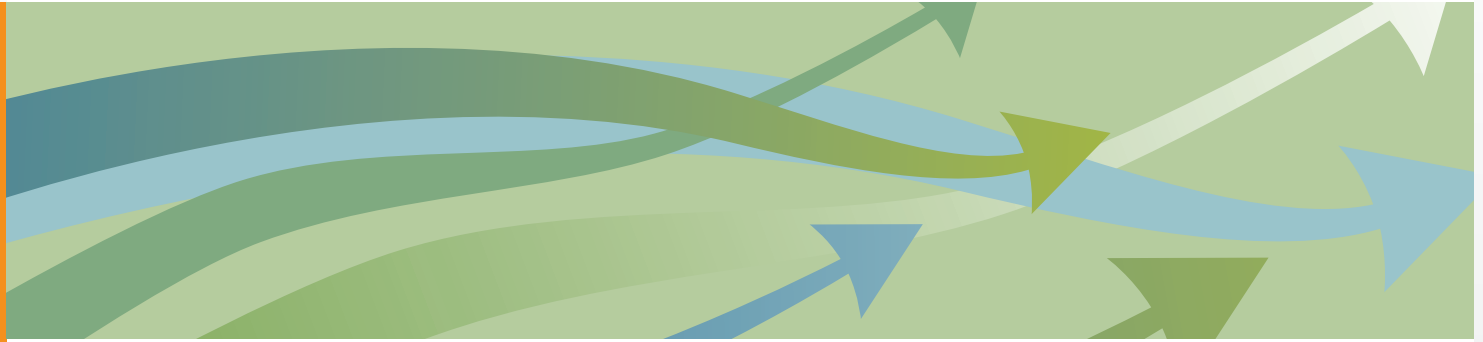


Smart Enterprise Processes (SEPSM)



WHAT IS SEPSM?

Smart Enterprise Processes (SEPSM) is a groundbreaking, rigorously scientific methodology for managing business processes.

Through experimentation, testing and analysis of data from more than 200 million transactions across the more than 3,000 processes it manages for clients, Genpact has determined the benchmarks that best-in-class companies achieve at each level in a process. It has identified the key drivers of improved business results for each process, and developed best practices for addressing those drivers.

Genpact uses this unique intellectual property to test the effectiveness of a client's processes by measuring performance at each step of an entire business process, and applying best-in-class benchmarks from within and across industries. Next, Genpact creates a client-specific diagnosis and roadmap with relevant targets for driving business results. Genpact then carries out its recommendations in the execution phase, with a preferred commercial model of being compensated based on the results achieved.

EFFECTIVENESS VS. EFFICIENCY

When taking steps to improve the management of business processes, companies typically focus on measuring efficiency within individual processes or organizational functions (e.g., number of invoices paid per hour). This traditional approach reflects a narrow view of measurement and can even be counter-productive. Instead, SEPSM concentrates on the effectiveness of an end-to-end process in improving clients' overall business results such as cash flow, revenues and margins.

MANAGING PROCESSES ACROSS ORGANIZATIONAL SILOS

All enterprises are sets of interrelated processes. A company's most important processes are not siloed activities but rather cut across multiple business units, with loss of performance often occurring at the intersections between units. SEPSM takes a broader enterprise-wide

view to businesses processes, unlocking new opportunities for value creation. For example, the "Source to Pay" SEPSM spans procurement, supply chain management and accounts payable. For a \$5 billion manufacturing company, the SEPSM approach can reduce purchase spending by \$50 million to \$150 million over three years and deliver an increase of 1 to 3 percentage points in margins.

As companies struggle to cope with the new realities of the global economy, they are increasingly focused on improving their processes to work more effectively. For them, SEPSM is a powerful approach to wring out costs, generate revenue and improve cash flow. With SEPSM, Genpact elevates the management of business processes to a strategic tool that can significantly improve a company's bottom line performance.

Genpact is a leader in managing business processes, offering a broad portfolio of enterprise G&A and industry-specific services, coupled with strong IT, analytics and reengineering capabilities.

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