

Genpact's Incubation Program Helps Disruptive Tech Firms Generate Practical Impact in Large Companies

Silicon Valley-based partner ecosystem program leverages Genpact Lean Digital(SM) to rearchitect business operations beyond front-end into middle and back office

NEW YORK, Nov. 4, 2015 /[PRNewswire](#)/ -- Genpact (NYSE: G), the architect of the Lean DigitalSM enterprise, today announced another milestone in the execution of its digital strategy—a unique incubation program that combines the power of leading disruptive technology innovators with Genpact's Lean Digital approach and process expertise. The program leverages the company's extensive client base and market reach to develop solutions that realize practical business outcomes in the complex operational environment of large enterprises.

Genpact's unique incubation program addresses the needs of both large enterprises as well as their technology vendors, enabling them to navigate complex pre-existing legacy operations and widening their focus beyond the typical front-end user interface. Most venture capital-funded efforts focus on technology but not on rearchitecting the business processes that embed these solutions.

Genpact Lean Digital tackles this complexity as it reframes the business outcome more effectively through design thinking, and then prioritizes and agilely executes with Lean principles that harnesses the power of new digital technologies into the often overlooked middle and back offices of large enterprises. The approach includes a class of technologies called Systems of EngagementTM that overlay and augment legacy systems as they transform business process operations.

As part of its incubation program, Genpact will increase its Silicon Valley presence with an innovation center that will include a lab to continue exploring and piloting proven and emerging technologies in mobility, cloud and software-as-a-service, advanced visualization, dynamic workflows, Internet of Things, big data analytics, machine learning, natural language processing, robotic process automation, digital security, intelligence augmentation, and autonomic computing.

"The evolution of the enterprise is being facilitated by efforts such as Genpact's incubation program that bring together enterprise clients, emerging technology players and a leading service provider to model the future of business processes enabled by digital solutions," **said Charles Sutherland, chief research officer, HfS Research.** "HfS believes that incubation environments enriched by a deep integration into a broader partner ecosystem that shares a common belief in the value of design thinking principles are a critical component in the solution toolkit of today's leading service providers."

Genpact's incubation program will enrich Lean Digital solutions by nurturing new and established partnerships with OmPrompt, Rage Frameworks, Rosslyn Analytics, and other emerging players and start-ups that specialize in leading-edge disruptive digital technologies to quickly transform business processes and operations to create a step change in client's competitiveness. A key ingredient in this ecosystem is Genpact's extensive work with numerous clients across industries. The innovation center will deliver immediate tangible results by combining partners' solutions with Genpact expertise and hands-on practical experience with its clients.

"Many digital approaches fail to comprehend the transformation challenge for what it is: a war to rejuvenate hugely complex existing operating models and align the process flow beyond the low hanging fruit of the user interface," **said Sanjay Srivastava, senior vice president and chief digital officer, Genpact.** "Our research shows that nearly \$400 billion dollars a year is wasted from digital initiatives that are not implemented effectively.

With Lean Digital, we provide the strategic direction to reclaim these investments and deliver technology's full potential."

Genpact's planned expansion in Silicon Valley joins its existing innovation centers in Romania and India and a network of more than 70 global delivery centers around the world. It also comes on the heels of its announcement about its [planned acquisition of Endeavour](#), a leading mobility solutions provider.

[Genpact Lean Digital](#) and its partner ecosystem have been recognized by [numerous clients, industry analysts, and technology providers](#). For more information, also see www.genpact.com/leandigital.

About Genpact

Genpact (NYSE: G) stands for "**generating business impact**." We architect the **Lean DigitalSM** enterprise through a unique approach based on our patented Smart Enterprise Processes (SEPSM) framework that reimagines our clients' middle and back offices to generate growth, cost efficiency, and business agility. 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. We believe we are able to generate impact quickly and power intelligent operations for our clients because of our business domain expertise and experience running complex operations, driving our unbiased focus on what works and making technology-enabled transformation sustainable. Behind our passion for technology, process, and operational excellence is the heritage of a former General Electric division that has served GE businesses since 1998. For additional information, visit www.genpact.com. Follow Genpact on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

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