



Genpact Digital Marketing Services

Vendor Assessment
Report Abstract

November 2017

By Ivan Kotzev
Industry Sector Analyst
NelsonHall

10 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Digital Marketing Services profile on Genpact is a comprehensive assessment of Genpact's offerings and capabilities designed for:

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

Key Findings & Highlights

Genpact is a global business process services firm providing digital transformation, consulting, business process, and IT services. Digital marketing services are part of Genpact's transformation services practice.

Genpact's main offering for digital marketing clients is digital transformation, enabled by analytics. In marketing analytics, it conducts data identification and collection, performance management, model building and forecasting, and generates insights and BI. It is now moving towards more embedded analytics as part of content and campaign managed services and customer service.

Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's digital marketing services offerings and capabilities, and market and financial strengths, including:

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



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships
 - 4.1 Delivery Capability
 - 4.2 Platforms and Intellectual Property
 - 4.3 Pricing and Commercial Model

5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
 - 7.2 Challenges

8. Outlook

Report Length

10 pages

Digital Marketing Services Vendor Assessments also available for:

Concentrix, Infosys, HGS, Mphasis, TeleTech, TCS, transcosmos, Acticall, Sitel, Wipro, WNS, Valtech