



Key Vendor Profile

Key Vendor Assessment

WNS

KVA Abstract

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By Rachael Stormonth

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65 pages

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Who is this Vendor Assessment for?

NelsonHall's Key Vendor Assessment on WNS is a comprehensive assessment of the company's offerings and capabilities and strategic direction, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for IT services
- Consultants advising clients on vendor selection
- Marketing, sales, and business managers developing strategies to target service opportunities within the BPS/IT services markets
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the BPS/IT services sector.

Key Findings & Highlights

WNS has for years positioned firmly on a combination of:

- Its domain expertise, including close and detailed process knowledge of industry specific processes, data and operations for which it provides services in each of its major target sectors
- What it terms "co-creation". WNS also has a reputation with clients for being flexible
- Offshore-based lower cost delivery
- Analytics capabilities.

However, as a BPS pureplay WNS has had to contend with perceptions that it lacks the scale and expertise of larger peers (that are part of a firm that also have scale IT services capabilities) to be able to offer clients platform implementation services or support enterprise scale intelligent automation initiatives.

Three significant acquisitions made by WNS in its FY23 provide a clear indication of how WNS is developing its capabilities and strengthening its overall value proposition

One of them, for example, brings in capabilities in support of hyper automation initiatives.

Scope of the Report

The report provides a comprehensive and objective analysis of WNS's offerings, 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

- Examples of the company's client 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.

About The Author

Rachael is EVP at NelsonHall where she has global responsibility for multiple programs including the Key Vendor Assessments, from which she has a deep knowledge of key vendors in the ITO and BPO industries and the NelsonHall Industry Insight database.

Known for her no-nonsense style and ability to get the heart of complex issues, Rachael is sought after by clients for a variety of custom research and advisory engagements, including one-on-one advisory sessions with C-level executives in the leading IT services companies.

Rachael can be contacted at:

- Email: rachael.stormonth@nelson-hall.com
- Twitter: [@RStormonth](https://twitter.com/RStormonth).



About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com.

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton, Massachusetts 02466
Phone: +1 857 207 3887

London

29 Rose Hill, Binfield, Bracknell RG42 5LH
Phone: +44 (0)7768-251898

Paris

115 rue de Reuilly
75020 Paris
Phone: + 33 (0)6 23 81 17 54

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