



World's 1st fully interactive freelance marketplace launched to explore \$400 billion global staffing market.

Real time communication and clear project guidelines are now a reality in online outsourcing industry. ArohaTech, a leading IT services provider, this week announced launch of PerfLance.com, an outsourcing marketplace allowing businesses to collaborate interactively with 'prospective freelancers' via live tools, enabling up to 50% reduction in overall project turnaround time.

Originally, internet made outsourcing possible, simple and safe. But today, like in any new system, this industry needs nurturing, as its growing, businesses are facing new challenges – problem in defining and understanding requirements, lack of transparency, rising disputes and slow turnaround time.

Seeing this as an opportunity, PerfLance.com is introduced to support people & organizations involved in or looking for outsourcing their work online, where communication, choice and control over freelancers are too often at risk.

With regard to PerfLance.com, Nishant Tyagi, CEO of ArohaTech, explained, "It's all about going beyond outsourcing. PerfLance is launched with an aim to connect next generation of service buyers and sellers making it a perfect place 'to build' and 'to get built' their dreams."

"In fact demonstrating the unique and amazing communication features makes it the perfect platform for employers and freelancers both" He added.

Through PerfLance.com, service buyers can post their requirements and invite proposals from professional freelancers from around the world. As per the website, this portal allows users to communicate via Live Text Chat, 1-to-1 Video Calls and a Shared Whiteboard while enabling users to visually interview, discuss and execute job requirements perfectly. It's a platform that helps to speed up and streamline the online work processes allowing rapid deployments and building trust with clear communication.

"Actually, PerfLance is not just about finding and hiring resources, it's a complete yet simple online project management system for handling job requirements from start to finish. In addition, its integrated ethical scoring system discourages spam bids (copy-pasted proposals)

that are very annoying for employers. The payment assurance is another most important aspect of perflance.com. Here, registered employers pay only when they are satisfied with the output and freelancers get paid in full when they do a perfect job”, said, Gaurav Yadav, Senior Manager at Perflance.com.

Perflance is the outgrowth of an idea – that there has to be a better way of matching up projects with service providers, and then give both parties the right tools to get job delivered quickly and successfully.

The result is -

- Innovative and emerging platform for finding expert resource pool and hiring freelancers from all around the world.
- Easier real time communication so that rapport is quickly established using various interactive tools.
- Project requirements are more easily described which means projects start and finish quicker.
- Transparent and secured work environment for service buyers and sellers.
- Discouraged monotonous proposals.
- Payment security and guarantee options for critical and time bound freelance or fulltime jobs.
- User-friendly freelance marketplace with easy access to your resources even while on-the-go with mobile devices.

When asked about the future strategy of perflance.com, Robin Retallick, Strategic Consultant for Perflance.com in United States said, “Perflance is poised to make an impact on this industry. They’ve seen the problems in the traditional freelance market places and have put their energy into building a perfect solution from the ground up. Coming late to this market in this case is proving to be a huge advantage. What they are providing is impressive.”

For more detailed info regarding their services, one may log on to the website:

www.perflance.com

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