BEST PRACTICES
TO FOLLOW IN **DESIGN**
AND ENGINEERING OF GICS

Abstract

Enterprises from around the world are looking to expand their footprints globally. One of the main factors that lead to such a decision is cost. However, businesses are also keen to reach out to newer markets and a larger consumer base and improve the efficiency of their processes. Companies, today, are looking beyond traditional outsourcing options for frameworks that can help maintain company branding and create workplaces that are culturally similar to the parent office. This is possible through global in-house centres, otherwise abbreviated to GICs.

What makes a GIC an attractive option to businesses around the world, is the true representation of the company in another geography. A GIC in India will be a replica of the parent office back in New York, from the talent acquired to run the office to the furniture used in the workspace. Many organizations are looking for such a commitment from their office set-ups across the globe, wherein they can be assured of the quality of work and the brand's reputation being maintained in a new location.

Introduction

One of the most important aspects to consider when setting up a GIC is the design and engineering, which covers site selection, facility design and IT infrastructure. All of these elements, when brought together, help create a facility that is dedicated to the same values and follows the same culture as that of the home office.

Site selection

Once the region for the GIC has been decided, the next step is to select a site. When it comes to site selection, location is not the only factor to consider, although it is one of the critical ones.

The location must be a part of a business district, easily accessible, have adequate security, be accessible by all forms of public transportation, and have hotels and residences nearby. It should also have the convenience of hospitals, airports, retail, education and housing. Most city centres, towns and districts have all such amenities, irrespective of the region.

Additionally, the site must have employable talent, a rich professional culture, and educational institutions that can ensure that a qualified talent pool is readily available for the GIC in the future.

Facility design

When setting up a GIC, businesses aim to ensure that the goals and values of the GIC being set up are in line with those of the parent organisation. It is crucial and often necessary to make employees, candidates and vendors aware of the registered trademark and relate to the brand ideology better, especially if the business is unheard of in the new market. Companies look towards building GICs that have an open, exciting and professional yet approachable and innovative environment. The idea of expansion is based heavily on growth and disruptive thinking, since such a set-up is established for improving processes. Ideally, the GIC is expected to be a replica of the home office.

Branding is a vital part of setting up a GIC office, and determines how the company is perceived - depending on the parent office, all aspects, including layout, furniture, utilities and more are an expression of the organization's brand.

Moreover, it is necessary that there is consistent and seamless communication between the GIC and the parent office. To ensure this, GIC offices are culturally and professionally aligned. They have multiple workstations, meeting rooms and cabins to improve collaboration, increase productivity and encourage innovation.

Building a GIC office can be a costly affair, given the robust IT infrastructure required. However, by adhering to best practices, a company can save tremendously on its design facility and increase productivity. For example, in most GIC offices, receptions are focused on functionality rather than luxury want.

IT infrastructure design

In order to ensure smooth, effective communication between the GIC and the parent office, the IT infrastructure must be detailed out properly, paying close attention to every aspect.

To protect critical data and reproduce business-induced requirements, most enterprises prefer to recreate their home-office infrastructure and frameworks within the GIC office. Features such as a AV technology are implemented at selected GIC offices to allow for better cross-office communication and higher productivity.

The GIC workforce is handled the same way as the home office workforce. Thus, the standards and specifications that are followed in the parent office, such as end-user computing infrastructure, provision of applications and software, and the availability of ancillary infrastructure (such as printers, scanners and more) are also expected to be followed in the GIC office. This improves productivity, helps sustain the IT infrastructure and fosters a sense of ownership in employees.

Connectivity requirements can change, depending on business-critical needs. Identifying such necessities based on the number of users and requirements can help build a better GIC office. Optimal speed and ability to connect immediately (via video or voice calls) ensure seamless operation and better collaboration.

Conclusion

GICs are an extension of the home office and the brand name associated with it, but in a new location. Establishing a GIC is an investment that helps businesses expand without compromising on culture, talent or quality of work. However, it is necessary for enterprises to pay attention to detail and ensure similar branding across offices.

With a long list of best practices to follow for setting up a GIC, businesses can be assured of continuity between both the home office and the GIC office.
In turn, complete operational and sustainable functionality is ensured (such as power outages).

Depending on the scalability of the GIC, companies decide upon either a long-term or a short-term plan to improve and grow. Since most businesses investing in setting up GICs are multi-national companies with years of experience and a trademark name, they prefer partnering with reputed developers to build the GIC. They start by obtaining information on developers, and then do a background check. They usually select developers based on the success of their previous projects.

Finally, commercial expenses such as security deposit, rentals, escalations, car parking, utilities and common area maintenance are also taken into considerations during the process of site selection.