

Market Recognizes Genpact's Smart Enterprise Processes (SEPSM) as a New Way of Looking at Business Process Management

Leading analyst firms find SEPSM a unique framework that measures business process effectiveness to deliver bottom line impact

NEW YORK, August 30, 2010 – Genpact Limited (NYSE: G), a global leader in business process and technology management, launched its proprietary Smart Enterprise Processes (SEPSM) methodology in late 2009 to significantly improve business processes for client companies. In particular, leading industry analyst firm IDC has found Genpact's SEP methodology to be a unique and extremely valuable way for companies to drive process effectiveness and achieve measurable business impact. SEP leverages best practices and proprietary benchmarking data to deliver proven results across industries and key business processes.

The research report titled, **“IDC, Genpact's Smart Enterprise (SEP) Processes Methodology – Enabling Business Process Effectiveness to Deliver Measurable Business Outcomes, Doc. #223811, June 2010”** by Mukesh Dialani, research manager, **Worldwide BPO Services**, examines how Genpact's SEP methodology addresses lack of optimal process management in the enterprise environment. “Genpact's unique IP enables it to test effectiveness of the clients' process by measuring performance at each step of the entire business process and applying best-in-class benchmarks from within and across industries,” Dialani wrote.

The IDC report cites the following concrete Genpact SEP client results which illustrate tangible business impact:

- \$35-40 million cost-out for source-to-pay (S2P) for a top U.S. insurance provider
- 10 percent reduction in collection losses for a leading European bank
- \$16-20 MM impact on order-to-cash for a top Asian telecom provider

The research covers business impact delivered by the SEP approach in financial services, procurement, HR, customer care, and industry-specific platform processes. IDC mentions that Genpact's SEP S2P solution helps clients' determine the effectiveness of their sourcing, procurement, and supplier payment processes. Genpact's S2P SEP provides “increased ROI, faster processes, higher levels of customer satisfaction and retention, and highly efficient/effective and integrated operations,” Dialani stated.

“IDC believes that the Lean and Six Sigma experience and strategy in Genpact’s DNA and the significant BPO implementation exposure has enabled the company to create these SEP methodologies, which will enable the company to win BPO deals,” Dialani wrote.

Genpact was also one of nine vendors included in the Gartner report, “**Competitive Landscape: The Source-to-Pay BPO Tide Rises as New Entrants Flood the Market,**” April 23, 2010, by **Cathy Tornbohm, research VP, BPO**. According to the report, “providers that survive will be those that do not pin all their hopes on just getting end-to-end processes — but remain flexible and nimble enough to offer pieces of the process. This is because procurement and finance are typically quite distinctly siloed teams in clients and may not be able to cope with the changes needed to facilitate a ‘big bang’ outsourcing of the full S2P process. The key to long-term competitive success in the S2P BPO market will be how well you can capture the process flows by industry segment and communicate the benefits of your solution to these processes, which rarely have a single process owner.”

Genpact’s SEP S2P offering is already ahead of the curve because it encompasses end-to-end S2P processes to break down organizational silos yet improves the effectiveness of the individual processes according to clients’ needs and desired business outcomes.

Genpact’s SEP approach to optimizing clients’ supply chains was also cited as a major differentiator and was recognized among the top 100 Global Supply Chain Service Providers in the 2010 Supply & Demand Chain Executive (SDCE) listing. Please see <http://genpact.com/home/aboutgenpact/press-releases/among-top-100-global-supply-chain-providers.aspx> to read more.

About Genpact

Genpact is a global leader in business process and technology management, offering a broad portfolio of enterprise and industry-specific services. The company manages over 3,000 processes for more than 400 clients worldwide. Putting process in the forefront, Genpact couples its deep process knowledge and insights with focused IT capabilities, targeted analytics and pragmatic reengineering to deliver comprehensive solutions for clients. Lean and Six Sigma are an integral part of Genpact’s culture and Genpact views the management of business processes as a science. Genpact has developed Smart Enterprise Processes (SEPSM), a groundbreaking, rigorously scientific methodology for managing business processes, which focuses on optimizing process effectiveness in addition to efficiency to deliver superior business outcomes. Services are seamlessly delivered from a global network of centers to meet a client’s business objectives, cultural and language needs and cost reduction goals. Learn more at www.genpact.com.

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