

# Time zone proximity

## **TIME ZONE PROXIMITY**

Time zone proximity has a positive impact on IT-BPO outsourcing contracts signed with Brazil enabling more effective communications and reduction in costs.

On the one hand, it contributes to an easier interaction between the client and the offshore team. New York, for example, has only a two-hour difference in relation to the main Brazilian cities, and London has a three-hour difference. This facilitates telephone contact between the units installed in different countries, and avoids additional spending for night shifts.

In addition, Brazil's location allows for shorter and less expensive overnight flights to many developed countries that take from 8 to 12 hours, leading to better use of time and reduced costs.