

Genpact Named as a Leader in IDC MarketScape Report on Pharmaceutical Social Media Analytics

NEW YORK, Oct. 23, 2012 /[PRNewswire](#)/ -- Genpact Limited (NYSE: G), a global leader in business process management and technology services, has been identified as a "leader" in leading analyst firm IDC's report, "IDC MarketScape: Worldwide Pharmaceutical Social Media Analytics 2012 Vendor Assessment," Document #HI236520, August 2012, authored by Eric Newmark.

(Logo: <http://photos.prnewswire.com/prnh/20120501/NY98560LOGO>)

In response to an increasing number of client inquiries on social media analytics, IDC Health Insights conducted in-depth research over a six-month period to collect and evaluate social media analytics software and service offerings available to pharmaceutical companies. This IDC MarketScape provides a comprehensive evaluation of the leading software and service vendors that provide social media analytics capabilities to the pharmaceutical industry. IDC included Genpact in the Leaders category based on the evaluation criteria of a vendor's current capabilities and services according to its strategy for the chosen market. IDC also analyzed how well a vendor's future strategy aligns with what customers will require in three to five years based on high-level strategic decisions and underlying assumptions about offerings, customer segments, business, and go-to-market plans.

"Life sciences and pharmaceutical companies are seeking new ways to measure brand perception, keep tabs on end-consumer sentiment, and gain insight into competing brand strategy. Social media analytics is playing a crucial role to help pharmaceutical companies better understand this information. We are pleased to include Genpact as a Leader in IDC MarketScape report. The company's social media analytics service is considered by its customers to deliver best-in-class capability and business insight and is complemented by the company's strong customer support and account management. It has a well-established strong customer base, spanning both large and SMB pharmaceutical companies," said Eric Newmark, program director of IDC Health Insights' Life Science Business Systems service.

As described in the report, "Genpact's Social and Digital Transformation Services has

served the pharmaceutical industry for the past eight years...The company has seven pharmaceutical manufacturers as social media analytics customers, most of which are global companies based in the United States and Europe, but also has a few small and medium-sized manufacturers. Pharmaceutical companies can harness Genpact's Social and Digital Transformation Services' software and services either through an ongoing subscription fee model or on a pay-per-project basis."

"We have delivered significant impact and innovation to clients' sales and marketing processes through the application of our deep social media and analytics capabilities combined with pharmaceutical industry domain expertise," said Pankaj Kulshreshtha, senior vice president, Analytics and Research, Genpact. "Genpact is excited to be recognized as a leader in this rapidly evolving space. We believe it is a result of investments we have been making in acquiring and developing capabilities to deliver transformational analytics in the Big Data world, and there is more to come."

To learn more about Genpact's social media analytics services please visit <http://www.genpact.com/home/solutions/analytics-research/social-media-research>. To access the full report, IDC clients can visit: www.idc.com.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Genpact

Genpact Limited (NYSE: G), a global leader in business process management and technology services, leverages the power of smarter processes, smarter analytics and smarter technology to help its clients drive intelligence across their enterprise. Genpact's Smart Enterprise Processes (SEPSM) framework, its unique science of process combined with deep domain expertise in multiple industry verticals, leads to superior business

outcomes. Genpact's Smart Decision Services deliver valuable business insights to its clients through targeted analytics, reengineering expertise, and advanced risk management. Making technology more intelligent by embedding it with process and data insights, Genpact also offers a wide range of technology services. Driven by a passion for process innovation and operational excellence built on its Lean and Six Sigma DNA and the legacy of serving GE for more than 15 years, the company's 58,500+ professionals around the globe deliver services to its more than 600 clients from a network of 74 delivery centers across 20 countries supporting more than 30 languages. For more information, visit www.genpact.com. Follow Genpact on [Twitter](#), [Facebook](#) and [LinkedIn](#).

For more information:

Gail Marold (*Genpact Media*

Relations)

gail.marold@genpact.com

+1 919-345-3899

Barbara Tate (*For Genpact*

U.S.)

barbara.tate@ogilvypr.com

+1 212-880-5338

Rupali Kathuria (*For Genpact*

India)

rupali.kathuria@bm.com

+91 124 441 7589

SOURCE Genpact Limited

Additional assets available online: [Photos \(1\)](#)

<https://media.genpact.com/2012-10-23-Genpact-Named-as-a-Leader-in-IDC-MarketScape-Report-on-Pharmaceutical-Social-Media-Analytics>