



WNS – 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 WNS is a comprehensive assessment of WNS' analytics BPS designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of BPS 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 BPS sector.

Key Findings & Highlights

WNS provides analytics BPS through its WNS Analytics unit, formerly Research & Analytics (R&A) unit. WNS Analytics is a horizontal line with P&L ownership. It had, as of June 2016, a headcount of 2.2k.

A major WNS Analytics client serviced by WNS since 2005 is U.K. headquartered GSK. The contract has been renewed twice and has expanded in scope. Initially, the scope was KPO and analytics (i.e. business research, therapy research, sales force effectiveness, country reporting analytics and procurement analysis).

The contract is now running until December 2020. New services provided include product research and testing, patent research, patent filing, trademark and copyright registration services. As part of the contract, WNS has set up a knowledge center that involves 600 personnel in research and analytics.

Scope of the Report

The report provides a comprehensive and objective analysis of WNS' analytics BPS 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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