

Genpact Launches Cloud-Based Order Management Platform to Enhance Customer Experience with More On-Time, In-Full Orders

Business Process as a Service solution builds on OmPrompt partnership to run intelligent operations aiming at "perfect orders" and up to 80 percent more efficient order management

NEW YORK, May 20, 2015 /[PRNewswire](#)/ -- Genpact Limited (NYSE: G), a global leader in designing, transforming, and running intelligent business operations, today announced the launch of its new Business Process as a Service (BPaaS) platform, Order Management (OM) as a Service, which builds on the company's partnership with OmPrompt, a cloud-based provider.

The service helps design, transform, and run order management to help organizations achieve more "perfect orders," defined as on-time and in-full, and also enhances end customer experience. The BPaaS OM platform also offers consulting and analytics, combined with Genpact's System of Engagement™ technology and global delivery. The consulting services leverage two Genpact proprietary solutions: the Smart Enterprise Process (SEPSM) framework and its customer experience framework. They provide a foundation of rich operational data of the order-to-delivery cycle and leverage industry benchmarking, best practices and industry insights to identify areas of opportunity in OM.

Most organizations today face challenges in their technology-based order management operations and it is expensive and often time consuming to implement change. By using a distinctive combination of technology and global delivery, tightly aligned to business outcomes via Genpact's unique domain expertise crystallized in specialized consulting services, Genpact's OM BPaaS platform provides a flexible, cost-effective alternative for technology improvements that allows companies to see results within weeks. This new platform allows organizations to dramatically increase productivity and cut costs, delivered within a short timeframe. Genpact offers the service in a "pay as you use" model, and clients can select automation only or automation combined with BPM, consulting, or analytics.

Powered by additional technology from OmPrompt, the BPaaS OM platform provides order

management specific solutions, such as order visibility for make-to-stock orders, data cleansing for vendor managed inventory (VMI), and proof of delivery (POD) management solutions. Genpact currently has dozens of OM clients in various industries including consumer packaged goods, life sciences, high tech, and manufacturing. By leveraging this domain expertise, Genpact's BPaaS OM platform provides consulting and analytics offerings to help companies measure, improve and sustain best-in-class levels of on-time and in-full orders.

"This partnership combines the rich process expertise from Genpact powered by cutting-edge artificial intelligence-based technology from OmPrompt," said John Wakeman, CEO of OmPrompt. "Together, we help companies achieve greater agility and flexibility through this BPaaS OM platform."

"Genpact's Order Management (OM) as a Service provides an advanced operating model that improves customer service, increases sales effectiveness, enables process efficiencies, and reduces business risk," said Shantanu Ghosh, senior vice president and business leader, CFO Services, Genpact. "This partnership further strengthens Genpact's strategy of embedding innovative systems of engagement technology into order management processes, helping companies achieve truly intelligent operations."

About OmPrompt

OmPrompt is the leader in customer automation management. OmPrompt helps large companies with complex supply chains bridge gaps by eliminating the need for human workarounds when transactional systems can't cope with diverse operational requirements from customers.

OmPrompt's award-winning platform enables companies across a wide range of industries - including FMCG, healthcare, and logistics - to gain competitive edge through superior customer service provided by resource freed from back-office functions.

OmPrompt's managed service offers multi-format support, intelligent business rules, master data validation and accelerated exception management to deliver the transactional excellence enjoyed by global brands worldwide.

OmPrompt processes transactions in 33 countries and 6 continents and is headquartered in Oxfordshire, UK.

To learn more about Customer Automation Management, visit www.omprompt.com.

About Genpact

Genpact (NYSE: G) stands for "generating business impact." We design, transform, and run intelligent business operations including those that are complex and specific to a set of chosen industries. The result is advanced operating models that assist our clients in becoming more competitive by supporting their growth and managing cost, risk, and compliance across a range of functions such as finance and procurement, financial services account servicing, claims management, regulatory affairs, and industrial asset optimization. Our [Smart Enterprise Processes \(SEPSM\)](#) proprietary framework helps companies reimagine how they operate by integrating effective Systems of Engagement[™], core IT, and Data-to-ActionSM Analytics. Our hundreds of long-term clients include more than one-fourth of the Fortune Global 500. We have grown to over 68,000 people in 25 countries, with key management and a corporate office in New York City. Our global critical mass doesn't dilute our flexible and collaborative approach, and our management team still drives client partnerships personally. We believe we are able to generate impact quickly because of our business domain expertise and experience running complex operations, driving our focus on what works and making transformation sustainable. Clients attribute much of our success to our unique history: behind our 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 additional information, visit www.genpact.com. Follow Genpact on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

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