

## **BPO (Business Process Outsourcing)/Crowdsourcing Market in Japan: Key Research Findings 2013**

### ◆ Research Outline

**Yano Research Institute has conducted a study on BPO (Business Process Outsourcing)/Crowdsourcing market in Japan with the following conditions:**

1. Research period: April to September, 2013
2. Research target: BPO market players including, Slers, companies operating call centers, printing, warehouses, consulting, and etc
3. Research methodologies: Face-to-face interviews by the specialized researchers, interviews via telephone/emails, and literature research

#### **What is BPO?**

BPO in this research indicates contracted services to do inner-office tasks of contractor companies. Those tasks include: System operation/management, call center jobs (contact centers, help desks, and fulfillment), back-office jobs (HR, welfare, general affairs, and accounting), and direct departmental jobs (purchasing/procurement, sales, simple tasks at core sections, and tasks unique to each industry).

#### **What are BPO for IT and BPO for non-IT?**

BPO for IT in this research indicates system operation/management among various BPO tasks. All the other BPO tasks are defined as BPO for non-IT jobs.

#### **What is Crowdsourcing?**

Crowdsourcing is an online service to make a match between a company, an outsourcer that wants to outsource their jobs/tasks, and unspecified large number of workers who can accept those tasks. The market size forecast for crowdsourcing in this research was calculated based on the total amounts of money shown by outsourcers asking their jobs done through the crowdsourcing systems. (The amount of money includes that of some jobs that did not reach an agreement.)

### ◆ Key Findings

#### ■ **CAGR of BPO Market from FY2011 to FY2017 Estimated to be 2.5%**

CAGR (Compound Annual Growth Rate) of entire BPO market, including both IT and non-IT, from FY2011 to FY2017 is estimated to be 2.5 %. The market is estimated to achieve 3,743.9 billion yen (based on turnover of businesses) by FY2017.

While CAGR of BPO for IT jobs from FY2011 to FY2017 is estimated to be 3.7%, CAGR of BPO for non-IT jobs in the same period is estimated to be 1.1%, relatively slow growth. Especially in FY2011, when the Great East Japan Earthquake struck, the importance of corporate infrastructure has once again been revalued, which raised the priority of corporate

spending on BPO for IT jobs. On the other hand, the priority of investments on BPO for non-IT jobs has dropped, and shrank the size of its market compared from the previous year. Nevertheless, BPO for non-IT jobs can be a method to improve the current systems in some of companies, or to cope with globalization by attaining operational efficiency and for gaining competitive edge. Therefore, the market is anticipated to continue growing, though the pace may be somewhat slow.

### ■ Crowdsourcing, a New Outsourcing Style, Becoming Popular

A new outsourcing style called crowdsourcing is attracting attention. The size of crowdsourcing market for FY2013 is anticipated to attain 24.6 billion yen (based on the amount shown by outsourcers for the jobs to be done), 230.9 % of the size of the previous fiscal year.

### ◆ Report format:

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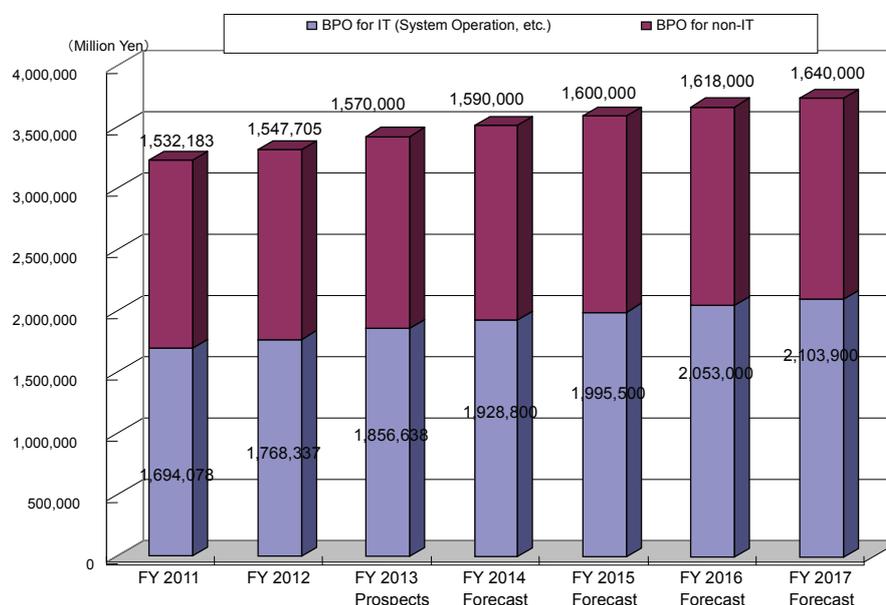
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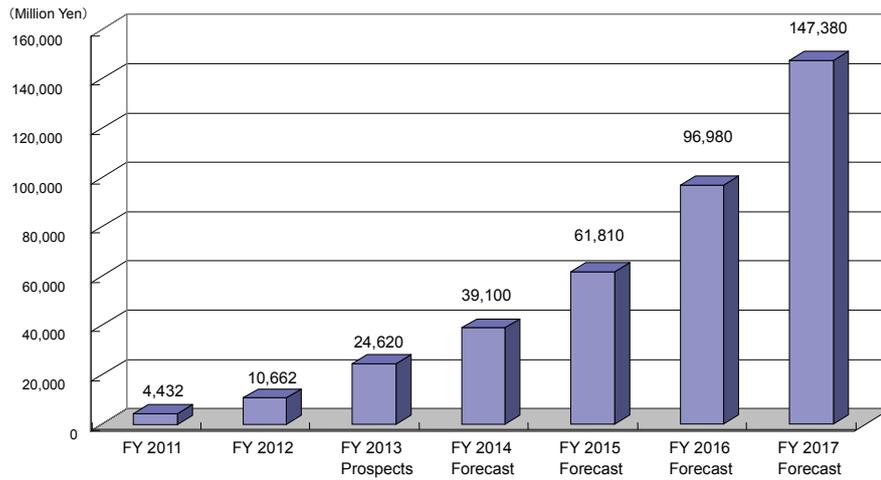
### ■ Figure 1: Transition of Estimated Size of BPO (Business Process Outsourcing) Market



Notes:

1. The figures are based on turnover of businesses.
2. The figures have been recalculated retrospectively.
3. BPO in this research indicates contracted services to do inner-office tasks of contractee companies. Those tasks include: System operation/management, call center jobs (contact centers, help desks, and fulfillment), back-office jobs (HR, welfare, general affairs, and accounting), and direct departmental jobs (purchasing/procurement, sales, simple tasks at core sections, and tasks unique to each industry). However, those specialized corporate services that are ordinarily and traditionally outsourced, such as tax affairs, logistics, information system development, and building maintenance, are excluded from this survey.
4. BPO for IT in this research indicates system operation/management among various BPO tasks. All the other tasks are defined as BPO for non-IT.

■ **Figure 2: Transition of Estimated Size of Crowdsourcing Market**



Notes:

5. The figures are based on the amount shown by outsourcers for the jobs to be done
6. Crowdsourcing is an online service to make a match between a company, an outsourcer that wants to outsource their jobs/tasks, and unspecified large number of workers who can accept those tasks. The market size forecast for crowdsourcing in this research was calculated based on the total amounts of money shown by outsourcers asking their jobs done through the crowdsourcing systems. (The amount of money includes that of some jobs that did not reach an agreement.)