Genpact

Key Vendor Assessment Report Abstract

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67 pages

Who Is This Key Vendor Assessment For?

NelsonHall's Key Vendor Assessment for Genpact is a comprehensive assessment of Genpact's offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of business process and IT outsourcing services, and identifying vendor suitability for their BPO and IT services requirements
- Consultants advising clients on vendor selection
- Marketing, sales and business managers developing strategies to target service opportunities within the BPO/IT services markets
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in BPO/IT services sector.

Highlights

In 2012 Genpact was starting to get behind the curve. Many of its competitors had caught up with the need for process framework methodologies and it was struggling to combine its IT assets with its business process services business. In addition, despite its focus on process excellence, Genpact sometimes lacked depth of domain expertise with the result that its execution was variable across accounts. However, Genpact has undergone a major change in strategy and positioning since October 2012, and this is now starting to bear fruit.

Following investment by Bain Capital, McKinsey's subsequent involvement with Genpact encouraged a strategy based on acquisition of key domain IP/technology supported by domain-specific consulting and go-to-market capability.

Genpact has now fine-tuned this strategy; its repositioning seems largely complete, with the company also some way down the path in terms of strategy execution.

Contents

1. Strategy
2. Background
3. Financial Analysis
4. Organization Structure
5. Target Markets
6. Key Offerings
7. Strengths & Challenges
8. Emphases and priorities in 2015/6
9. Outlook

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Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's IT and business process services 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 client base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, challenges and outlook.

Report Length

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