

Marg group BPO co sets focus on data security standards

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Chennai Oct 13: "Convincing clients on the aspect of data security of a outsourcing delivery centre is a key challenge in securing contracts in the legal process outsourcing (LPO) vertical," said Rajini Reddy, director, Exemplarr Worldwide Ltd (EWL), a Chennai-based BPO and KPO company. Reddy was talking to media persons at the launch of the company's new facility at the 600-acre Marg Swarnabhoomi SEZ-cum-residential township project near Chennai. EWL is part of realty major Marg group of companies promoted by group chairman GRK Reddy.

The outsourcing company is currently working on the strengthening of data security infrastructure to the set standards in the light of on-

coming orders in the LPO segment, she said. Commenting on the growth of the LPO sector, Reddy said that shortage of para-legal staff at law firms and attorney houses in the US, Europe and South Africa have created a huge outsourcing opportunity for countries like India, especially in areas like legal research, legal coding and indexing, witness depositions and preparing of judgments summaries.

"The LPO vertical offers promising openings for both law graduates and non-law

graduates in India who are keen on learning legal terminologies. EWL, which has currently has operations in Europe and the US, will be expanding at the current SEZ facility near Chennai to a bigger 25,000-odd sqft, 1,000-seat delivery centre in 6 months from now," she said. The company also sees bright prospects in the engineering processing outsourcing (EPO) vertical, and as a part of its expansion, plans to recruit CADD (computer-aided design and draft) professionals.