



## firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan’s commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at [www.mcmillan.ca](http://www.mcmillan.ca).

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## outsourcing

### overview

Outsourcing technology and other business processes to lower-cost jurisdictions and third parties has evolved into a widely accepted business strategy in recent years. The practice has only continued to gather momentum as new outsourcing centres, some of them in lower-cost areas of the same country, proactively lobby businesses to relocate back-office operations to their locales.

Besides the financial benefits, a well-executed outsourcing strategy that does not compromise quality can enable companies to focus on their highest value processes—such as product development and marketing. At the same time, however, it is important to engage knowledgeable counsel to ensure that outsourcing agreements are built upon a sound legal platform that meets the joint business objectives of the service provider and the customer. If it does not, relationships can suffer—and may lead to sub-par performance.

McMillan's Business Law Group assists a wide variety of clients in developing and executing effective outsourcing strategies. We bring together experts in contracting, licensing, intellectual property, taxation, privacy and other areas to deliver a complete solution that meets each client's unique business goals.

Our lawyers help clients navigate the challenges of large outsourcing arrangements, and have deep experience in evaluating, structuring and negotiating business contracts to support all types of outsourcing agreements. We have assisted companies that are seeking to outsource—as well as outsourcing providers—with joint ventures, strategic alliances and outsourcing arrangements.

McMillan professionals help clients lead by:

- Developing and implementing outsourcing strategies that focus on mitigating risk
- Developing, negotiating and enforcing service level agreements, performance measurements and scopes of service
- Advising on the development of requests for proposals
- Advising on optimal outsourcing business models
- Protecting and enforcing intellectual property rights
- Drafting and negotiating licensing and technology agreements