



Mphasis UX-UI Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's UX-UI Consulting and Implementation Services Vendor Assessment for Mphasis is a comprehensive assessment of Mphasis' UX-UI consulting and implementation services offerings and capabilities designed for:

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

Key Findings & Highlights

Mphasis is headquartered in Bangalore, India and was founded in 1992 as a consulting, and IT services provider for the financial sector. From 2006 to 2013, EDS and then HPE (which acquired EDS in 2008) held a significant ownership interest in Mphasis, starting at 40% and rising to 60%. In April 2016, PE Blackstone acquired a 60.5% share of Mphasis from DXC for ~\$1bn.

Mphasis has ~22k employees across 16 countries globally. It maintains a focused set of target industries, including:

- Wealth management
- Insurance
- Retail banking
- Telecom
- Travel and logistics.

Its client base of large FSI enterprises includes six large global banks, eleven large mortgage lenders, and three global insurance companies.

The core of Mphasis' digital service offerings is an approach to digital transformation called Anything to Cloud Powered by Cognitive (X2C2). As part of this, it undertakes a transformation approach called Front to Back Transformation (F2B), that targets using customer experience to drive a full enterprise service design.

Mphasis was an early adopter of user experience design (UXD) capabilities, initially introducing the offerings in ~1998. This focus was driven by its CEO at the time who recognized the importance of user experience design as the company began to build web properties for clients. Its early focus included information architecture, visual design and front-end code capabilities.

NelsonHall estimates that CY 2017 revenues for Mphasis were ~\$993m. NelsonHall estimates that ~7.7% (~\$76.7m) of these revenues are associated with UX and UI design and development services.

Mphasis' UXD services sit within its digital unit, which positions it to offer a design-led approach to innovation for clients. This approach incorporates design thinking and rapid prototyping with traditional UXD services like wire-framing. It balances time intensive, deliberative activities and responsive, agile activities in a model it calls multi-speed experience design which spans the following:

- Design thinking and rapid prototyping
- Design foundation.

NelsonHall estimates that Mphasis' experience design COE has ~700 employees worldwide. It primarily conducts its user research and high-level design from client proximate locations before it migrates most of the work to offshore delivery center. NelsonHall estimates Mphasis has ~15 dedicated design thinking facilitation specialists.

NelsonHall estimates that ~70% (~490 employees) of the team is housed in remote delivery centers in India, across locations in Bangalore, Pune, Mumbai and Chennai. The other 30% (~210 employees) are located near client locations, primarily in the U.S. These include business analysts and information architect roles.

The core of Mphasis' UX/UI service delivery experience is built on engagements with its longest-term clients. These multi-decade relationships in financial services and insurance have given Mphasis an opportunity to work across a number of different UX/UI focused programs building its capabilities and assets across different scopes, business units and technologies.

While this has grown its capabilities, particularly in portal design and data visualization, it is continuing to invest and grow its capabilities. A specific focus on emerging technologies and building use cases and offerings for technologies such as AR, VR and voice UI will serve it well as these become more prevalent forms of customer and user engagement.

One area Mphasis could expand is its onshore delivery center presence. Today, its design thinking, and client collaboration approach relies primarily on the use of client space. Building out alternative design spaces would allow Mphasis to tailor the space specifically to delivering UX/UI and present clients the option of stepping out of their day to day work and immersing themselves in the design thinking process more fully.

Scope of the Report

The report provides a comprehensive and objective analysis of Mphasis' UX/UI service offerings, capabilities and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base and examples of current contracts
- Analysis of the company's strengths and weaknesses.



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