



Genpact Marketing BPS Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Genpact is a comprehensive assessment of Genpact's marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Genpact, formerly known as GE Capital International Services (GECIS), is a BPO and IT services provider headquartered in Gurgaon, India, set up in 1997 as a captive of General Electric Capital. At the end of 2004, GE placed these operations under Genpact Global Holdings (GGH), a specially formed Luxembourg entity, and divested 60% of its stake in the business to General Atlantic and Oak Hill. The entity began operating as an independent company, re-branded as Genpact. In December 2005, GE sold part of its stake in Genpact to a subsidiary of Wachovia (now Wells Fargo).

In August 2007, Genpact completed its IPO and began trading on the NYSE.

Following a secondary offering in 2010, GE's shareholding in Genpact declined to 9.1%, and it ceased to be a significant shareholder; GE and Wells Fargo both remain major clients of Genpact. At the end of 2011, General Atlantic and Oak Hill each held a ~20% equity stake.

In August 2012, Bain Capital acquired a 30% stake in Genpact for \$1bn, valuing the company at \$3.29bn; Bain has the right to nominate four directors to the company's board. General Atlantic and Oak Hill Capital Partners each reduced their stake to 5%. At the end of 2013, Bain Capital owned a ~25% stake.

In 2000 Genpact initially provided marketing analytics for GE; this was done on a project basis for GE financial services.

In 2005, following the divestment by GE, Genpact continued to focus on its core vertical, BFSI, but also began to develop its capabilities within other verticals including retail and professional services.

Genpact has made two notable acquisitions in order to bolster its marketing BPS support:

- Symphony Marketing Solutions: acquired in February 2010 in order to enhance its analytics capabilities
- EmPower: acquired in September 2011 in order to enhance its social media capabilities.

Genpact launched its Smart Decision Lab in 2013. The lab employs staff with PhDs in quantitative methods, algorithmic scientists, Big Data specialists, technical solution architects, and data modelers who are deployed on creating new lines of competency, building solution prototypes, testing new business use cases, and developing applications. Many of these developments have been used in the deployment of marketing BPS support.

At present Genpact has ~50 marketing BPS clients supported by ~1k FTEs in four delivery centers.

Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's marketing BPS capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

10 pages

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Marketing BPS Services Vendor Assessments Also Available for:

Infosys

Minacs

HGS

Concentrix

Tech Mahindra

Cognizant

transcosmos

TRANSCOSMOS

WNS

Xerox

Wipro.