

РАЗДЕЛ 3. МЕНЕДЖМЕНТ. МАРКЕТИНГ. ФИНАНСЫ И БАНКОВСКОЕ ДЕЛО. ЭКОНОМИКА

Software Outsourcing trends in 2013

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For most enterprises, IT is quickly becoming one of the costliest departments, draining revenue, and, more importantly, human resources. In order for organizations to reduce expenses and optimize business productivity, IT management must take a significant leap forward. Four key trends will be paramount in driving its evolution next year: the insourcing boom, a service desk refresh, the continued uptick in platform integration, and increased automation. Each will play into IT department changes in 2013, setting the stage for overall business innovation in the years to come.

IT outsourcing contracts have already dropped 20 percent since last year, as more companies recognize the need for quality work that's often achieved under in-house control. This shift away from "cheaper is better" is already taking root in the United States. In fact, an HFS Research survey showed that the country is currently seen as the world's most desirable region to expand IT with more service delivery centres over the next two years. Plus, with increased automation and diminishing incremental benefits from labour arbitrage, the global labour pool for IT outsourcing services will only continue to shrink [1, P. 46].

As IT administrators become more strategic in their roll out of cloud environments, there will be a shift from cloud use only for peripheral activity to the inclusion of core functions. This will be facilitated by the use of hybrid environments, integrating internal and external cloud platforms based on unique business requirements and varying workload types. Of course, a unified model introduces complexities that must then be managed – rampant latency, scarce interoperability and minimal customization should be addressed.

In 2013, there will be a greater need for consumption assistance as we move from managing individual cloud architectures to management across unique platforms. Cloud service brokerage has evolved to sit between providers and their customers to aid with integration, aggregation and customization, and will

Improving performance through efficiency, cost-effective models, and an innovative workforce is an enduring theme that has persisted ever since the industrial revolution – this, clearly, will not change in the year to come. More important is what path will bring us to these achievements, and for the IT department in 2013,

this will be one of optimized management [1, P. 49]. Taking the first step and bringing IT management under in-house control is easier said than done. But, with the proliferation of cloud technology and opportunities for integration, we already have the capacities in place to make this a reality. With the assistance of intelligent support technologies and automation, it won't be too long before IT is capable of managing itself.

We witnessed a trend of receiving fewer inquiries about elastic workforce, while receiving more and more requests for support of business objectives with IT solutions.

Previously, trends like SaaS, Cloud and Mobility were forcing companies to quickly adopt new technologies and business models to satisfy and keep their clients. Being on everyone's urgent IT to do list, the development and/or implementation of these technologies was outsourced due to the challenging go-to-market strategy and short timeframes. The wide adoption of SaaS/Cloud and Mobility paved the way for a brand new wave of technologies. IT departments are no longer given tasks of increasing their Java pool of resources. Instead, they are leveraging new technologies like Business Intelligence (BI), Development Operations (DevOps), Near Field Communication (NFC), etc. to impact their businesses' success [2].

Today's market is once again challenging businesses to implement these complex technologies as soon as possible; however, it is critical for business success to match high quality with fast implementations. This is the main reason why IT-enabled companies are searching for service providers with a mature implementation model, a proven record of successful projects and a partnership level of collaboration. Never more than today had been the driver for success. All surveys from industry providers are echoing that thought, including the IAOP predictions on the Top 10 Outsourcing Trends for 2013 [2, P. 42].

The analysis of surveys and analytics on outsourcing trends for 2013 clearly indicates that the major trend of the previous year is still valid: the IT industry continues to move away from traditional outsourcing into the era of strategic partnerships with vendors.

A vast majority of companies worldwide outsource either their application services, or infrastructure service, or both – and selecting a trustworthy partner has never been more important. Companies have started to use the help of their trusted external consultants with their decision making process and IT roadmap creation. By outsourcing the implementation of new technologies to service providers, they allow their internal staff to focus on their current responsibilities.

As Bluewolf mentioned in their annual report, "IT outsourcing is evolving into a strategic tool that reflects today's rapidly changing business and technology landscape. Once a tourniquet to cut costs, it has matured and become a business imperative" [3, P. 12].

Литература

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Роль инноваций и научно-технического прогресса в осуществлении банковского финансирования инвестиционных проектов

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В настоящее время белорусские предприятия крайне нуждаются в совершенствовании технологии производства или модернизации. Поэтому, руководство Республики Беларусь ставит перед собой одну из главных задач — создать благоприятную среду для активизации инвестиционных вложений в Научно-исследовательскую и опытно-конструкторскую работу (НИОКР). При этом планируется направить 99 трлн. бел. руб. на реализацию мероприятий государственной программы инновационного развития на 2011–2015 гг. Из этой суммы 46 % составят средства банков. В этой ситуации крайне важно тщательно проанализировать предпосылки и перспективы формирования инвестиционных процессов в государстве, чтобы средства не были потрачены впустую. Поэтому автором выдвигается гипотеза о возможном успешном развитии банковского финансирования инвестиционных проектов. После внимательного изучения статистической базы данных, аналитических источников были выявлены необходимые эндогенная и экзогенные переменные для построения регрессионной модели. Зависимой переменной был выбран показатель, характеризующий количество предприятий, использующих банковское финансирование в качестве инвестиций, а в качестве экзогенных или внутренних переменных — следующие показатели: 1) расходы на развитие НИОКР. Любой банк, занимающийся инвестированием, тщательно изучает документацию, рентабельность, перспективы развития и дальнейшие выгоды от производства прежде, чем финансировать тот или иной проект; 2) численность населения в возрасте от 18 до 64 лет. Главную роль в наращивании потенциала экономики любой страны играет само население, особенно молодое поколение; 3) коэффициент банковской незави-