

# Navigating the Future with Confidence



**Global Blue**  
*Strategic Partners*

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## About Global Blue

Global Blue Strategic Partners is a Business-to-Business (B2B) Joint Venture between Blue Business Solutions Ltd, a company incorporated in Thailand and The Durward Group of Australia. Global Blue offers global administrative Business Process Outsourcing (BPO) solutions to companies wishing to reengineer their business to reduce their costs and at the same time increase output and efficiency of the company.

The core business areas we work within are Aviation and Utilities related Business Advisory Services, Management Consulting and Customer Programmes.

Global Blue has its core competences in:

- Customer Programme Management
- Data Mining
- Management Reporting
- System Monitoring and Error Reporting
- Data Quality Control
- General administrative duties

Consultancy Services are offered for companies establishing themselves in Asia as well as to companies undergoing restructuring and implementing efficiency programmes. Global Blue is capable of providing individual tailored solutions.

In co-operation with NavComp of Sweden, Global Blue through its parent company Blue Business Solutions is providing leading edge online fraud prevention and detection. Identifying fraud and fraud patterns can be a tedious and time-consuming process. By offshoring such work, scarce resources at corporate headquarters can be used to analyse data rather than compiling information.

## Why offshoring?

All industries are under pressures due to increasing customer demands, tougher competition and the need to increase profitability and shareholder value. Offshoring can help your company attain these goals by moving costly administrative work abroad. Offshoring can help you to

- Improve service
- Improve cost management
- Reduce complexity
- Reduce head count
- Attain a consistent service level
- Retain customer retention and satisfaction

Offshoring Customer Service Management leads to improved cost management while retaining service levels. The next step involves taking the offshoring beyond cost savings and looking at re-engineering business processes. Offshoring can become a powerful tool for business transformation once you combine cost savings with other productivity and revenue generating levers

Building on an excellent reputation in maintaining customer relationships and operating customer service infrastructures throughout Asia makes Global Blue an ideal alliance partner delivering high quality outsourced solutions at competitive rates.

## Why Thailand?

Thailand is one of the world's favourite vacation destinations. Less well-known is the fact that Thailand is sought after as a popular administrative outsourcing destination due to its low-cost, high quality labour force, good infrastructure and a stable economy. Located strategically right at the heart of Asia, Thailand is one of the fastest growing economies in the region. Thailand is only four time zones away from the Australian business centres and six time-zones away from Central Europe.

Thailand is being increasingly seen as a credible competitor to traditional outsourcing destinations such as India and China. Thailand has been given high marks in several surveys ranking offshore service providers.

Thailand fulfils many of the key factors required for an attractive offshoring destination:

- Young, abundant talent
- Sustained cost competitiveness
- Healthy and manageable turnover rates
- Emphasis on quality, information security
- Enabling Business Policy and regulations
- Well-developed infrastructure

## Global Blue's staff

Our staff are recruited as graduates from the country's leading universities. They are exceptionally diligent and hardworking, repeatedly delivering results with high accuracy. They are able to work independently in unified teams and have a desire to reach their full potential in a logical and structured manner. Global Blue's staffing mission is to create employment opportunities for young, well educated, university graduates and to nurture their future value. The staff are our most valuable asset. Building on traditional Asian family values and western ideology, staff are provided with optimal working conditions and a fair compensation

## Global Blue's management

Our management has more than 40 years of senior international corporate experience working with multicultural teams across Asia. We understand what is needed to achieve optimal results. We are able to clearly communicate with our customers abroad and thereby delivering products that meet their needs. Our management skill sets enable us to be the innovators of improving business processes and catalysts for bridging the different cultures

## Executive Management Credentials

### Axel Blom

Group Managing Director and Founder

- 20 years senior management experience in Aviation Industry throughout Asia
- Successfully implemented multiple strategic Business Process Re-engineering programmes in the Aviation Industry
- Built and successfully managed a global outsourcing business in Thailand employing more than 100 staff
- Director and Founding Partner, Business Alliances Solutions, a network of aviation related businesses in Thailand
- President, Thai-Norwegian Chamber of Commerce
- Past Director, Thailand's Board of Trade

### Charles Durward

Chief Commercial Officer and Founder

- 25 years' experience at a senior executive level in the services business sector including strategic management and business re-engineering in the Aviation and Information Technology in Europe, Asia and Australia
- Conceptualisation, development and management of Aviation Loyalty Programmes worldwide
- Successful corporate Business Process Re-engineering and implementation of major Customer Management Systems in the Utilities Industry

## Points of Contact

Mahatun Plaza, 14th Fl.  
888/142 Ploenchit Road  
Lumpini, Pathumwan  
Bangkok 10330, Thailand  
T: +66 2627 3040  
F: +66 2627 3042  
E: [info@global-blue.net](mailto:info@global-blue.net)  
[www.global-blue.net](http://www.global-blue.net)



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