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FEATURES OF IT-OUTSOURCING

The article is devoted to the research of theoretical and practical aspects of IT outsourcing development in Ukraine, its advantages and disadvantages. It is established that the development of IT outsourcing in Ukraine contributes to the achievement of several macroeconomic effects, which already have a positive impact on its socio-economic development. The effects of these effects in the long term can lead to structural changes that will form qualitatively new trends in the development of the domestic economy. The main trends of the information technology market, which reflect the change in the paradigm of the corporate information system, are related, first of all, to the active expansion of the cloud computing model, the change of the situation in terms of marketing channels: traditional (exhibitions, seminars, industry press) work poorly, but new (and social media in the first place) are only just emerging, so companies are still forced to use old channels; a change in the behavior of corporate clients, or more precisely, the b2b (business-to-customer) consumption model, which is much more rigid and competitive, is in fact being transferred to the b2b market. Methods for IT companies to enter regional markets are described. The main types of organization of outsourcing firms in the field of IT outsourcing are considered. The main problems and obstacles for the development of IT outsourcing and the reasons for the emergence of IT outsourcing are identified, which is explained not only by the difference in the cost of work of programmers in different regions, and the desire to place orders in a region with cheap labor. It has been concluded that in today's conditions the enterprise must find a balance, in which some functions are more profitable to outsource, and others are preferable to leave on their own IT department. According to Gartner terminology, an enterprise's task is to formulate the optimal combination of two strategies, the first of which is based on building its own IT systems and the second is the acquisition of third-party services.

Keywords: IT outsourcing, Internet technologies, information economy.