



Mphasis Digital Marketing Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Digital Marketing Services profile on Mphasis is a comprehensive assessment of Mphasis' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of DMS and identifying vendor suitability for DMS 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

Mphasis' application services business includes the Enterprise of Technologies group which has sub-practices providing campaign orchestration, creative marketing services, e-commerce services, systems development, and integration. The group also provides digital marketing automation and analytics.

The company has ~20 digital marketing clients with a base service bundle of website or e-commerce development and analytics.

Scope of the Report

The report provides a comprehensive and objective analysis of Mphasis digital marketing services offerings and capabilities, and market and financial strengths, 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
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships
 - 4.1 Delivery Capability
 - 4.2 Platforms and Intellectual Property
 - 4.3 Pricing and Commercial Model

5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths
 - 7.2 Challenges

8. Outlook

Report Length

8 pages

Digital Marketing Services Vendor Assessments also available for:

Concentrix, Genpact, HGS, Infosys, TeleTech, TCS, transcosmos, Sitel, Wipro,
WNS, Valtech