

Introduction. Globalization and the rapid development of technology dramatically changes the behavior of companies. This means that now you need to fight for the client regardless of the location of the competitor, since his proposal is often just a click away on a mobile device or personal computer.

This encourages companies to move from a model of vertical integration and self-sufficiency to a model of narrow specialization. Instead of spending financial and human resources on creating all the business processes inside, the company can concentrate on creating a unique expertise, and to carry out critical, but not key functions, attract a professional provider of relevant services.

That is, outsource such functions. In addition, one of the priorities for financial institutions now is the digital transformation of their architecture. Such a transformation, as a rule, involves the outsourcing of business processes and IT services.

Materials and methods. To review and identify the features of IT outsourcing, information from [1] and online resources (articles and reports) on the subject were used. The study also looked at the prospects for outsourcing in Ukraine, the positive and negative impacts of it. Also this work contains summary report about outsourcing market in country.

Results and discussion. According to a recent study, financial institutions remain the largest customers of outsourcing services (approximately 20% of the total market). Ukrainian companies, for their part, are actively fighting for a place in the sun in this market as suppliers. Thus, the International Association of Outsourcing Specialists (IAOP) has included a number of Ukrainian IT companies (and IT companies operating in Ukraine) in the top 100 world outsourcing service providers.

Ukraine has consistently maintained its 24th position in the Global Services Location Index, GSLI's TOP-25, which has been prepared since 2004 by the US consulting firm A. T. Kearney.

The outsourcing potential of each of the 55 participating countries is evaluated by 38 indicators, comparing financial attractiveness, professionalism and availability of the necessary human resources as well as the business environment. Among the innovative economies of the world according to Bloomberg, Ukraine this year went down one position and took 42nd place.

Let's list the advantages of outsourcing market that Ukraine has: 1) High level of knowledge. Ukraine has been the technological center of the USSR for many decades, and because of this, in every major city there are technical universities, and more and more young people choose technical specialties. Everyone knows that in Ukraine, IT professionals earn more than the rest, so that applicants are thinking about their future, and the competition for IT specialties is only growing. However, it cannot be said that university graduates are 100% ready and can immediately start working on complex projects. Technologies are developing very quickly, and here the industry comes to the rescue of universities that are not keeping pace with all the new products. Each large IT company in Ukraine has its own training courses for programmers, designers and managers. So they provide themselves with skilled labor. Ukraine ranks third in the world in the number of people with higher education, second in the number of holders of a master's degree, and fourth in the world in the number of certified IT specialists. 2) Large number of IT specialists. Every year, thousands of engineers leave universities, of which 16,000 are IT specialists. In 2018, there were 120,000 IT people in Ukraine, which is 20% more than in 2016. Almost 60% of them work in outsourcing companies. By 2025, an increase in the number of IT specialists is expected to reach 200,000. 3) Convenient time zone. The time zone of Ukraine is GMT + 2. It is very convenient for Europe - the working hours are the same. And even for companies from America, Ukraine is the best choice compared to the time zones of Russia, India or China. 4) Fast and cheap internet connection. In the ranking of Internet speed among the countries of the world, Ukraine takes 21st place. But for some reason, such ratings never include the fact that in any Ukrainian large city you can connect to a 100-megabit connection in one day, and it costs no more than \$ 5 per month!

Conclusions. The study identified positive trends in Ukrainian IT outsourcing over the past three years. It has been proven that IT outsourcing, especially in times of crisis, becomes a key stabilizing factor and an important strategic solution for business optimization, by reducing the costs of maintaining its own IT service. The positive developments in the domestic IT outsourcing market should be considered, first of all, increasing attention from the domestic business to IT outsourcing; increase the number of working professionals in the IT sphere; increase of the state order for the training of specialists in this field; the emergence of domestic IT companies able to compete with world leaders in the field of IT technologies for business; formation and development of IT clusters in Ukraine.

References

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