

23% higher productivity with a platform modernization solution, for a leading wealth management company

Application Modernization



Challenge

- Disparate systems limiting the financial advisor's (FA's) productivity
- Lack of insights to activate an analytics driven customer engagement program
- Multiple order management systems across asset classes
- Legacy customer portal resulting in a disjointed customer experience



Solution

- Created a persona driven user interface for the FA desktop, providing advanced customer insights
- Delivered a comprehensive wealth management customer portal
- Modernized the multi-asset and equities risk platform for the client's business



Impact

- Recognized among the top 5 wealth management customer portals in the United States, outranking 13 competitors
- 2 million new customer registrations within the first two years of the portal going live
- 23% improvement in the FAs productivity
- Modern features helped attract 35k+ next generation FAs and customer service associates (CSAs)

High-tech ▶ Application Services

30% reduction in platform implementation costs, for a leading US-based multinational technology conglomerate

Platform Implementation



Challenge

- Lack of a leasing platform – no single source of truth, resulting in variations in deal information
- Huge cost and time overruns due to multiple vendors and geographies
- No integration between front, middle and back offices
- Information in silos – lack of an organization-level view



Solution

- Leveraged Genpact's proprietary Oracle Lease and Financial Management artefacts with 65+ process flows, and ready to deploy test scripts – system integration testing (SIT) and user acceptance testing (UAT)
- Redesigned the sales and originations process using Genpact's Smart Enterprise Processes (SEP) Framework, along with a team of domain experts in commercial originations
- Provided critical process design inputs for streamlining requirements



Impact

- Accelerated the requirements phase by 30% using a pre-built requirements database
- Reduced effort by 45% with auto configuration tools
- Further reduced manual effort by ~25% with pre-built manual and automated test scripts
- Shortened cycle time by ~30% with the re-designed sales and originations processes

70% higher productivity in test automation of multiple web browsers, for one of the largest American retail pharmacy and healthcare companies

Application Automation



Challenge

- Providing testing coverage across different operating systems and target browsers – Internet Explorer, Chrome, Firefox and Safari.
- Testing patch/ dot releases of web applications for compatibility across multiple web browsers and operating systems, within a limited time-frame
- Manual and time-consuming risk-based regression testing



Solution

- Automated regression test suite using Selenium Grid to perform parallel test execution on various browsers and operating systems combinations
- Automated the broken-link testing process
- Created a matrix covering multiple combinations of operating systems, browsers and browser versions



Impact

- Achieved higher browser and operating system coverage within the stipulated time-frame, resulting in freeing up bandwidth for the functional team so they could focus on new features
- Minimized the probability of defect leakage in production by 95%

90% reduction in incident backlog for 150+ applications across multiple platforms, for a leading US-based multinational conglomerate

Intelligent Support



Challenge

- Poor response on tickets resolution for priority 1 issues
- Applications spread across multiple locations, resulting in limited availability of critical applications during business hours
- Highly manual processes resulting in data disconnects and delays



Solution

- Implemented server and application monitoring tools to ensure high application availability and low impact on customer base
- Created a layered service model (L1, L2 and L3) with defined roles and responsibilities and a 'follow the sun' model for 24x7 support
- Ensured process adherence and efficient usage of the 'Service Now' tool for an end-to-end incident workflow



Impact

- 15% reduction in per month man hours by automating critical processes
- 40% improvement in incident resolution due to enhanced coverage, with 99% application uptime
- 30% of ageing technology and underutilized assets offloaded, as a result of application consolidation and rationalization

Enterprise managed services for a leading pharmaceutical company

Intelligent Support



Challenge

- Complex application landscape: 25+ business applications (including Oracle EBS, SharePoint, Ariba, SAP SF, Workday, Fusion Middleware, PowerBI)
- Lack of design documentation for new applications support
- Inadequate product and process knowledge among testing and validation teams
- Long list of pending bug/code fixes for upcoming releases



Solution

- 24x7 application support model across applications
- Enabled spare shift capacity to help L1 helpdesk, leading to an increase in business efficiencies
- 125+ knowledge articles in ServiceNow
- Actively worked with testing and validation teams to ensure end-to-end and successful testing
- 100+ enhancements every year
- Migrated to Oracle cloud infrastructure



Impact

- 40% reduction in 'period close' cycle time
- 98% order processing accuracy
- 85% automation of payroll reconciliations
- 40% MJEs automated through RPA
- System uptime – ERP-99.7%, Fusion-99.8%, Workday-99.8% , SharePoint-100%
- 70% reduction of incidents during 4 years of support