IDC MarketScape Names Genpact a Leader in Social Media Analytics for Life Sciences

Analytics embedded in operations drives actionable results;
IDC MarketScape cites valuable business insights that Genpact delivers

NEW YORK, Dec. 21, 2017 /PRNewswire/ -- Genpact (NYSE: G), a global professional services firm focused on delivering digital transformation, was recently named a leader in social media analytics for the life sciences industry by the IDC MarketScape.

The report, *IDC MarketScape: Worldwide Life Science Social Media Analytics 2017 Vendor Assessment (*doc # US40511016, August 2017), notes that Genpact's social media analytics service is considered by its customers to deliver best-in-class capability, business insight, and overall value. The report also acknowledges Genpact's strong customer support and project management, and its well-established and global client base of pharmaceutical companies.

"Genpact understands how to integrate social media analytics throughout the enterprise to deliver true business impact for life science companies," **said Michael Townsend, research manager, IDC Health Insights Life Science Commercial Strategies**. "Genpact's position as a leader in the IDC MarketScape report also reflects its strong customer support and project management abilities."

Social media analytics for enterprise insights
If leveraged properly, social media analytics in the life sciences industry has the potential to generate powerful insights on brand perception, consumer sentiment about specific products and categories, and competitor activities.

"In today's hyper-connected world, there's no more powerful way for life sciences companies to understand, align to, and address consumer sentiment than with social media analytics," **said Balkrishan 'BK' Kalra, Life Sciences business leader, Genpact**. "By combining our digital capabilities, analytics proficiency, and domain expertise – and entrenching them into our clients' business operations – we're able to deliver returns on data that generate fast, transformational value to life sciences companies."

Driving business impact
Genpact's analytics products are powered by its automation to artificial intelligence (AI)-based platform, Genpact Cora, that helps companies solve real world business issues. For example, Genpact's AI-driven social media analytics provided insights to uncover $67 million in revenue opportunities for a life sciences client that faced revenue erosion. Genpact also helped unlock $17 million in revenue opportunity for a leading pharmaceutical company by understanding and analyzing the patient journey at the pre-diagnosis stage, and enabling early engagement and care.

For more information, see these links for details about Genpact's healthcare and life sciences analytics capabilities, Genpact Cora, and the IDC MarketScape report excerpt.

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 (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes for hundreds of Global Fortune 500 companies. We think with design, dream in digital, and solve problems with

data and analytics. We obsess over operations and focus on the details – all 78,000+ of us. From New York to New Delhi and more than 20 countries in between, Genpact has the end-to-end expertise to connect every dot, reimagine every process, and reinvent companies' ways of working. We know that rethinking each step from start to finish will create better business outcomes. Whatever it is, we'll be there with you – putting data and digital to work to create bold, lasting results – because transformation happens here. Get to know us at Genpact.com and on LinkedIn, Twitter, YouTube, and Facebook.

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