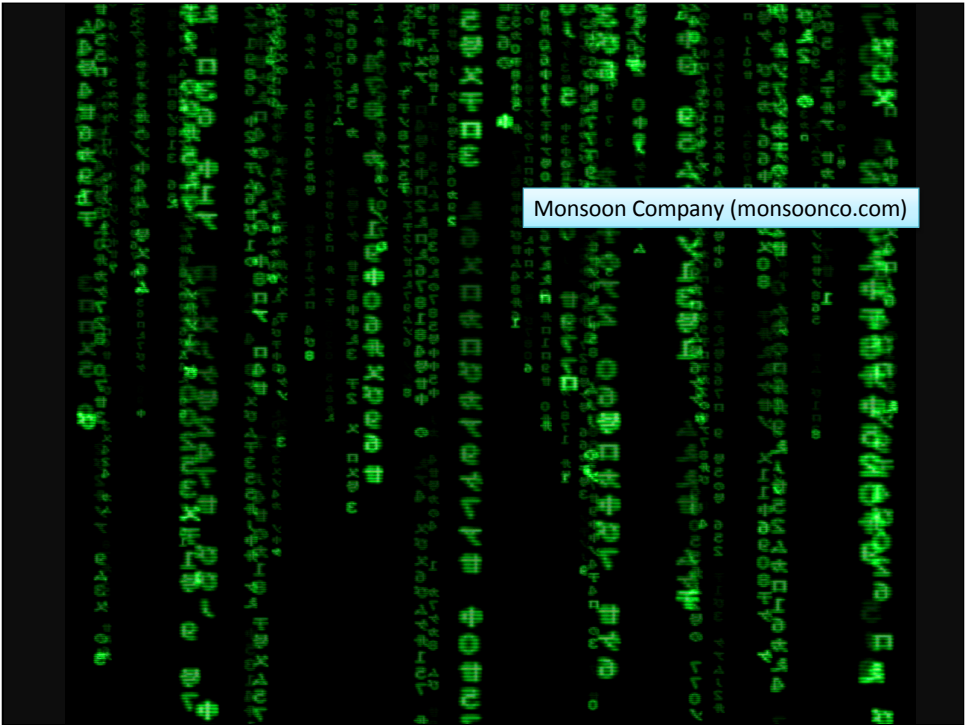


Hi everyone. My name is Sandeep Sood, that's me on twitter, and I do two things:



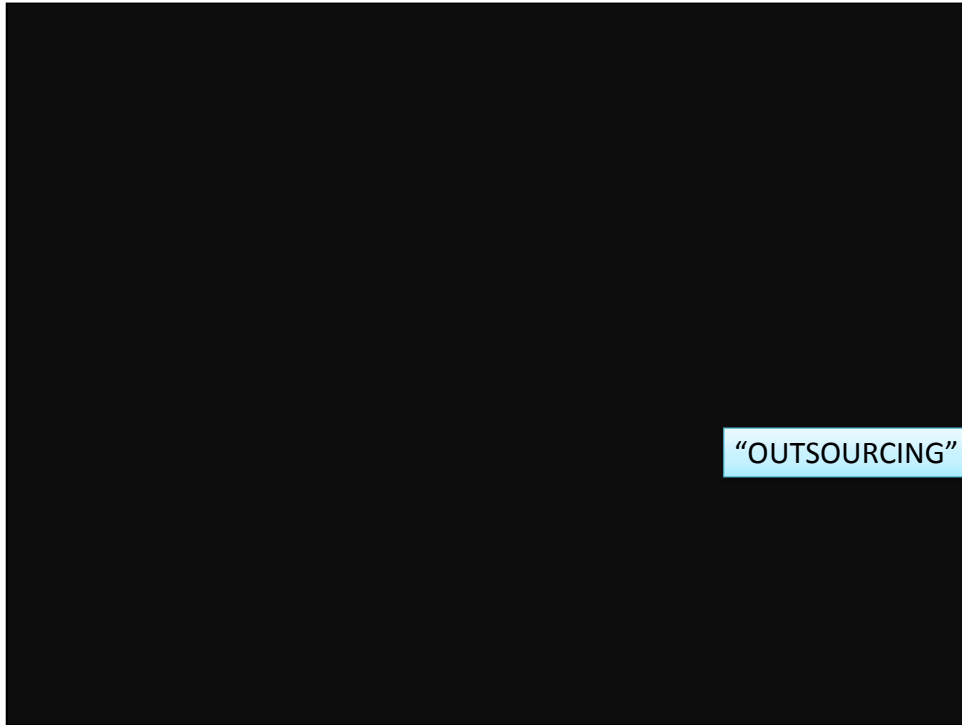
I make software



And, I write cartoons.



And, I work with a team in India to do both. I mention this because I've done both creative and technical work with an offshore team, which has given me some experience and insights that I'm grateful to be able to share with you today.



What I do is commonly called outsourcing. Yet, I believe that's a misnomer, a term that doesn't make any sense. Why do we call certain kinds of products and services outsourced, but not others?



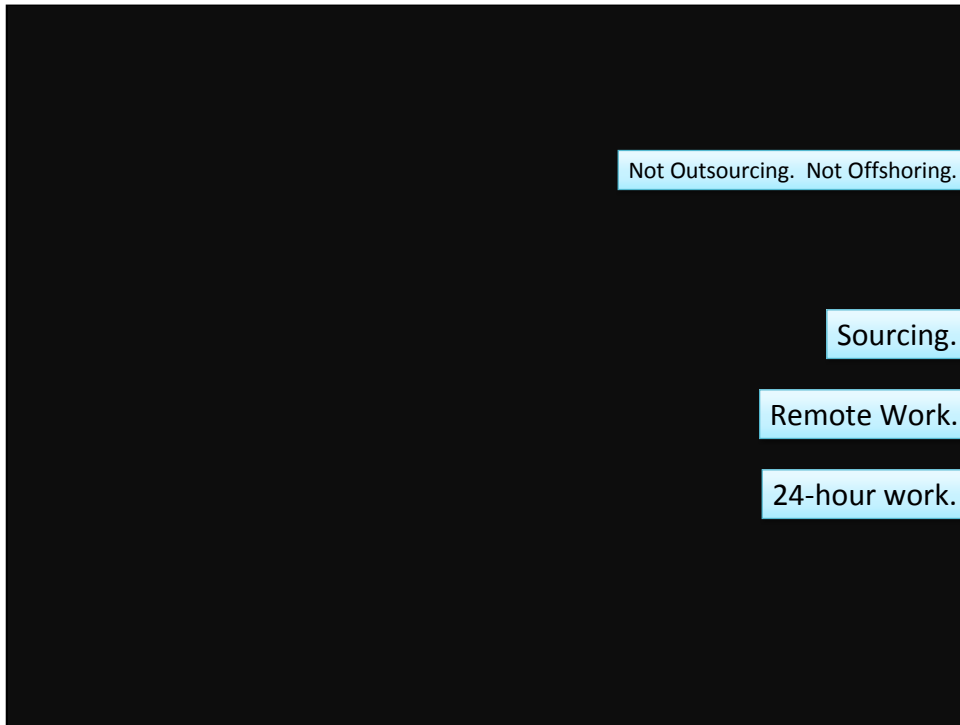
Yo, you want an “outsourced” banana?

We get most of our bananas from foreign growers.



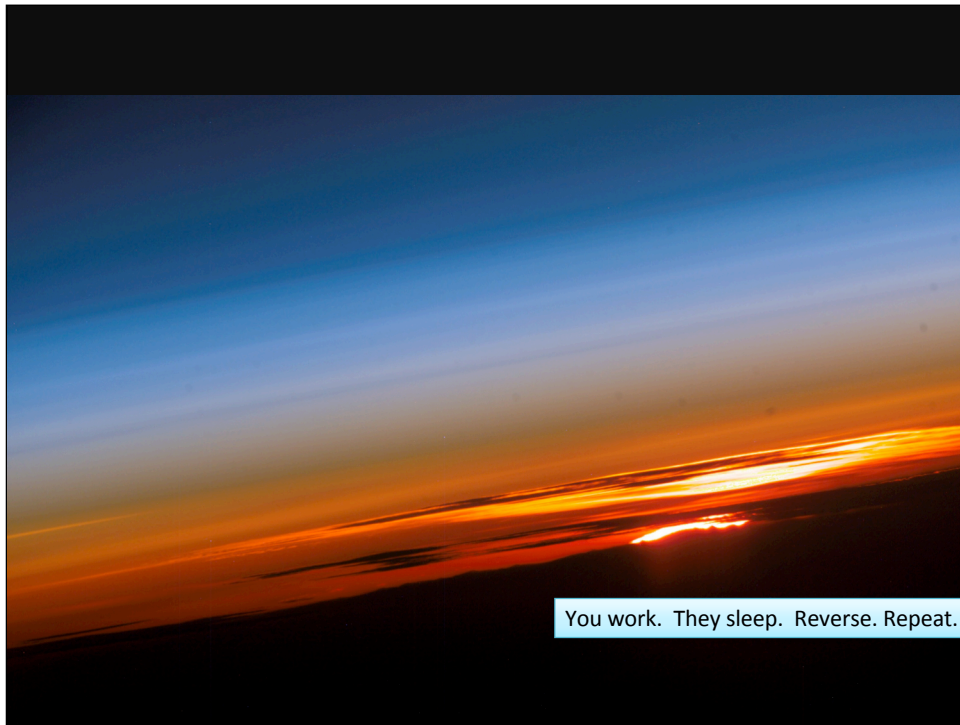
As soon as I get my I-Banking job, I'm gonna "outsource" my ride to Germany.

If we can afford it, we usually don't buy American cars. Are these things outsourced? Global trade is thousands of years old. It's nothing new.



I also don't like the term Offshore. Who's shore is on? If an Indian company sends work to a US company, are they ONshoring? Or are they both offshoring? Beats me.





The only new thing about what we do is the collaboration. There is a global relay that goes on every night. When it works well, it's beautiful. It's simple. People in one country work a full day. Then, they go to sleep, and their partners across the ocean wake up and get to work.



Information-based services have lifted thousands out of poverty in the Third World.



But, political unrest over outsourcing has caused fierce political backlash in the West,