



OUTSOURCE

LIKE A BOSS!

Kevin Henrikson
kevin@acompli.com



Background

 **acompli**

 **Zimbra™**

YAHOO!

vmware®

 **OPENWAVE™**

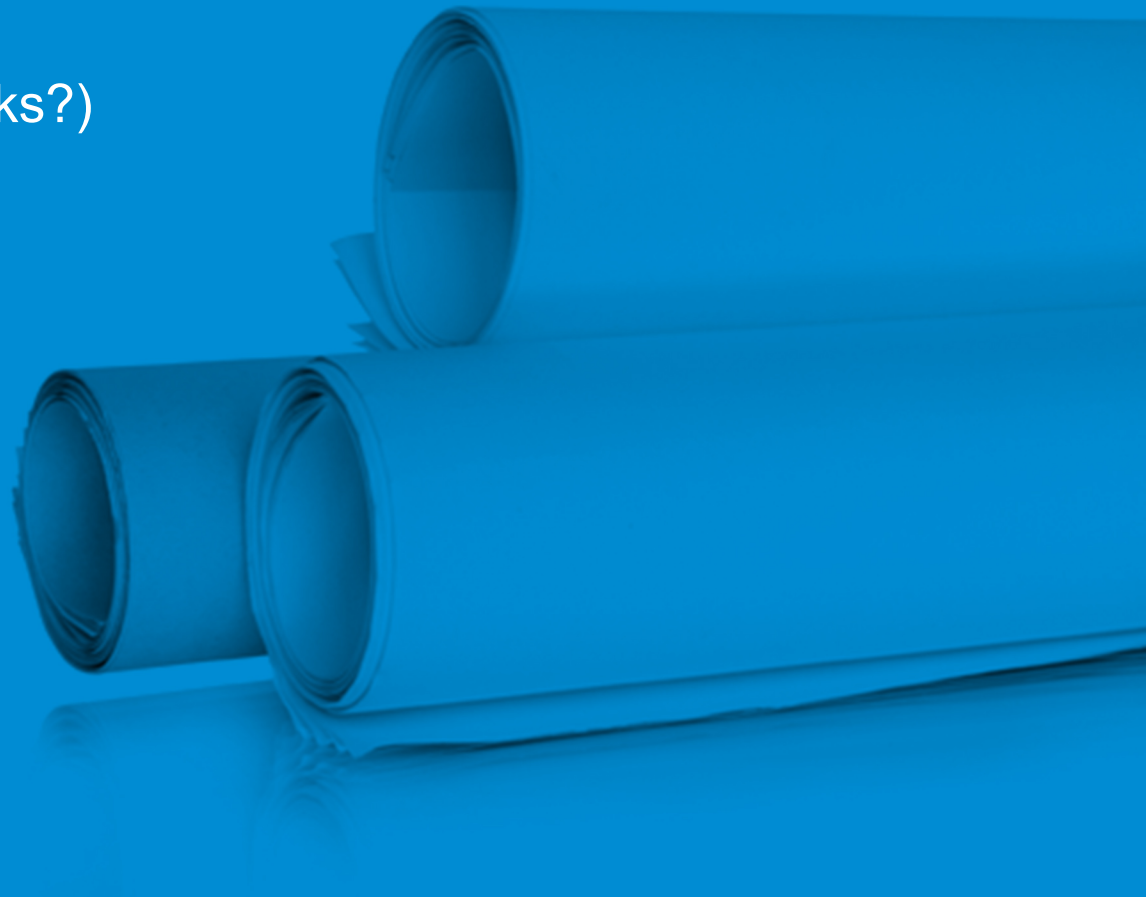
 **Alpha**
BRAND MEDIA

FedEx

- 15 years of email / messaging
- Enjoy optimization and process

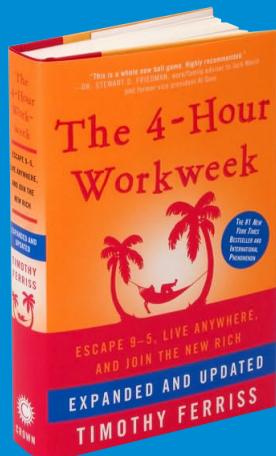
The Plan

- Why Outsource?
- The ROI and cost benefits
- Personal productivity (life hacks?)
- Company productivity
- The path to offshoring



Why Outsource?

- Your time has value (more than you think)
- ~~Only I can do XYZ task~~
- Don't fear remote workers
- Start small and expand
- It's cheap to fail



How I got into Outsourcing?

- Wife hated job
- Wanted to buy shoes
- Bought a website



Before Outsourcing

- 70-80% of time spent on **low-value** tasks
- Labor was **82%** of company spend
- Company couldn't scale
- Single point of failure

Before Outsourcing

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After Outsourcing

- 70-80% of time spent on **high-value** tasks
- Labor is **37%** of company spend
- Minimal impact if away or traveling
- 50+ remote workers

OUTSOURCING TOOLS & SITES



Remote Workers

Local
Workers

Graphic
Design

Crowd
sourcing

Virtual
Assistant

oDesk[®]
Love the way you work.

 **freelancer**.com

fiverr[™]

Elance[®]
work differently



Good for :
Managing and hiring remote workers

Remote Workers

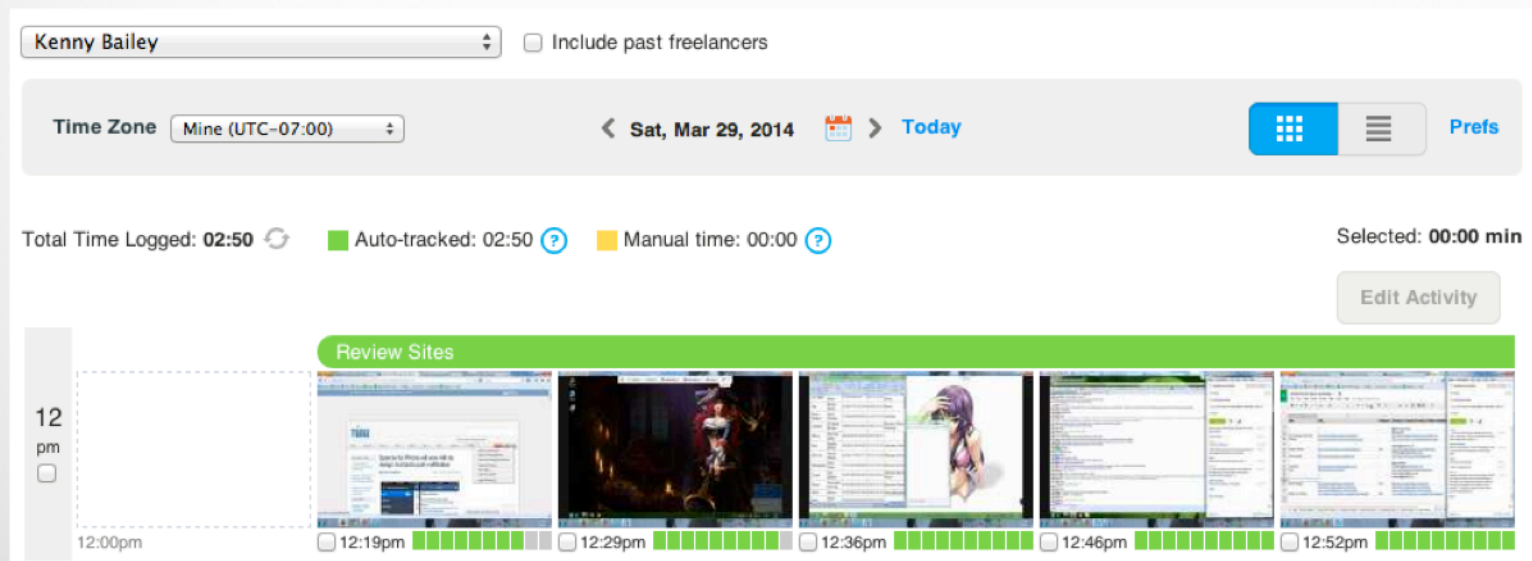
- View candidates' work history, employers' ratings
- Snapshots of worker's desktops while working
- oDesk handles all tax paperwork

*Local
Workers*

*Graphic
Design*

*Crowd
sourcing*

*Virtual
Assistant*





Tips

- Use for writers, tech roles, researchers
- Hire individuals, not agencies
- If you are not technical, try fixed price
- “Audition” for long-term jobs:
Hire 3-5x your needs for 1 week

Remote Workers

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So how much?

- Researcher \$2/hr
- Low-end writer \$6/hr
- Designer \$15/hr
- Developer \$20/hr
- Editor \$15/hr
- Video editor \$10/hr
- Manager \$8/hr

Remote Workers

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Mobile Email Apps Landscape ★

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 \$ % 123 Arial 10 B I ~~S~~ A












[illegible]

Mailclient News by Site/Author

File Edit View Insert Format Data Tools Help Last edit was made 9 days ago by anonymous

11 Arial - B I U - - - - -

	Site Name				
	A	B	C	D	E
431	Upstart	Mailbox	Kent Bernhard Jr		http://upstart.bizjournals.com/money/loot/2013/03/18/4-takeaways-from-droboxs-mailbox-buy.html?page=all
432	Upstart	Swizzle	Teresa Novellino		http://upstart.bizjournals.com/entrepreneurs/hot-shots/2013/11/18/shopping-app-swizzle-from-about-founder.html?page=all
433	USA Today	Mailbox	Jennifer Jolly		http://www.usatoday.com/story/tech/columnist/2014/01/26/tech-now-tame-email-overload/4799257/
434	V3	SaneBox	Misty McPadden		http://www.v3im.com/2013/03/sanebox-dedicated-to-keeping-smbs-mailboxes-orderly/#axzz2NQFKiH6s
435	Vancouver Sun	SaneBox	Steve Dotto		http://blogs.vancouversun.com/2013/07/23/managing-your-inbox-the-sanebox-way/
436	Venture Beat	Good Technology	Christina Farr		http://venturebeat.com/2013/04/29/good-technology-raises-50m-edges-closer-to-an-ipo-sec-filing/
437	Venture Beat	Tyler Mobile	Christina Farr		http://venturebeat.com/2013/11/04/tylr-mobile-nabs-250k-more-from-salesforce-com-for-its-smart-mobile-inbox-exclusive/
438	Venture Beat	Tyler Mobile	Christina Farr		http://venturebeat.com/2013/04/17/bringing-sanity-to-sales-tylr-mobile-promises-to-unify-salesforce-with-your-inbox/
439	Venture Beat	Tyler Mobile	Christina Farr		http://venturebeat.com/2012/12/12/tylr-mobile-nabs-500000-from-sap-oracle-salesforce-com-execs-and-more-exclusive/
440	Venture Beat	Cannonball	Devindra Hardawar		http://venturebeat.com/2013/10/22/cannonball-for-ipad-wants-you-to-love-e-mail-again/
441	Venture Beat	Sparrow	Devindra Hardawar		http://venturebeat.com/2012/07/20/google-acquires-hot-ios-mac-e-mail-client-sparrow/
442	Venture Beat	Cloze	Rebecca Grant		http://venturebeat.com/2012/06/29/networking-by-numbers-crm-tool-cloze-scores-professional-relationships/
443	Venture Beat	Mailbox	Sean Ludwig		http://venturebeat.com/2013/02/07/mailbox-app-iphone-wait-list/
444	Venture Beat	Boxer	Tom Cheredar		http://venturebeat.com/2013/11/21/hot-mobile-email-app-boxer-finally-launches-ipad-version/
445	Venture Beat	Taskbox	Tom Cheredar		http://venturebeat.com/2013/03/01/sick-of-waiting-for-mailbox-you-can-use-taskboxs-gesture-based-ios-email-app-right-now/#JdmU8C4bTfzJGmf6.02
446	Venture Fizz	Cannonball	Dennis Keohane		http://venturefizz.com/blog/cannonball-launches-app-make-you-fall-back-love-email#UmZ25gt-FgQ.twitter
447	Venture Fizz	Cloze	Susan Johnston		http://venturefizz.com/blog/cambridge-startup-cloze-releases-updated-beta
448	Virtually Infinite	SaneBox	Amit S. Bajaj		http://virtuallyinfinite.squarespace.com/blog/sanebox?utm_content=buffer654b&utm_source=buffer&utm_medium=twitter&utm_campaign=Buffer
449	VTCRC	Mail Pilot			http://www.vtcrc.com/news/mail-pilot-by-mindsense-mac-app-1?utm_source=dvtr.it&utm_medium=twitter
450	Wall Street Journal	Ping	Rolfe Winkler		http://live.wsj.com/video/ping-looks-to-change-how-email-is-done/15C72E19-BF05-4739-8E9A-DB88760454A6.html#15C72E19-BF05-4739-8E9A-DB88760454A6
451	WDE	Swizzle	Sarah Wilson		http://web-design-egypt.com/ios-email-app-swizzle-will-clean-up-all-your-offers-into-one-digest-the-next-web
452	webbROI	SaneBox	Taylor Miles		http://www.webbroi.com/blog/ultimate-guide-to-sanebox-email-management.html
453	Webjobbing	Skimbox			http://webjobbing.com/apps/productivity/Up3HCwBi-LA.twitter
454	Website Magazine	Swizzle	Tessa Miller	Site Down	http://www.websitemagazine.gr/ask-an-expert-all-about-organizing-your-inbox/
455	What's New on the Net	Mailbird			http://internet.whatsnewonthenet.com/mailbird-to-launches-the-long-awaited-imap-support2013-10-21/#sthash.bJuKECRi.ccYYijPF.dpbs
456	Wibki	Cloze	Emily Mendel		http://www.wibki.com/blog/8-ways-get-organized-2014/
457	Wright It Down	Swizzle			http://wrightitdown.com/a/index.php/2014/01/06/ask-an-expert-all-about-organizing-your-inbox/
458	WSLS	Mail Pilot	Katie Love		http://www.wsls.com/story/23260489/virginia-tech-grads-create-e-mail-of-the-future-with-mailpilot-app
459	Xconomy	Cloze	Gregory T. Huang		http://www.xconomy.com/boston/2013/02/19/cloze-goes-live-with-mobile-app-to-combat-e-mail-and-social-overload/
460	Xconomy	Mailbox	Wade Roush		http://www.xconomy.com/national/2013/02/15/mailbox-app-is-fun-but-theres-only-one-real-fix-for-e-mail/
461	Xconomy	SaneBox	Wade Roush		http://www.xconomy.com/national/2012/07/27/not-all-e-mails-are-created-equal-sanebox-knows-the-difference/
462	XDA Developers	CloudMagic	Jimmy McGee		http://www.xda-developers.com/android/android-app-review-prettier-more-functional-email-with-cloudmagic-xda-developer-tv/
463	Yahoo Finance	Nitrodesk			http://www.absolute.com/en/partners/alliances/touchdown
464	Yahoo News	SaneBox	Virginia Heffernan		http://news.yahoo.com/email-is-gross-how-i-cleaned-hairballs-of-data-out-of-my-once-filthy-inbox-203258829.html
465	Yahoo News	Swizzle			http://news.yahoo.com/swizzle-cleans-inbox-combining-promo-e-mails-daily-231441790.html
466	Young Upstarts	Swizzle	Daniel Goh		http://www.youngupstarts.com/2012/10/18/thewizze-com-helps-separate-subscribed-commercial-spam-from-unwanted-ones/
467	Zagg	Evomail+	Mike Beauchamp	---	http://www.zagg.com/community/blog/evomail-ios7-update/
468	ZDNet	Skimbox	Andrew Brust		http://www.zdnet.com/skimbox-launches-taps-analytics-for-inbox-triage-7000021994/
469	ZDNet	Cloze	Heather Clancy		http://www.zdnet.com/cloze-prioritizes-communications-from-your-closest-contacts-7000005063/
470	ZDNet		Mary Branscombe		http://www.zdnet.com/context/is-everything-when-it-comes-to-big-data-7000002610/
471	Zenplicity	Boomerang	Jamie DuBose		http://zenplicitynow.com/is-email-running-your-life-business-or-are-you/

Remote
Workers

Local Workers

 **craigslist** **backpage.com.**

 **TaskRabbit**

Graphic
Design

Crowd
sourcing

Virtual
Assistant



Good for :

onsite jobs, or particular specialized skill

Local Workers

- Can do much more complex tasks
- On camera talent for quick video's
- Help out at a conference or remote site
- Types of tasks
 - Deliveries
 - Scanning of documents
 - Misc office work
 - Just about anything that is better done locally

*Remote
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*Graphic
Design*

*Crowd
sourcing*

*Virtual
Assistant*

*Remote
Workers*

*Local
Workers*

crowdSPRING

99 designs®

 DesignCrowd

Graphic Design

*Crowd
sourcing*

*Virtual
Assistant*



Good for :
web page design, logos, custom WP themes

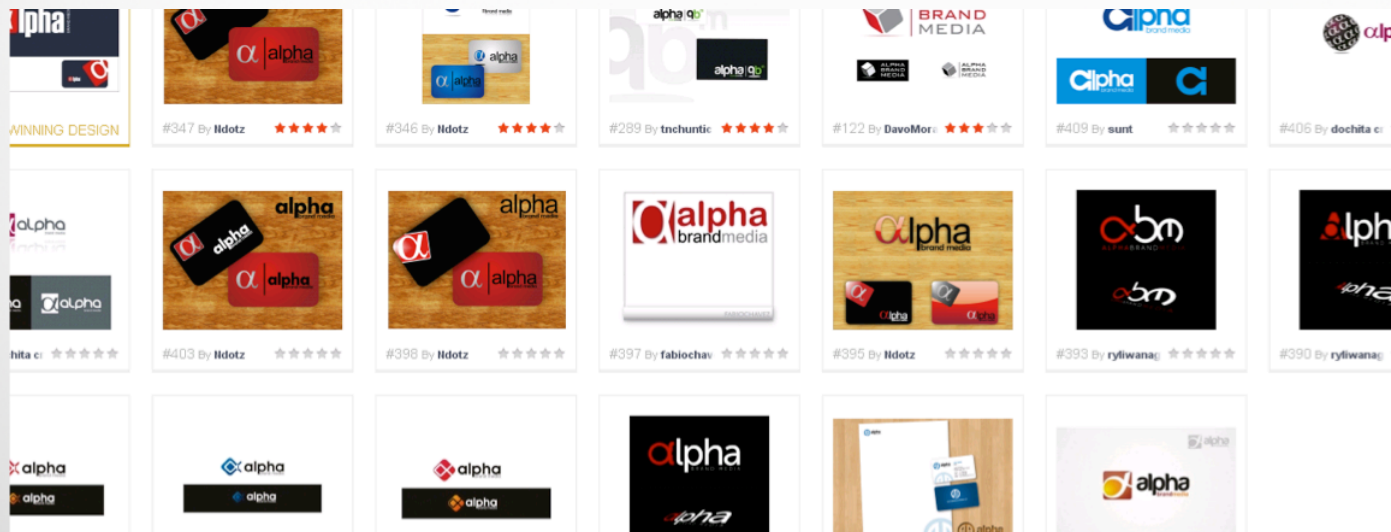
Remote
Workers

Local
Workers

\$1300 traditional design job: 5 logos by one local designer

\$262 design contest: 406 logos by 100+ remote designers

Graphic Design



Crowd
sourcing

Virtual
Assistant



Tips

- Give daily feedback, ratings
- Eliminate loser designs ASAP
- Give visual examples of designs you like/dislike
- Email directly with winner for small changes/tweaks

*Remote
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*Local
Workers*

Graphic Design

*Crowd
sourcing*

*Virtual
Assistant*



*Remote
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*Local
Workers*

*Graphic
Design*

Crowdsourcing

*Virtual
Assistant*



Good for :

Tiny tasks with A or B type results.

- A better Amazon Mechanical Turk
- Uses a known set “Gold” to judge worker quality
- Upload data feeds for large jobs
- Types of tasks
 - Manual testing
 - Image moderation
 - Find contact information
 - Verify business hours
 - Language translation

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*Graphic
Design*

Crowdsourcing

*Virtual
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Remote
Workers

Local
Workers

Graphic
Design

Crowdsourcing

Virtual
Assistant

Article Sentiment Analysis i

Kevin Henrikson

Dashboard Advanced Analytics

100%

Complete

4

Active Test Questions

291

Units i

0

Judgments Per Hour i

1,164

Trusted Judgments i

113

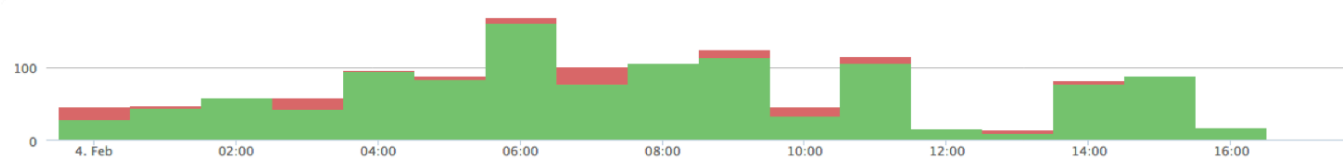
Untrusted Judgments i

0

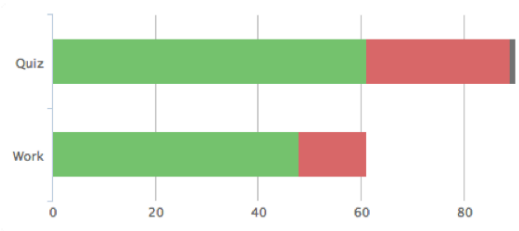
Pending Judgments

Judgments Per Hour

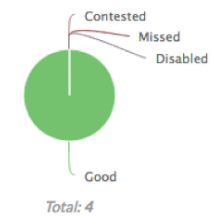
Estimated Completion: Completed



Contributor Funnel



Test Questions i



View Missed Test Questions

Contributor Satisfaction



Participants: 8

*Remote
Workers*

*Local
Workers*

*Graphic
Design*

*Crowd
sourcing*

Fancy Hands zirtual



RescueTime

Virtual Assistant



Good for :
Cost effective virtual assistants.

- Anything that can be done with a PC and phone
- Can create a gmail alias for your “Assistant”
- Assign tasks direct from Asana
- Types of tasks
 - Sitting on hold
 - Web / phone research
 - Make reservations
 - Dispute charges, bills
 - Confirm meeting details

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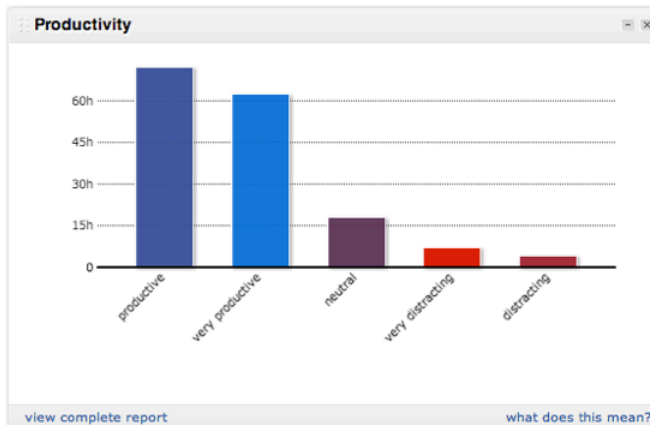
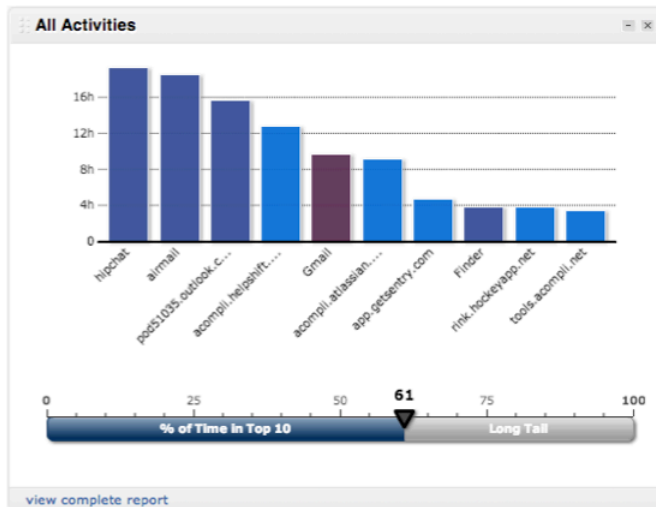
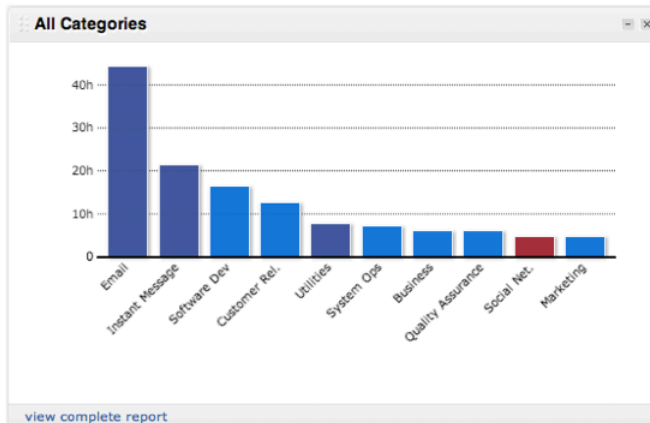
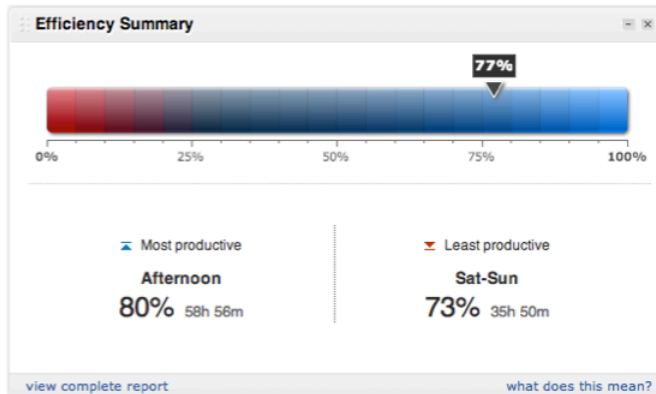
Virtual Assistant

Search Filter

Dashboard (164h 21m total)

Mar 1 - 31, 2014
show current: year month week day 24x7

	TOTAL TIME	AVG / DAY	PRODUCTIVITY	MOST PRODUCTIVE
Summary	164h 21m	5h 18m	77%	Fri, 3/21



Remote Workers

Local Workers

Graphic Design

Crowd sourcing

Virtual Assistant

App Testing: Cost effective QA



- Low cost or free “samples” of work
- Easy to scale up burst tests pre-launch or as needed
- Integrate with or work directly in your bug tracker



- Types of work
 - Multi-device testing
 - Multi-language testing
 - Hourly rates range from \$10-\$50/hr
 - Understand testing and report very high quality bugs

****Add both google and exchange accounts****

[Here's the link to make an Exchange account with Office365 trial]

(<https://portal.microsoftonline.com/Signup/MainSignUp15.aspx?Dap=False&QuotId=79a957e9-ad59-4d82-b787-a46955934171&ali=1>)

Adding / removing account

Spend 30 minutes on exploring different account adding & removing possibilities. Report all issues found. Mark it as passed if no high priority bugs / showstoppers found

Fail

Pass

Mail

Spend 30 minutes on exploring mailboxes. Report all issues found. Mark it as passed if no high priority bugs / showstoppers found

Fail

Pass

Calendar

Spend 30 minutes on exploring calendar. Report all issues found. Mark it as passed if no high priority bugs / showstoppers found

Fail

Pass

Files

Spend 30 minutes on exploring files. Report all issues found. Mark it as passed if no high priority bugs / showstoppers found

Fail

Pass

People

Spend 30 minutes on exploring people. Report all issues found. Mark it as passed if no high priority bugs / showstoppers found

Fail

Pass

TESTERS



Cristian Ciupe

🕒 3 📄 1




Kristi Kaljurand

🕒 0 📄 1



Sandra Saartok

🕒 3 📄 1

 Assign...

ACTIONS

 View live task list

🕒 Test cycle...

#10

 Visible to testers

Yes

 View results...

8

 Copy task list... Delete task list...

Write something...



Kristi closed [Calendar] Cancel link not displayed when meeting is created using Mail 13 hours ago



Testlio reopened [Calendar] Cancel link not displayed when meeting is created using Mail 15 hours ago



Kristi edited [Calendar] The 'day selector' and the Agenda/Day buttons are not displayed in landscape orientation 15 hours ago

Kristi rejected Not the entirety page is displayed when user Signs in with Google account 16 hours ago

Kristi rejected No warning pop-up message is displayed when user sends an email without a Subject 16 hours ago

Kristi commented No warning pop-up message is displayed when user sends an email without a Subject 16 hours ago

this works as designed already created and closed issue in Jira - <https://acompli.atlassian.net/browse/AC-1698>

Kristi rejected Emails disappear from the Inbox after they are opened 16 hours ago

Kristi commented Emails disappear from the Inbox after they are opened 16 hours ago
you have 'display only new messages' icon selected, that's why isn't displayed in Inbox. deselect it and all emails are displayed

Kristi approved The top bar is not entirely visible 16 hours ago



Meelik commented The top bar is not entirely visible 16 hours ago
Reproducible also on iPhone 4, IOS 7.1



Kristi rejected Slides buttons are not working in take a tour screen 16 hours ago

TESTERS



Amit Lalani



Cristian Ciupe



Kaarel Kont-Kontson



KRISHNA BHARALI



Kristel Viidik



Kristi Kaljurand



Marko Kruustük



Meelik Gornoi



Muzammil Raj



Pertti Pleer



Roan Velilla



Sandra Saartok

The road to offshore / remote teams

- **What is the stage appropriate time?**
 - Make sure you are ready to commit
 - Understand the financial and legal ramifications
 - Contract or employee? Use a 3rd party?
- **If planning to grow a team**
 - Start with a top notch player / coach
 - Build a team around their expertise

The road to offshore / remote teams

- **Build the right culture**
 - Hire those who've worked for a remote team before
 - Balance the work to ensure both teams work on “fun” stuff
 - The little things matter (office, t-shirts, frequent calls/interactions, travel)
- **Do 360 reviews**
 - Make sure both teams have a chance to give feedback and suggest improvements

OUTSOURCING

DON'TS

- Limit outsourcing to business-related tasks.
- Dismiss outsourcing because you love your employees.
- Set it and forget it.
- Give up.



OUTSOURCING

DO'S

- Start small and iterate.
- Control confidential information.
- Keep on top of your ROI.
- Document your processes and guidelines.
- Set up regular performance reviews.



Summary

- Think in terms of ROI and cost benefits
- Start with your personal productivity
- Build to ways to enhance company productivity
- The stepping stones to building a highly productive offshore or remote team.



Thank You!



Kevin Henrikson
kevin@acompli.com
Outsource like a Boss