

information technology (IT) as a cost to looking for ways to make money from it—through data mining and using better information to cross-sell products, reduce cycle times by introducing new services and to manage inventories more efficiently.

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To that end, they will use Einformatics to reduce material costs, simplify logistics, drive down electricity charges and shorten supply chains. As they start to do this, it will require a lot of data management, which companies will want to do as cheaply as possible. It will be India and Southeast Asia again—and any

other emerging low-cost brainpower nations—for backroom work.

IBM seems to be moving into this space, too. Big Blue knows that even if Indian companies do a lot of the backroom work, there will be lots of front-end jobs nearer the customers.

A new, good and stable-growth career has emerged—green consultants, green designers, green builders, green this and green that—are all going to be in huge demand in the foreseeable future. And if these green (like new and inexperienced) green labor entrants can speak English, a little Hindi, or Chinese, they will likely climb the new corporate ladder faster, for currently the global economy is churning around Chindia (China and India).

### Writing on the Wall

As is now known, Y2K set India on the track for information technology (IT) outsourcing; the 2008 Summer Olympics might just be the E2n4E launch pad for the Chinese energy technology (ET) and

Einformatics outsourcing, though the dragon has somewhat been bruised by the May 2008 Wenchuan earthquake.

There are a few reasons why India has been so successful in IT. Cheaper labor aside, the Indians speak English, or English. However you want to call it, they can read, write and converse understandable English with no major problem. Thus they have a huge advantage over other Asian countries. Another reason is that India is 12 hours ahead of Silicon Valley, California. Thus, while the technocrats and entrepreneurs in Silicon Valley are asleep, it is workday in India. In this sense, the IT world never sleeps.

China and Southeast Asian countries also enjoy the advantage of cheap labor. They are 15 hours ahead of Silicon Valley, or 12 hours ahead of Wall Street. They thus enjoy the same "time" advantage as India. As for language, the Chinese is slightly behind. But because of the 2008 Summer Olympics, there was a craze to learn English (some native English speakers like to say Chinglish). The Chinese are picking up fast, and this language disadvantage is rapidly disappearing. Returning scholars and Chinese diaspora overseas are also helping.