



Genpact Big Data and Analytics Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Big Data & Analytics Services Vendor Assessment for Genpact is a comprehensive assessment of Genpact's big data, analytics, enterprise data warehousing and BI offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for big data & analytics services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the big data & analytics services sector.

Key Findings & Highlights

Genpact provides analytics services mostly through its Analytics & Research (A&R) service line. A&R is a horizontal service line within Genpact, along with F&A, sourcing and procurement, core operations, and consulting and IT services. A&R has its own P&L and responsibility for sales, delivery, solutioning, and service portfolio management.

A&R provides both IT services and BPS relating to big data and analytics (BDA).

A&R aims to:

- Rely on its vertical (e.g. BFSI and manufacturing) and domain knowledge in key sectors, complemented by Genpact's digital capabilities, to provide BDA services
- Use standalone analytics, whether BPS or IT services, as a foot in the door with new logos/new lines of business
- Be consulting-led, through interactions and relationships at the CXO level, again based on its domain knowledge
- Focus on solving business problems, rather than providing statistical expertise
- Embed analytics into operations
- Target multi-year contracts (CoEs/factories).

Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's big data and analytics offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



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