

# Present and Future of BTO in the High-Tech Sector



Business Transformation Outsourcing (BTO) is an advanced outsourcing model that goes beyond traditional Business Process Outsourcing (BPO), implementing strategic changes at the enterprise level to improve overall performance and competitiveness. In the dynamic and highly competitive high-tech industry, the evolution driven by BTO companies has reached new levels of importance.

Technology companies face constant pressures to innovate, optimize operations, and deliver differentiated value for their customers.

Technologies such as artificial intelligence (AI), process automation, and cloud services are reshaping how companies manage their operations.

This white paper explores how BTO is evolving in the high-tech sector, highlighting key innovations, tangible benefits, critical challenges, and emerging trends. It also examines Atento's strategic role in this transformation.

# + Table of Contents

- + Technological Innovations and BTO
- + Benefits of BTO Transformation in the High-Tech Sector
- + Challenges in Technology Implementation
- + Future Trends in BTO for High-Tech
- + Atento: Strategic Partner for Digital Transformation



# + Technological Innovations and BTO

BTO services empower high- companies to operate with greater agility, reduce costs, and deliver enhanced customer experiences while focusing on core business objectives. Significant technological innovations include:

## + Artificial Intelligence (AI) and Machine Learning (ML) Tools that automate:

Repetitive tasks, provide predictive analysis, and enable service personalization. A General Catalyst survey reveals that 90% of startups are actively investing in AI initiatives<sup>1</sup>

## + Robotic Process Automation (RPA):

Automation of manual processes through bots increases efficiency and reduces errors. The global RPA market is projected to grow from \$7.94 billion in 2024 to \$19.21 billion in 2028, with a compound annual growth rate (CAGR) of 24.7%<sup>2</sup>

## + Blockchain:

Enhances transparency and security in transactions, crucial for data management in the high-tech sector. Blockchain technology is expected to generate a business value of approximately \$3.1 trillion by 2030<sup>3</sup>

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The implementation of automation technologies, including Robotic Process Automation (RPA), allows organizations to optimize repetitive tasks and enhance operational efficiency. A study by McKinsey indicates that automation has the potential to decrease operational costs by as much as 30-40%.

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## + Cloud Infrastructure services:

Cloud solutions offer scalability and flexibility to manage large data volumes and support remote operations. Global investment in cloud services reached \$78 billion in the second quarter of 2024.<sup>4</sup>



# + Benefits of BTO Transformation in the High-Tech Sector

The modernization of the BTO brings strategic advantages that strengthen the competitive position of high-tech companies:

**Operational efficiency:** AI and automation reduce errors and improve response times. A Deloitte study highlights that 62% of executives are willing to take greater risks, with 39% said investing in scalable infrastructure and 33% integrating AI to enhance customer experience.<sup>5</sup>

**Cost reduction:** Technological innovations help lower operating costs by reducing reliance on manual human intervention for repetitive tasks.

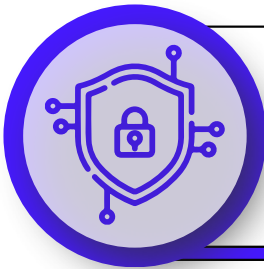
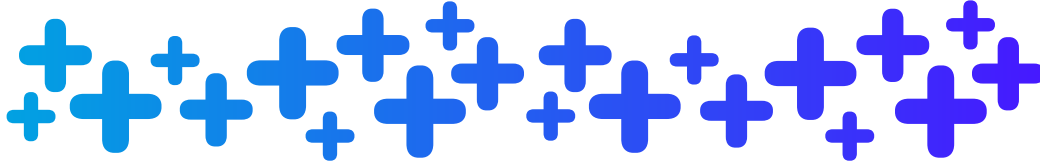
**Improved customer experience:** Mass personalization, enabled by advanced technologies, is vital. A PwC report indicates that 32% of consumers globally, and 49% in Latin America, would switch brands after a negative experience.<sup>6</sup>

**Scalability and flexibility:** Cloud technologies enable seamless adaptation to market changes while maintaining operational flexibility.



# + Challenges in Technology Implementation

Despite its benefits, technological transformation through BTO involves several challenges:



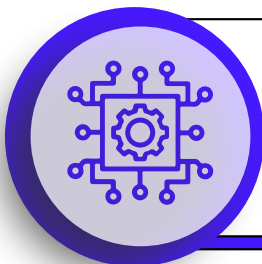
## **Data Security:**

Safeguarding sensitive information is crucial. Companies must invest in robust cybersecurity measures to counter increasingly sophisticated attacks.

## **Staff Adaptation:**

Transitioning to a tech-centric environment requires continuous training. It is estimated that employee adoption of LLM-based AI tools would reach 59% by the end of 2024.<sup>7</sup>

A PwC survey revealed that 53% of employees felt overwhelmed by rapid changes, highlighting the need for strategic workforce adaptation.<sup>8</sup>



## **Systems Integration:**

Aligning legacy systems with modern technologies and compliance requirements, remains a significant hurdle, especially with the rise of cloud computing.<sup>9</sup>

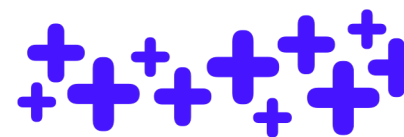
## **Regulatory compliance:**

The fragmented and complex regulatory landscape needs navigating varied regional and international regulations, including those related to AI governance, and data protection.<sup>10</sup>





## + Future trends in BTO for high-Tech



The BTO's horizon is marked by trends that will redefine business:

### **Hyperautomation:**

Combining AI, RPA, and advanced analytics to transform business processes. By 2025, more than 70% of large global enterprises are expected to run concurrent hyperautomation initiatives, potentially reducing operating costs by 30%.<sup>11</sup>

### **AI-Powered Personalization:**

Generative AI will predict consumer needs, leveraging data points from browsing, digital behavior and other interactions to deliver hyper-personalized content and solutions.<sup>12</sup>

### **Nearshoring expansion:**

High-tech companies increasingly turn to nearshoring to lower costs by 15% to 35% compared to onshore operations, especially in regions like LATAM.<sup>13</sup>

### **Sustainability and social responsibility:**

By 2025, the focus will intensify on eco-friendly technologies and inclusive design, with significant advancements in energy storage and carbon footprint management.<sup>14</sup>

# + Atento: Strategic partner for digital transformation

Atento stands as **a leader in the BTO sector**, combining advanced, customer-centric technologies with a human touch. Its key solutions include:

**Workforce Management as a Service:** Optimizes resource allocation to maximize productivity and reduce operating costs.

**Quality Assurance as a Service:** Utilizes advanced technologies to reduce errors, enhance process accuracy, and customer satisfaction standards.

**Business Insights as a Service:** Leverages real-time analytics to drive strategic decisions and improve customer experiences.

**Recruiting as a Service:** Streamlines hiring processes using AI, ensuring alignment with business needs.

**CX Consulting:** Provides expert advice on omnichannel strategies to enhance customer, loyalty and interaction quality.

Atento's holistic and results-oriented approach positions it as an indispensable ally for high-tech companies seeking to lead business transformation.

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