

## Genpact Launches SmartModeler to Reimagine How Digitally-Enabled Enterprises Run

**Solution leverages BusinessOptix cloud-based platform to operationalize Design Thinking practices from front to back office**

NEW YORK, Aug. 11, 2015 /PRNewswire/ -- Genpact (NYSE: G), a global leader in designing, transforming, and running intelligent business operations, today announced the launch of SmartModeler, a cloud-based solution that leverages BusinessOptix's business modelling and process design platform.

Most large enterprises struggle with transformation and agility even though they are critical for success in a fast-paced global economy. Whether implementing digital transformation, complying with complex and ever-evolving regulations, or achieving speed-to-market with new products and market expansion, global companies are challenged by the complexity of change management that is encumbered by legacy systems, processes, and often people. The problem is compounded by organizational silos among the front, middle and back office.

SmartModeler benchmarks, documents and analyzes current operations to identify opportunities for streamlining processes. The solution also provides greater transparency to track results and shows progress of the transformation, and enables better collaboration and understanding of interdependencies across C-suite functions and other departments. Ultimately, SmartModeler drives effective transformation based on Lean management and digital practices, and as a result, serves as a valuable tool in the creation of intelligent operations that sense, react, and learn efficiently and effectively. SmartModeler is also a key tool to amplify the impact of Design Thinking methods that emphasize the value of end user adoption of new processes and technologies.

SmartModeler makes transformation more effective by incorporating Genpact's patented Smart Enterprise Processes (SEP(SM)) methodology, deep industry domain expertise, and experience and insights in process automation and analytics. For example, Genpact has been able to cut a multi-national consumer product goods company's transformation time and costs by up to 30 percent by reimagining its processes using SmartModeler to design the strategy, achieve approval and support from all key management, and begin implementation with complete clarity of vision, roles, and responsibilities among all impacted stakeholders.

"We believe this solution, based on leading-edge BusinessOptix digital technology, boosts our clients' ability to align strategy and discovery enabled by Design Thinking practices with process operationalization," **said Shantanu Ghosh, senior vice president, CFO Services and Consulting at Genpact.** "As a result, SmartModeler is part of our long-term strategy to deliver practical transformation solutions based on our digital capabilities, domain expertise, and process excellence practices."

"By partnering with Genpact to develop SmartModeler, we're combining our state-of-the-art business modeling and process design platform with Genpact's intellectual property and best practices in process change," **said Peter McNally, managing director at BusinessOptix.** "Together we provide companies with a practical, yet strategic tool that delivers real impact by embedding the power of digital technologies in transformation programs."

### About BusinessOptix

Founded in 2010, BusinessOptix has grown to thousands of users across multiple industries. BusinessOptix is a cloud-based platform that enables organizations to run their core operations, grow the scale of their business and make transformational changes. Today, BusinessOptix is being used to redefine business models, reshape business practices, eliminate superfluous operations and costs, understand and capture best practices, speed up

decision making, deliver greater integration and smoother operations across functions, streamline go-to-market processes and activities and improve return on capital employed. Across governance, risk and compliance, operating models, change and transformation, KYC, enterprise software delivery, project management, ITIL and HR, BusinessOptix is successfully delivering value to businesses. BusinessOptix customers reside in a number of horizontal and verticals industries, including financial Services, retail, media, telecoms, pharmaceutical, government, consultancies, legal services and business process outsourcing. For additional information, visit [www.businessoptix.com](http://www.businessoptix.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 \(SEP\(SM\)\)](#) proprietary framework helps companies reimagine how they operate by integrating effective Systems of Engagement™, core IT, and Data-to-Action Analytics(SM). Our hundreds of long-term clients include more than one-fourth of the Fortune Global 500. We have grown to over 70,000 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](http://www.genpact.com). Follow Genpact on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

## For more information:

**Gail Marold** (*Genpact Media Relations*)

[gail.marold@genpact.com](mailto:gail.marold@genpact.com)

+1 919-345-3899

**Dan Wilson** (*For Genpact U.S.*)

[dan.wilson@ogilvy.com](mailto:dan.wilson@ogilvy.com)

+1 212-880-5346

**Quintin Keanie** (*For Genpact Europe*)

[quintin.keanie@ogilvy.com](mailto:quintin.keanie@ogilvy.com)

+44 (0) 207 309 1053

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