
- XXX

Drivers for industry growth

- Increasing demand by North America for same time zone and nearshore support
- One of the lower cost delivery locations in Latin America
- XXX
- XXX

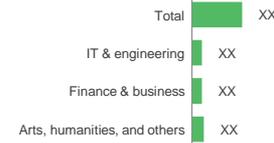
Likely challenges

- Exposure and vulnerability to earthquakes
- XXX
- XXX
- XXX
- XXX

Talent availability and operating cost

Entry-level talent pool

Annual tertiary graduate pool
2016; '000s



Operating cost

Annual operating cost per FTE – BP (F&A)
2016; US\$ '000s



Wage inflation and attrition (IT ADM)
2016; Percentage per annum



Risk assessment

Highly favorable Favorable, some concerns Least favorable

Parameter	Everest Group rating	Comments
Geopolitical	Highly favorable	
Macro-economic	Favorable, some concerns	
Infrastructure	Favorable, some concerns	
Safety and security	Favorable, some concerns	
Regulations and ease of doing business	Favorable, some concerns	

Source: Everest Group (2016)

Locations Insider research calendar

■ Published
 ■ Current

Topic	Release date
Nearshore Europe Is IT! IT Services Riding The Nearshore Advantage	April 2015
Next-wave Location Profile – Penang, Malaysia	April 2015
North America Domestic Outsourcing Services: Providers Embrace Onshoring – Is the World Still Flat?	May 2015
Ukraine Crisis: Is the Regional IT Service Delivery Landscape Changing?	June 2015
"Next-wave" location profiles: Lithuania	July 2015
Value Proposition of Tier-2/3 Cities for Global Services Delivery	July 2015
"Next-wave" location profiles: Lodz, Poland	July 2015
"Next-wave" location profiles: Puerto Rico	August 2015
"Next-wave" location profiles: Brno, Czech Republic	September 2015
"Next-wave" location profiles: Curitiba, Brazil	September 2015
"Next-wave" location profiles: Tunisia	October 2015
Will Robots Eat Locations Strategy for Breakfast?	October 2015
Global Locations Annual Report	November 2015
"Next-wave" location profiles: Turkey	February 2016
"Next-wave" location profiles: El Salvador	February 2016
"Next-wave" location profiles: Mauritius	March 2016
"Next-wave" location profiles: Bogota, Colombia	March 2016
SMAC delivery hotspots	Q1 2016
Locations supporting business process services in Asian languages	Q1 2016
Locations supporting IT services in Latin America and Caribbean	Q1 2016

Additional research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details on the topic, or complementary content, that may be of interest:

1. **Global Locations Annual Report 2015: Resurgence of Activity Amidst Evolving Propositions** ([EGR-2015-2-R-1619](#)); 2015. This report is a unique and comprehensive guide to understanding the nuances of the global services locations landscape and interpreting locations-related developments and trends in order to frame locations strategy. It presents insights into the size and growth of the global services market, global services exports by regions & country, update of locations activity by region & country, and trends affecting global locations (changes in investment environment and exposure to various risks). It also provides industry-leading comparison and analysis of key movements in maturity, arbitrage, and potential of global delivery locations (cities) through our unique MAP Matrix™ analysis
2. **“Next-wave” Location Profile – Lodz** ([EGR-2015-2-LP-1508](#)); 2015. This report analyses Lodz offers perspectives on global sourcing profile of Lodz, key opportunities, drivers, and challenges, along with an overview of talent availability, operating costs, and environment risks
3. **Nearshore Europe is IT! IT Services Riding The Nearshore Advantage** ([EGR-2015-2-R-1432](#)); 2015. Nearshore Europe has emerged as a leading location for global Information Technology (IT) services delivery. In this report, we analyze Nearshore Europe as a destination for delivery of IT services. This report provides in-depth assessment of the nine key cities in the region, focusing on talent pool, operating cost, market activity, and risk analysis. The report will assist buyers and service providers to understand the opportunities and challenges offered by Nearshore Europe for delivery of IT services

For more information on this and other researches published by Everest Group, please contact us:

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empowers clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com and research.everestgrp.com.

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