# Ivanhoé Cambridge Selects Genpact's PNMsoft to Help Transform Data Management for Greater Agility and Competitive Advantage

NEW YORK, April 12, 2017 /PRNewswire/ -- PNMsoft, a Genpact company and one of the leading Microsoft-centric intelligent business process management suite (iBPMS) providers, today announced that Ivanhoé Cambridge, a global real estate industry leader, selected PNMsoft's Sequence solution for an enterprise-wide transformation initiative on Master Data Management (MDM).

By implementing PNMsoft's dynamic workflow technology that simplifies access to accurate information, Ivanhoé Cambridge will gain greater business agility for its core processes and increase its competitive advantage.

"Master data management is a technology-enabled discipline in which business and IT work together to ensure the uniformity, accuracy, stewardship, semantic consistency, and accountability of the enterprise's official shared master data assets," **said Ghalem Ben Nouna, senior director of data management and business intelligence at Ivanhoé Cambridge.** "We selected PNMsoft due to its extensive list of connectors and Microsoft-based architecture which aligns with our ecosystem at Ivanhoé Cambridge."

"In today's digitally disruptive business world, quick and easy access to data – and making fast, insight decisions from corporate information from a variety of sources – is a critical mandate to stay competitive," **said Gal Horvitz, senior vice president and PNMsoft leader at Genpact**. "The MDM challenges we are helping Ivanhoé Cambridge address are found in many companies. Large enterprises have a wide variety of line-of-business applications and systems of records, and constantly changing business processes require agile technology solutions to meet the demands of an increasingly complex environment."

The solution is built on PNMsoft's proprietary HotChange® architecture that enables companies and their users to make adjustments to mission-critical business processes in real-time, improving visibility and control over performance, while maintaining governance and compliance. To learn more, please visit pnmsoft.com.

**About Genpact**
Genpact (NYSE: G) is a global professional services firm focused on delivering digital transformation for our clients, putting digital and data to work to create competitive advantage. We do this by integrating lean principles, design thinking, analytics and digital technologies with our domain and industry expertise to deliver disruptive business outcomes – an approach we call Lean Digital℠. We deliver value to our clients in two ways – through digital-led, domain-enabled solutions that drive innovation, and through intelligent operations enabled by digital that design, transform and run clients' operations. Our approach is continually refined in one of the world's largest digital process sandbox, where we test and improve thousands of processes. For two decades, first as a General Electric division and since 2005 as an independent company, we have been passionately serving our clients. We generate impact for clients from the Fortune Global 500 and beyond, and employ over 77,000 people in more than 20 countries, with key offices in New York City, Palo Alto, London, and Delhi. For additional information, visit www.genpact.com. Follow Genpact on LinkedIn, Twitter, YouTube, and Facebook.

**About PNMsoft**
PNMsoft, a Genpact company, is a global provider of Intelligent BPM Software (iBPMS) solutions. PNMsoft Sequence™, our iBPMS Suite, uses unique HotChange® technology to enable rapid build and change of high availability workflow applications, while maintaining lifecycle governance. PNMsoft is on Gartner's iBPMS Magic Quadrant. For more information, please visit pnmsoft.com.

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