



Business Process Outsourcing (German Edition)

Florian Steiner

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Controlling, Note: 2,0, Hochschule für Technik, Wirtschaft und Kultur Leipzig, Veranstaltung: Controlling, 26 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: „Business Process Outsourcing zeigt alle bekannten Symptome eines jungen Trends. Zunächst ist es das richtige Thema zur richtigen Zeit.“

Praxisbeispiele:

■ „Die Deutsche Bank überträgt die weltweite Beschaffung sowie die Kreditorenbuchhaltung an Accenture“

■ „Die Dräger AG, ein Hersteller von Produkten für die Notfallmedizin ... hat sich dafür entschieden, die gesamte Lohn- und Gehaltsabrechnung ... an den Spezialisten ADP auszulagern.“

■ Die AXA Deutschland AG hat „ein Teilprozess ‚NUZ‘ des Cash Management ... nach Riga verlagert“. Gerade in Zeiten schwacher Konjunkturperioden werden Strategien gesucht, die geeignet sind, Kosten zu reduzieren und allgemein die Wettbewerbstätigkeit eines Unternehmens zu steigern. Eine dieser Strategien stellt das Outsourcing, speziell das BPO, dar. BPO ist in der heutigen Zeit nicht mehr nur in der Literatur vielfach diskutierter Gegenstand, sondern ein zahlreich umgesetztes Instrument vieler Unternehmen und somit mehr als nur eine Modeerscheinung.

Die folgende Arbeit setzt sich mit diesem, für den deutschen Wirtschaftsraum noch frischen Trend des Outsourcings, auseinander. Es wird der Begriff Outsourcing und die aktuellen Arten der Auslagerung von Unternehmensaktivitäten dargelegt. Bei der Bearbeitung dieses Themas ergeben sich weiterhin zwangsmäßig Fragen, die es zu beantworten gilt: Was verbirgt sich hinter dem Begriff BPO? Was, außer der Kostensenkungsmöglichkeit, steht hinter der rapiden Entwicklung des BPO? Kann das BPO wirklich die Erwartungen, die die Unternehmen an dieses Instrument stellen, in der Praxis erfüllen?

Bei aller Begeisterung gegenüber dem BPO, die unter anderem von den zahlreichen BPO-Anbietern suggeriert wird, führt diese Arbeit nicht nur Vorteile, sondern auch Nachteile bzw. Risiken auf, die in Verbindung mit dem Outsourcing stehen. Weiterhin verdeutlichen die folgenden Seiten die Realisierung des komplexen Outsourcing-Vorgangs und den Einsatz des Controllings als Steuerungsgröße beim BPO.

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