

## **Marketing BPS Service Provider Compendium 2021**

November 2020: Complementary Abstract / Table of Contents



### Our research offerings for global services

•	Market Vista™
	Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

<ul><li>Application Services</li></ul>	► Finance & Accounting
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► Data & Analytics	▶ PricePoint™
▶ Digital Services	► Procurement
► Engineering Services	► Recruitment Process Outsourcing
► Enterprise Platform Services	<ul> <li>Service Optimization Technologies</li> </ul>

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#### More about membership

In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

#### **Custom research capabilities**

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment



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# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

03 **Robust definitions Fact-based research Primary sources** Diverse set of and frameworks of information market touchpoints Data-driven analysis Marketing BPS value Annual contractual Ongoing interactions with expert chain, PEAK Matrix™, across key and operational RFIs, perspectives, service provider stakeholders, input from trend analysis across and market maturity briefings and buyer a mix of perspectives market adoption, interviews, and weband interests, supports contracting, and service based surveys both data analysis and providers thought leadership

Proprietary contractual database of over 250+ marketing BPS contracts (updated annually)

Year-round tracking of 14+ marketing BPS service providers

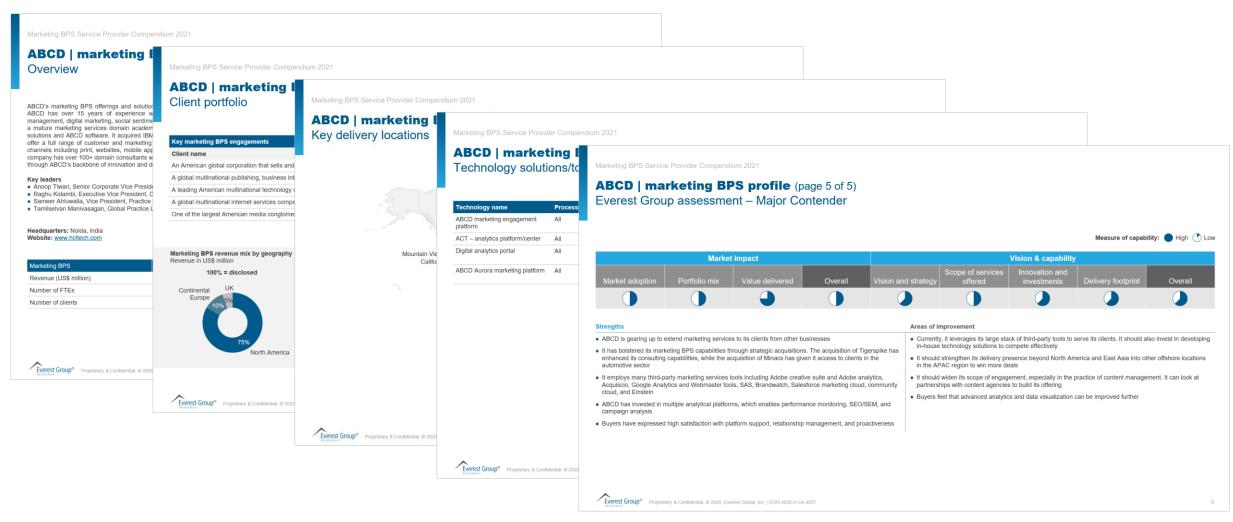
Large repository of research in marketing BPS

Over 25 years of experience in advising clients on strategic IT, business services, engineering services, and sourcing decisions Executive-level relationships with buyers, service providers, technology providers, and industry associations



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# The Marketing BPS Service Provider Profile Compendium 2021 report has 14 service provider profiles





### **Research calendar**

**BPS** 

	Published Planned Current release
Flagship BPS reports	Release date
Multi-Process Human Resources Outsourcing (MPHRO) Annual Report 2020 - Preparing for a Digitally Enabled Decade	de January 2020
Supply Chain Management (SCM) Business Process Outsourcing (BPO) Service Provider Compendium 2020	February 2020
Intelligent Automation in Business Processes (IABP) – Solution Provider Landscape with Solutions PEAK Matrix® Asse	essment 2020 March 2020
Procurement Outsourcing (PO) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	June 2020
Insurance Analytics and Insights (A&I) Third-party Services PEAK Matrix® Assessment 2020	June 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2020	June 2020
Marketing BPS Services PEAK Matrix® Assessment 2020	August 2020
Marketing BPS Service Provider Compendium 2020	November 2020
Thematic BPS reports	Release date
Unlocking the Digital Potential in Talent Acquisition	January 2020
Clinical and Care Management (CCM): Is the Value-based Elixir Really Working?	January 2020
Orchestrating Successful WAHA-based Delivery	January 2020
Impact of Recession on the Business Process Services (BPS) Industry	March 2020
The Next Frontier in KYC and AML: Intelligent Automation-led Transformation New	June 2020
Collaboration to Beat Disruption: Future of Contingent Workforce Management (CWM)	June 2020

Note: For a list of all of our published marketing BPS reports, please refer to our website page







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