



transcosmos Marketing BPS Services

Vendor Assessment
Report Abstract

July 2015

By Mike Cook
Marketing BPS Analyst
NelsonHall

8 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on transcosmos is a comprehensive assessment of transcosmos' marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations and identifying vendor suitability for marketing BPS 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

transcosmos made its move into marketing BPS in 1995/96, with website development and maintenance as an add-on to helpdesk services. The company moved into smart device and social media support in 2010.

In 2012 transcosmos launched its digital marketing offering, aimed at the South Korean market.

transcosmos' overall revenues for FY 2014 (ending 31 March 2014) were \$1,836m. NelsonHall estimates that transcosmos' marketing BPS revenues for FY 2014 were ~\$460m, representing 25.1% of overall revenues.

Scope of the Report

The report provides a comprehensive and objective analysis of transcosmos' marketing BPS capabilities, and market and financial strength, 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
- Key client case studies
- 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
5.	Target Markets
6.	Strategy
7.	Strengths & Challenges
	7.1 Strengths
	7.2 Challenges
8.	Outlook

Report Length

8 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

Marketing BPS Services Vendor Assessments Also Available for:

HGS

Minacs

Cognizant

Concentrix

Tech Mahindra

Genpact

Infosys

TRANSCOSMOS

WNS

Xerox

Wipro.