Analytics:
Enabling smarter decisions in intelligent enterprises
Every day, enterprises across the world are involved in two major activities; delivering effective outcomes and making decisions that create impact. If you are in the business of building enterprises that will be more valuable tomorrow than today, your decisions need to be driven by smarter insights.

Organizations today are witnessing a huge explosion in data availability - 90% of the world’s data was created in the last two years. Structured, semi-structured and unstructured data across internal business systems and external sources like social media, market data and syndicated research are now creating a tremendous opportunity to create insights, therefore leading to smarter decisions. However, as this data is generally available to an enterprise’s competitive set, only those who have a vision for leveraging this intelligence and are adept will eventually out-compete others.

Therefore, organizations must be able to convert information into insights, insights into actions, and these actions should lead to positive outcomes.

This requires a combination of embedding analytics across the organization’s core processes and disseminating analytics expertise across the board in order to give scalability to data-based decision making. We call it Industrializing Analytics.
Powering the intelligent enterprise

At Genpact, we have demonstrated with many of our global clients that intelligent enterprises can be created by deploying smart enterprise processes, smart decision services, and smart technologies, resulting in sustained differentiation leading to business growth.

As one of the largest analytics providers worldwide, Genpact has created a unique position through its Smart Decision Services, providing a combination of process reengineering and consulting, technology and analytics to a range of industries, namely, Banking and Financial Services, Healthcare and Life Sciences, Consumer Product Goods/Retail, Infrastructure, Manufacturing and Services, and High Tech.

Enterprises today are at varied maturity levels in their analytics journey. Across these maturity levels, Genpact provides a variety of simple-to-complex analytics services from basic data management to sophisticated advisory services, emerging as a partner of choice for enterprises who are seeking deeper insights from a deluge of data existing in their business as well as external sources. Based on enterprise adoption rate of analytics, Genpact provides a comprehensive set of benefits addressing proactive risk management, enhanced operational efficiency, smarter decisions, ongoing market intelligence and revenue maximization.

Fig 1. Overview of Smart Decision Services

Fig 2. Genpact’s Service Delivery Pyramid

**OPPORTUNITIES**

- Proactive Risk Management
- Enhanced Operational Efficiency
- Smarter Decision Making
- Ongoing Market Intelligence
- Revenue Maximization

**DID YOU KNOW**

GENPACT NAMED AS AN ANALYTICS LEADER WORLDWIDE IN THE IDC MARKETSCAPE
Worldwide Business Analytics BPO Services 2012 Vendor Analysis
Service Offerings

Genpact offers industry specific analytic solutions which can be customized and integrated with offerings across Primary and Business Research, Business Intelligence, Data Management, Content solutions and Social Media Analytics. All these solutions and services are supported by quality, transition, training and technology innovation groups that provide expertise and solutions across multiple disciplines. At Genpact, we work on innovative business and commercial models including gain-share and pay-per-use models that provide maximum business impact to our clients.

### Financial Services Analytics

We have expertise across diverse financial services and products, providing analytics solutions to achieve increased revenue, better margins, and improved deal conversions. We work with leading global brands in businesses such as commercial banks/financial institutions, investment banks, and private equity funds.

<table>
<thead>
<tr>
<th>Domain</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>Marketing, Contact Center Optimization, Risk Management, Collections &amp; Fraud</td>
</tr>
<tr>
<td>Commercial</td>
<td>Underwriting, Portfolio Monitoring, Risk Management, Collections, Know Your Customer</td>
</tr>
<tr>
<td>Capital Markets</td>
<td>M&amp;A Support, Company Research, Valuation, Comparables, Equity Research</td>
</tr>
<tr>
<td>Enterprise</td>
<td>Market Risk, Asset Liability Management, Basel Compliance, Regulatory Reporting</td>
</tr>
</tbody>
</table>

**Fig 3. Financial Services Analytics**

### Healthcare and Life Sciences Analytics

At Genpact, we are enabling top global life sciences and healthcare enterprises foresee, respond, and adapt to market changes. We deliver a continuum of practical offerings built around developing insights through collection, synthesis and analysis of both structured and unstructured data enabling clients to make smarter decisions, every time.

<table>
<thead>
<tr>
<th>Domain</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payers, PBMs &amp; Providers</td>
<td>Marketing Effectiveness Analytics, HIM Optimiztion, Regulatory &amp; Compliance Reporting</td>
</tr>
<tr>
<td>Medical Devices</td>
<td>Customer Engagement, Salesforce Effectiveness</td>
</tr>
<tr>
<td>Pharma Analytics</td>
<td>Market Research, Competitive Intelligence</td>
</tr>
</tbody>
</table>

**Fig 4. Healthcare and Life Sciences Analytics**
Consumer Product Goods & Retail Analytics

We help our clients better utilize the growing number of consumer data sources to understand customer behavior, develop marketing strategies, and forecast market trends, ultimately improving the effectiveness of sales and marketing activities and related investments.

SOLUTIONS

Data Management
- Master Database Management
- Data Gathering, Loading, Enrichment & Coding
- Reporting & Data Visualization

Sales & Marketing Analytics
- Marketing Mix Optimization
- Commodity Price Forecasting
- Shopper/Consumer Insights
- Trade/Store Promotion Effectiveness
- Social Media Monitoring

Operational Analytics
- Inventory Optimization
- Profitability Analysis
- Retail Execution
- Trend Analysis and Scorecard Creation
- Supply Chain Analytics

Manufacturing Analytics

Genpact offers analytical tools and integrated decision making processes to cope with demand variability, counter uncertainties, predict risk and increase profits. Our solutions provide decision support services and focused technology to enable CXOs achieve cost visibility and optimization.

SOLUTIONS

Supply Chain
- Demand Forecasting
- Inventory Optimization
- Order Fulfillment & Management
- Strategic Sourcing Support

Engineering & R&D
- Modeling & Drafting Services
- Engineering Analysis
- BOM/Engineering Documentation
- Global Compliance Reporting

Aftermarket
- Service Planning & Forecasting
- Contract Analytics
- Field Services Management
- Aftersales Parts Management

Finance & Accounting
- Accounts Payable
- Billing & Financial Planning
- Treasury Operations

Fig 5. Consumer Product Goods & Retail Analytics

Fig 6. Manufacturing Analytics
Research and Media Services

We provide integrated media and business research services, using proprietary methodologies to listen and learn about conversations in the client ecosystem, deriving real insights for active stakeholder engagement. By combining technological prowess with human intelligence, we deliver insights that are superior and customized to meet client needs.

- Key Opinion Leader Management
- Media Tagging
- Media Monitoring
- Event monitoring
- Near Real Time Alerting
- Crisis monitoring
- Primary Research
- Secondary Research
- Social Media Research
- Media Analysis/Audit
- Brand Tracking

- Multilingual Content Analysis
  Capabilities in 30+ Languages
- Best-In-Class Content Aggregation
  Through Source-Agnostic
  Proprietary Tools
  (GMediaInteractive)
- 50,000+ Influencers Profiled
  Across Geographies

Learning and Marcomm Services

We provide innovative learning and media solutions focused on delivering high quality deliverables and meaningful business impact. We have developed over 10,000 hours of learning, designed over one million pages of content, translated content in 34 global languages, enhanced content reuse by 30 percent and increased user productivity by over 10 percent. Since 2003 we have won 21 international awards for content design excellence including awards from the Media Communications Association International (MCAI) and the American Society for Training & Development (ASTD).

**SOLUTIONS**

<table>
<thead>
<tr>
<th>Pre-Event/Campaign</th>
<th>Events/Trade Shows/Seminars</th>
<th>Post-Event/Campaign</th>
</tr>
</thead>
</table>
| Marketing Collateral | - Marketing Presentations  
- POS/Sales Kit – Brochures/Product/Service  
- Product Launch Packages  
- Packaging Design | Communication Technology  
- Mobile Devices, Podcasts & Video Casts, Widgets |
| Web Portal & Content Management | - Design, Development, Rebranding, Maintenance of Portals/Websites, Micro Sites  
- Search Engine Optimization  
- Web Banners, Splashes | Sales Force Tools  
- Sales Enhancements & Performance Tools  
- Value/ROI Calculators  
- Product Launch Packages, Multimedia Demos  
- Sales Kit/Collateral |
| Internal & External Communication | - Newsletters, E-mailers, Posters, Employee Gift/Stationery Design, Product Press Kits | 300+ Creative Professionals
22 International Design Awards
11+ Markets Served Across Europe And US
GenMobility™

Fig 7. Research and Media Services

Fig 8. Learning and Marcomm Services
Genpact’s Smart Decision Lab has been conceptualized to facilitate collaboration and innovation with clients and industry experts, leveraging the use of data and analytics in conjunction with process expertise.

Physically located in Bangalore, India but operating virtually around the globe, the Smart Decision Lab was incubated to create new lines of competency, build solution prototypes, test and experiment new business use cases, and develop intelligent technology applications – making them especially relevant to business so that companies can make smarter decisions.

The lab is comprised of PhDs in quantitative methods, data and algorithmic scientists, big data specialists, BI developers, technical solution architects, and data modelers. The team experiments with data on open source technology such as Hadoop and R. This provides a composite interface of man, machine and tools competent in conducting key solution development activities in master data management (MDM) and data quality, intelligent systems, big data analytics, prediction and optimization, BI services, reporting, and mobile analytics.

The lab has collaborated with clients to develop industry and client-specific solutions including a customized campaign management platform to improve response rates, a text mining engine to resolve first call resolution (FCR) in contact centers, and an incentive compensation solution to drive sales force effectiveness.

While working with two leading investment banking clients, the lab applied analytics, process and technology to solutions that linked several disparate systems within the clients’ businesses. The Genpact approach combined big data, including the clients’ financial advisors’ behavior pattern analysis, portfolio data and text mining, with their communication platforms and trade reconciliation data, in order to enhance sales performance, while also improving their compliance and risk detection systems.

The lab is working on additional solution areas such as supply chain optimization, fraud management, compliance monitoring, feedback solutions, and enterprise search and collaboration.
Are you harnessing the power of analytical insights for smarter decisions?
Our Clients Do!

**Impact Story: A $40 billion consumer lending company**

- Wanted to improve revenue and avoid losses from new customers
- Genpact helped by applying better customer segmentation techniques before reaching out to over 5 million customers through 120 campaigns/month
- Generated $35 million incremental revenue, $25 million of loss avoidance and $10 million cost productivity on customer service for the client

**Impact Story: An aviation equipment major**

- Wanted structuring of their customized service contracts to optimize cashflow and margins while minimizing credit risks for a portfolio of $2 billion revenue with 500+ service contracts across five product lines
- Genpact helped in driving profitable contract performance by recommending pricing for 2000+ deal scenarios annually with about 15 contract margin reviews, managing service contract restructuring, identifying cost out opportunities and ensuring billing accuracy
- Resulted in 5% increase in profitability

**Impact Story: A US healthcare provider**

- Wanted to improve their business model and effectively address the key issues plaguing their industry such as lost capacity and inefficient processes resulting in unpredictable outcomes, long wait times, unsatisfied patients
- Genpact addressed these challenges by reengineering the core hospital processes and increasing the utilization of equipment and infrastructure, generating additional capacity; decreasing patient wait times by 18%
- Delivered a 4X return on investment and increased customer satisfaction by 3%
The Genpact Advantage

Differentiating through deep domain and process expertise

Genpact’s proven experience has enabled it to build the science around enterprise wide functions and processes, including finance and accounting, supply chain management, sourcing, procurement, after market services, customer service, contact center management, analytics, sales and marketing. Our depth of process knowledge acquired by managing over 4,500 enterprise-wide and industry-specific processes has put us at the heart of business challenges, giving us a kind of prescience. It is our firm belief that to enable smarter decisions, enterprises need to operationalize the right processes first. It is this thinking that set us apart from traditional analytics solution providers- a differentiation that our clients value immensely.

Lean Six Sigma

Unlike many companies, who have simply embraced Lean Six Sigma as a function, since our inception, Genpact has driven it through the entire organization and put it to work for all our clients and delivered enhanced value. It permeates what we do and is highly visible in our operations, our people processes and our leadership behaviors. It’s a philosophy of how our people apply Lean Six Sigma thinking in everything they do – from asking questions until they discover the root of a problem to solving it. Lean Six Sigma is deeply ingrained in our DNA.

Deeply embedded client centricity

At Genpact, we believe in long-term partnerships with our clients based on trust. In fact, putting the voice of the customer (VOC) is something we live by. It is central to our strategy and stems in part from our Lean Six Sigma heritage.

For over a decade now, we have been actively leveraging the Net Promoter Score® (NPS) methodology to measure, monitor, and build customer loyalty at Genpact. We are proud to be among the top scoring business to business companies in the world. NPS is our single most critical measure of the sustainability and success of our business model. We have a solid governance structure with our clients promoting visibility and transparency, with a high level of leadership engagement across all levels of operations. We are known to often go beyond service level agreements and contractual obligations.

* “Net Promoter® is a registered trademark of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc. ”

Worldwide Reach

Today, with over 55,400 employees and $1.6 BN in revenues, we serve over 600 clients globally.
About Genpact

Genpact Limited (NYSE:G), a global leader in business process management and technology services, leverages the power of smarter processes, smarter analytics and smarter technology to help its clients drive intelligence across the enterprise. Genpact’s Smart Enterprise Processes (SEPSM) framework, its unique science of process combined with deep domain expertise in multiple industry verticals, leads to superior business outcomes. Genpact’s Smart Decision Services deliver valuable business insights to its clients through targeted analytics, reengineering expertise, and advanced risk management. Making technology more intelligent by embedding it with process and data insights, Genpact also offers a wide variety of technology solutions for better business outcomes.

For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook and LinkedIn.

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