

ARE DIGITAL TECHNOLOGIES AND ANALYTICS TRANSFORMING BUSINESS OPERATIONS?



Research by:

GENPACT
GENERATING IMPACT™

sharedserviceslink

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Technology has dramatically changed the way businesses work. When fully harnessed, digital technologies and analytics can revolutionize business operations and impact organizational goals.

Companies are, however, still struggling to deliver significant results from their investment, according to research by Genpact and sharedserviceslink.

We surveyed over 100 executives responsible for business operations. 71% of companies participating have annual revenues of over \$1 billion.

The majority of respondents are not yet seeing great benefits from digital technology and analytics

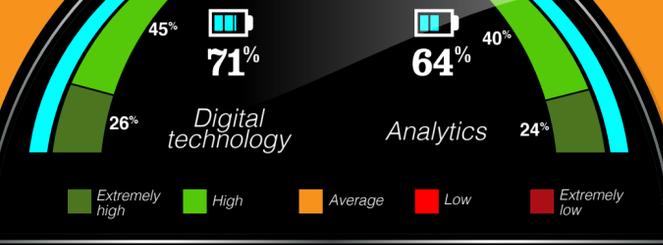
65% of respondents are so far seeing, at best, some benefits from digital technologies, and 74% for analytics.

Is your organization realizing the expected business outcomes from digital technologies and analytics?



This is despite the role digital technologies and analytics play in improving business operations

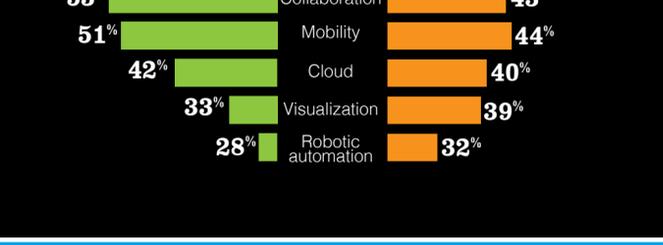
How much emphasis is there on digital technologies and analytics in your plans for improving business operations?



71% of respondents have a high or extremely high focus on digital technologies, and 64% on analytics.

The focus on digital technologies has grown significantly in the past year

Automation, analytics and workflow are key focus areas for organizations, with increasing growth in many others.

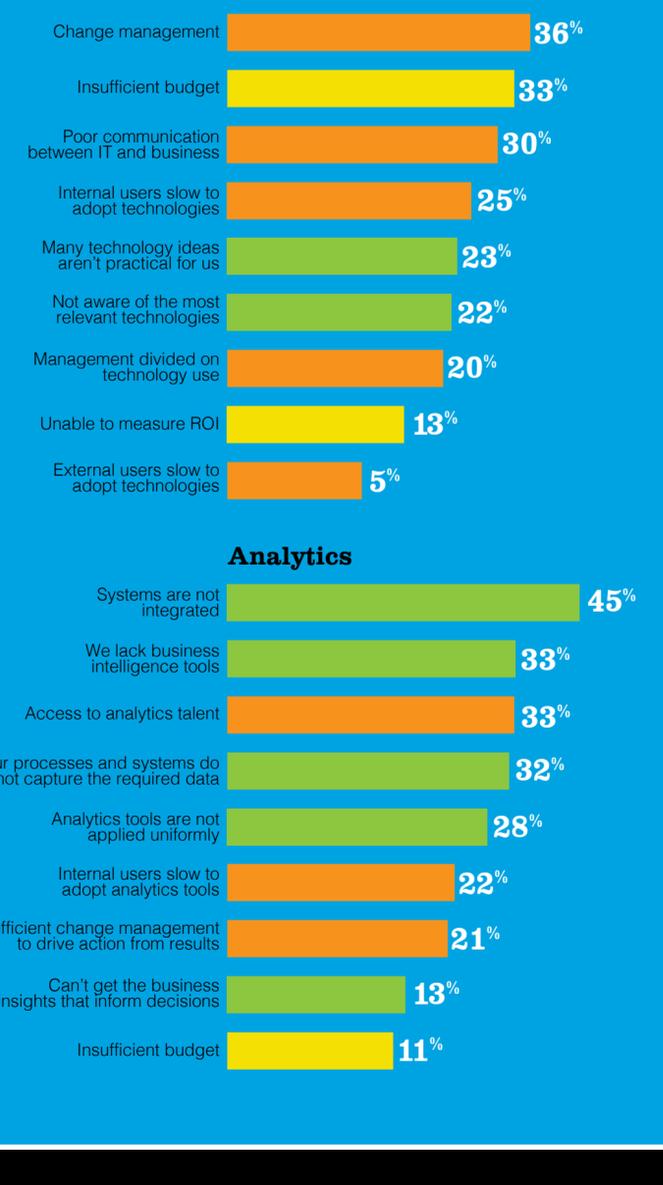


Organizations face a wide range of challenges when implementing digital technologies and analytics

Legacy system integration is a challenge for both digital technologies and analytics.

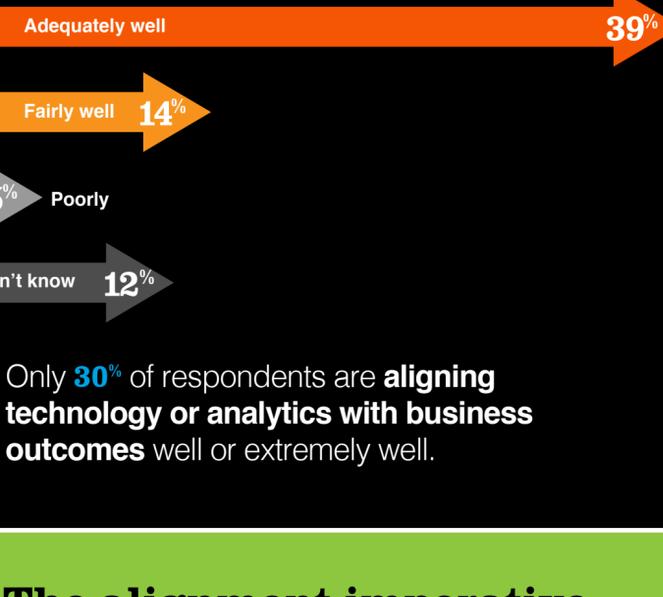
Change management and budget are particular struggles for digital technologies while access to talent and business intelligence tools are holding back analytics initiatives.

Where does your organization struggle most?



A key reason for this performance gap is that many organizations do not align technology and analytics with their business outcomes

How well does your company align technology and analytics to business outcomes to maximize ROI?



Only 30% of respondents are aligning technology or analytics with business outcomes well or extremely well.

The alignment imperative

Without aligning technology or analytics decisions to business outcomes, across the front, middle and back office, companies will not see the benefits from their digital investments.

A new approach is emerging that can stop organizations from wasting millions of dollars. Through the combination of classic Lean management practices, the power of analytics and digital technologies, and a design-thinking approach, **Lean DigitalSM is generating material impact**, faster.

To understand how Genpact can help you transform your technology and analytics initiatives, visit genpact.com/leandigital.

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GENERATING IMPACT™

Genpact (NYSE: G) stands for "generating business impact." We architect the **Lean DigitalSM** enterprise – through a unique approach that reimagines our clients' middle and back offices to generate growth, cost efficiency, and business agility. Our hundreds of long-term clients include more than one-fourth of the Fortune Global 500.

We have grown to over 70,000 people in 25 countries, with key management and a corporate office in New York City. We believe we are able to generate impact quickly because of our business domain expertise and **experience** running complex operations, driving our unbiased **focus** on what works and making technology-enabled transformation sustainable. Behind our passion for technology, process and operational excellence is the heritage of a former General Electric division that has served GE businesses since 1998.

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