



## OVERVIEW

# Lean Digital<sup>SM</sup> Innovation Program

Re-architecting enterprises for the digital age

*The competitive dynamics of many industries will be forever altered due to the radically changing use of digital technologies. Too often the results from investments in “digital transformation” disappoint and miss significant opportunities. Recent research from Harvard Business Review Analytic Services (HBR-AS) finds that only about a third (34%) of companies say that they are achieving significant positive business outcomes from their use of digital. Many organizations do not extend digital transformation from customer-facing, front-office functions to middle and back-end operations. Indeed, HBR found that only 21% of organizations say that their back and middle office operations support customer expectations very well. This often impacts the effectiveness of new customer experiences which organizations seek to transform. Furthermore, the digital revolution is slowed by legacy operations (52% of respondents cited legacy systems as a significant barrier). Organizations struggle because the complexity of legacy technology, processes—and sometimes people—seems insurmountable and because of their inability to step outside of “business as usual” to envision “the art of the possible” in an age of digital transformation.*

# Lean Digital<sup>SM</sup> enterprise: Transforming how businesses run

Lean principles, design thinking, agile development practices, and advanced process-centric digital technologies can together provide a powerful and practical way to rapidly harness the revolutionary power of a successful digital transformation.

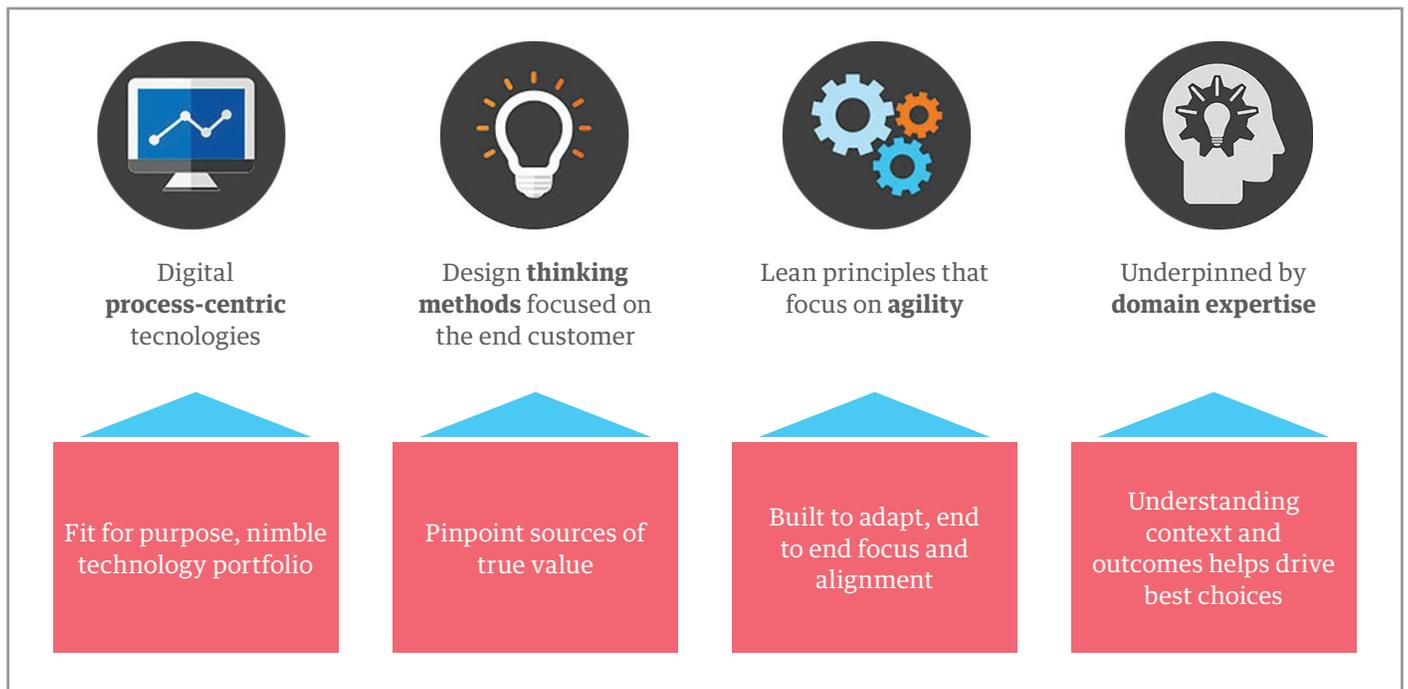
Lean principles focus on experimentation and quick feedback loops to rapidly reach “minimum viable solutions” for real market feedback. These principles simplify tasks and help teams focus on what really matters to achieve goals aimed at customer impact.

Design thinking fosters a deeper and more unconstrained understanding to unearth sources of business and customer value.

Agile development practices for software and application development favor short “sprints,” frequent collaboration across teams, and modularized work to make projects more manageable with rapid time-to-value.

**Advanced process-centric digital technologies** are radically changing operational execution, interactions with customers, and competitive value drivers. Advances in cloud deployments, software-as-a-service (SaaS), big data, analytics, mobility, cognitive computing, robotics, and many other technologies offer tremendous new opportunities.

These methodologies and practices can be successfully applied to the digital environments of today’s large enterprises in what Genpact calls Lean Digitalism which focuses on the key end-to-end, action-to-data-to-insight-to-action execution that results in targeted business outcomes. Organizations can achieve a strategic digital transformation that surpasses expectations and exceeds their competitors’ performance.



**Figure 1:** Unique combination that most transformation efforts lack

*We have extensive experience applying lean-management principles for the world's largest industrialized operations, and help our clients focus on what really matters to achieve desired business outcomes*

# Lean Digital<sup>SM</sup> Innovation Program

Hosted in Genpact's Silicon Valley-based Lean Digital<sup>SM</sup> Innovation Center, the Lean Digital<sup>SM</sup> Innovation Program offers customized workshops for companies to harness creative design thinking and lean principles, empowering them to re-examine problems, ideate new digital solutions and innovative approaches, and then incubate and validate them within real-life business process settings. Client have the opportunity to work with Genpact's subject-matter experts (SMEs) as well as external third-party experts from partner organizations to explore options and define new standards for customer value, performance, and business results.

Genpact's Lean Digital<sup>SM</sup> Innovation Program provides enterprises the collaborative help they need to accelerate their innovation processes and re-architect their businesses for the digital age. It includes the following components:

## Design thinking workshop

It is a 1-2 day customized program held at Genpact's Lean Digital<sup>SM</sup> Innovation Center. Client executives engage in design thinking with Genpact facilitators and SMEs, as well as with other partners and technology firms as required. The integrated workgroup reframes business problems and explores "art of the possible" alternatives

for preliminary validation. Keeping the end customer in mind and uncovering opportunities to leverage cutting-edge technologies, participants formulate a prioritized set of innovation ideas that can be taken forward for further incubation and development.

## Digital solution incubator

Digital solution incubator is a customized program during which, client executives, Genpact digital technology experts and SMEs, and other partners, as needed, develop and incubate proof-of-concept solutions, leveraging advanced process-centric technologies. Solutions are evaluated from the end-customer's perspectives within real-world process and business use cases. Innovative solutions are vetted with actual client data and processes. The outcome of the program is a validation of proposed new digital solutions within the client's specific environment.

## Co-innovation lab

Co-innovation lab is a customized program that helps organizations rapidly convert innovative digital solutions into prototypes. This "Hackathon"-style activity includes client participants, Genpact agile developers, SMEs, and required partners. Leveraging agile development methodologies, proposed solutions are rapidly developed into working prototypes or minimum viable solutions that can then be further refined and deployed within the client organization's actual environment.



Figure 2: Re-architecting enterprises for the digital age

# The Genpact advantage

Genpact is a global leader in digitally-powered business process management and services that offers a practical yet powerful way to help organizations architect their businesses for today's digital age. We have extensive experience applying lean-management principles for the world's largest industrialized operations, and help our clients focus on what really matters to achieve desired business outcomes. Genpact has made substantial investments in its Lean Digital<sup>SM</sup> Innovation Program to create environments in which organizations can collaborate, incubate, and vet innovative solutions within real-life business contexts.

Genpact helps organizations examine and re-frame the challenges that prevent them from reaching their business objectives. With its extensive design thinking practices,

Genpact helps organizations accelerate the process of exploring the art of the possible to ideate new potential solutions. Applying Lean Digital<sup>SM</sup> and agile approaches ensures tight alignment to business outcomes, enabling cost-effective and cost-efficient solutions that complement existing IT investments and leverage advanced technologies. We help organizations reimagine end-to-end processes, rapidly leveraging the power of effective digital solutions, including reusable tools, platforms, and analytics. The result? Breakthrough business impact through end-to-end intelligent operations.

## For more information

To learn more about Lean Digital<sup>SM</sup> Innovation Programs, please contact your client partner. Learn more about Genpact's unique Lean Digital<sup>SM</sup> capabilities at [\*\*\*genpact.com/leandigital\*\*\*](https://www.genpact.com/leandigital).

---

### About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes primarily for Global Fortune 500 companies. We think with design, dream in digital, and solve problems with data and analytics. Combining our expertise in end-to-end operations and our AI-based platform, Genpact Cora, we focus on the details - all 87,000+ of us. From New York to New Delhi and more than 25 countries in between, we connect every dot, reimagine every process, and reinvent companies' ways of working. We know that reimagining each step from start to finish creates better business outcomes. Whatever it is, we'll be there with you - accelerating digital transformation to create bold, lasting results - because [transformation happens here](#).

For additional information visit <https://www.genpact.com/insight/leandigital>

Get to know us at [Genpact.com](https://www.genpact.com) and on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

