

## Points of Interest (Coming in August)

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### Scope Creep

- Why does scope change?
  - How do you recognize it?
  - How can you protect against scope creep?
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### No Demand, No Product

- How to create demand for your product.
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### The Problem With Start-Ups

- Does your start-up know the who, what, where, when's, and why's?



## Communication Lines Launches Website!

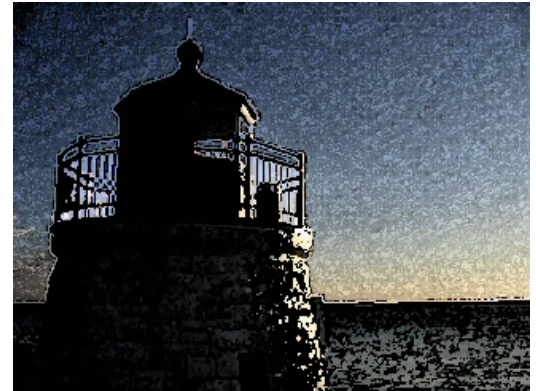
by Harvey Taylor

Everyone has heard of the story of the cobbler who never had enough time to make himself a pair of shoes. Well, so the story goes for the Communication Lines Consulting Firm.

Since the founding of the company thirteen years ago, Communication Lines has largely grown and expanded by positive word of mouth.

Now that our firm has chosen to expand into the marketing arena, it seemed fitting that it was also time to walk the walk as well as talking the talk.

And so it goes, with the August 2006 launch



of the new Communication Lines website. In addition to word of mouth, you can now see and understand the wide scope of products offered.

## Why Outsource? by Suzanne Pyle

**Outsourcing** in today's world is seen as a strategic management option rather than just a way to cut costs. It helps achieve the companies their business objectives through operational excellence and an edge in the market place.

Every company today, has one or more of its services outsourced so that it can focus more on its core competencies.

Outsourcing's emerging power as a business tool of unique versatility and flexibility is not even questioned. Any organization today must focus on core business functions in order to survive, and therefore, the non-core functions can be outsourced. Outsourcing gives the potential client the right combination of people, processes and technology to operate effectively in the global marketplace without burdening time and budget.

### The benefits gained by the client on a short-term basis are :

- Ability to focus resources and attention on core business initiatives.
- Reduction in headcount and attrition rates in the outsourced function.
- Re-skilling of remaining staff with better and more marketable skills.
- Refinement of project management, risk management, and service delivery skills.
- Implementation of demand management and service delivery disciplines.
- Optimization of systems management and support processes.
- Access as needed to specialized resources.

### Typical long-term benefits include:

- Predictable results-based expense for the outsourced function over the life of an outsourcing agreement.
- Joint and proactive problem solving and innovation.
- Superior management of the business application portfolio.
- Enhanced career opportunities for client staff, based on sophisticated management, contracting, and outsourcing integration skills.