# Genpact Placed in Enterprise Analytics "Winners Circle" by HfS Research

**High ranking due to proven analytics delivery execution and service innovation**

NEW YORK, Dec. 18, 2013 /PRNewswire/ -- Genpact Limited (NYSE: G), a global leader in transforming and running business processes and operations, today announced that it has been positioned among the top analytics business process outsourcing (BPO) providers by leading analyst firm HfS Research in its "Blueprint Report on Enterprise Analytics Services," authored by analyst Reetika Joshi.

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

Service providers in the HfS Research "Winners Circle" have demonstrated excellence in execution and innovation. Execution represents service providers' ability to deliver services in terms of real-world solutions, the quality of customer relationships, and flexibility. Innovation represents providers' ability to improve services through a vision for the end-to-end process lifecycle, a vision to tailor solutions for specific industries, and successfully leveraging external drivers.

HfS Research stated in its report that Genpact has more than 15 years of analytics services experience, and significant scale across a range of services in the analytics value chain, in areas ranging from data enablement to core research and analytics services such as market and business research, social media solutions, statistical analysis, complex optimization, forecasting and predictive modeling – with sales and marketing analytics being a key strength. The report mentions that Genpact has made significant investments in its analytics practice, including through acquisitions for risk consulting, sales and marketing analytics, and social media analytics, media monitoring and measurement. In addition, the report cites Genpact's Smart Decision Lab which couples a strong leverage of data, analytics and process expertise.

"Genpact has developed a proven analytics value proposition for many of its global clients across multiple industries, with notable client satisfaction with its advanced analytics modeling and ongoing decision support. During our Blueprint process, clients consistently cited Genpact's compelling and innovative vision for industry-specific and marketing analytics. Genpact's heritage for process and operations excellence is setting the stage for the firm to become a real winner in analytics-driven business process management," **said Reetika Joshi, research director, BPO and Analytics Strategies, HfS Research.**

"Genpact is delighted to be named among HfS Research's first 'Winner's Circle' of enterprise analytics service providers," **said Pankaj Kulshreshtha, senior vice president, Analytics and Research, Genpact .** "We have significant scale in analytics and are able to consistently deliver impact for our client's businesses through a unique combination of analytics, technology and business process expertise. In addition, Genpact's industry-specific solutions and innovation ecosystem help clients drive revenue growth, enhanced customer intimacy and proactive risk management."

Genpact's analytics services help clients in the banking and financial services, insurance, retail and consumer products, industrial and manufacturing, and life sciences industries gain deep insights into their customers, partners, markets and businesses. Through the industrialization of descriptive, predictive and prescriptive analytics, Genpact embeds analytics into its clients' business processes, which in turn enables them to make smarter data-based decisions and drive significant business impact.

To access the report, please go to: http://www.hfsresearch.com/hfs-blueprint-report--standalone-analytics-services.

**About Genpact**

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations, including those that are complex and industry-specific. Our mission is to help clients become more competitive by making their enterprises more intelligent through becoming more adaptive, innovative, globally effective and connected to their own clients. Genpact stands for Generating Impact – visible in tighter cost management as well as better management of risk, regulations and growth for hundreds of long-term clients including more than 100 of the Fortune Global 500. Our approach is distinctive – we offer an unbiased, agile combination of smarter processes, crystallized in our Smart Enterprise Processes (SEP$^{SM}$) proprietary framework, along with analytics and technology, which limits upfront investments and enhances future adaptability. We have global critical mass – 62,000+ employees in 24 countries with key management and corporate offices in New York City – while remaining flexible and collaborative, and a management team that drives client partnerships personally. Our history is unique – behind our single-minded passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for more than 15 years. For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook, and LinkedIn.

**For more information:**


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