

## Genpact Business Analytics Services Named as a "Leader" in IDC MarketScape Report

**Recognized for positive client experience, solid company strategy and broad range of capabilities across function and industry-specific solutions**

NEW YORK, July 30, 2014 /[PRNewswire](#)/ -- Genpact Limited (NYSE: G), a global leader in designing, transforming and running business processes and operations, has been named as a "leader" in worldwide business analytics services providers in the IDC MarketScape: "Worldwide Business Analytics BPO Services 2014 Vendor Assessment" report. Genpact was also recognized as a "leader" in IDC's bi-annual report released in 2012.

The IDC MarketScape report evaluates analytics outsourcing services companies relative to one another based on a comprehensive framework that includes current capabilities and future strategy as well as a set of market success factors in the short- and long-term. The IDC MarketScape stated that Genpact's vision to embed analytics across all key operating levers of an organization helps companies in the "industrialization of analytics." This vision is strengthened by Genpact's industry knowledge and the ability to integrate process, analytics and technology, allowing analytics-based decision making and related operational execution.

The report also states that Genpact's Smart Decisions Lab provides a unique innovation ecosystem with a strong foundation of technology and cutting-edge analytical skills. With this ecosystem, clients can quickly solve complex and large business problems through multi-level collaboration and co-innovation. The lab has helped numerous clients in key areas such as Big Data, packaged reporting, prediction and optimization, mobility, cloud, data quality and master data management.

"Genpact has a proven track record of industrializing analytics, helping clients drive faster and more cost effective data-to-insight and insight-to-action analytics processes to deliver impact at scale throughout their operations," **said Paul Burton, senior vice president and business leader, Analytics and Research, Genpact.** "This IDC MarketScape recognition is a testament to the impact we generate for our clients, through the scale and expertise we've built as a leading third-party analytics solutions provider that embeds analytics into its clients' business processes. This in turn enables them to make smarter data-based decisions and drive significant business outcomes."

As one of the largest analytics BPO providers with 6,000 people providing these solutions globally, Genpact helps 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. More information is available at <http://www.genpact.com/home/solutions/analytics-research>.

The IDC MarketScape: Worldwide Business Analytics BPO Services 2014 Vendor Assessment (doc #249299, June 2014), including additional data about Genpact's recognition as a "leader," is available at [www.genpact.com/microsites/genpact-analytics-report](http://www.genpact.com/microsites/genpact-analytics-report).

### 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) is a global leader in designing, 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 – 65,000+ 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 16 years. For more information, visit [www.genpact.com](http://www.genpact.com). Follow Genpact on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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