



Zensar-Foolproof 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 Zensar is a comprehensive assessment of Zensar's 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

Zensar Technologies is a technology and infrastructure services provider, founded in 2001, headquartered in Pune, India. Zensar Technologies is a subsidiary of RPG Enterprises in India, established in 1979 with an annual turnover of ~Rs 18,000 crore (~\$2.7bn), and consisting of 15 companies across automotive tires, infrastructure, IT, pharma, plantations and power ancillaries.

Zensar Technologies operates across 29 global locations and has ~8,597 employees (as of December 2017). Its primary service lines include application management and IT infrastructure management (including maintenance and services). Zensar Technologies targets the following industry sectors: manufacturing, retail and consumer goods, banking and financial services and emerging.

In November 2016, Zensar Technologies acquired Foolproof, and its two wholly-owned subsidiary companies in the U.K., and one in Singapore. Foolproof was founded in 2002 and headquartered in London, with offices in Norwich, U.K. and Singapore. At the time of acquisition, it had ~100 employees providing services across strategy, planning, design, research and creative technology. Key clients include TSB, EasyJet, Transport for London, Aviva and BBC.

Foolproof makes up the core of Zensar's specialist UX strategy & research, UX-UI design and front-end development capability.

For CY 2017, NelsonHall estimates that Zensar's revenues were ~\$468m. NelsonHall estimates that ~4.75% (~\$22.2m) of these revenues are for UX-UI consulting services.

Foolproof works across sectors in both the B2C and B2B space where UX maturity is high. Increasingly there is significant uptake of these services for clients looking to transform services to employees. This is driven by changing employee expectations, bringing their consumer experience expectations to the work environment.

Foolproof sees a client's digital maturity and defined target engagement and operating models as drivers for internally focused initiatives. The approach taken is dependent on two factors:

- Digital autonomy: what level of autonomous decision making is held by individual product and digital teams
- Digital alignment: what level of alignment exists between digital and product groups within the organization.

Based on the relative positioning of these two factors, Foolproof can tailor the approach to digital experience delivery and transformation.

Of its ~8,597 employees Zensar Technologies has ~7,560 technical resources globally. Foolproof has ~100 employees globally, across locations in the U.K. and Singapore.

Zensar's 2016 acquisition of Foolproof provided it with UX/UI consulting capabilities to expand relationships with existing clients of its other services while providing Foolproof greater technical capabilities and a new channel to drive new business. Zensar's North America heavy client footprint provides a significant opportunity to allow Zensar to expand its client footprint beyond its European core today.

To do that though Foolproof will need to look to expand its geographic footprint. Growing its North American client base will require North American workforce and, potentially, North American design studios.

As Foolproof gets more fully integrated into Zensar it has an opportunity to disseminate its design thinking skills broadly in the organization while increasing access to the technical skill base where it has limited employees today.

Scope of the Report

The report provides a comprehensive and objective analysis of Zensar's 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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