



## Global Services Trends in Q4 2015

October-December 2015

Market Vista™: Buyer Geography Trends – Preview Deck

Everest Group

**MARKET** VISTA™

# Our research offerings for global services

## ▶ **Market Vista™**

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

## ▶ **BFSI<sup>1</sup> Information Technology**

## ▶ **BFSI<sup>1</sup> Business Process**

## ▶ **Healthcare & Life Sciences**

## ▶ **Application & Digital**

## ▶ **Cloud & Infrastructure**

## ▶ **Global Sourcing**

## ▶ **Locations Insider™**

## ▶ **Service Optimization Technologies**

## ▶ **PricePoint™**

## ▶ **Finance & Accounting**

## ▶ **Procurement**

## ▶ **Human Resources**

## ▶ **Recruitment & Talent Acquisition**

## ▶ **Contact Center**

## ▶ **Transaction Intelligence**

## **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
- Others | Market intelligence, service provider capabilities, technologies, contract assessment

## Subscription information

- The report is included in the following subscription(s)
  - **Market Vista™**
- In addition to published research, a subscription may include analyst inquiry, data cuts, and other services
- **If you want to learn whether your organization has a subscription agreement or request information on pricing and subscription options, please contact us**



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<sup>1</sup> Banking, financial services, and insurance

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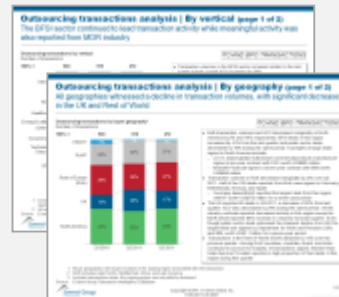
- **Product overview**
- Illustrative contents

# Market Vista enables effective decision-making

Global sourcing managers need research, analysis, and insight to demystify the market and direct clear, impactful decisions

## Overall sourcing market

- Detailed analysis of trends by vertical and geography
- Report of transaction volume, size, and momentum
- Perspective on events with significant industry impact (e.g., M&A)
- Implications of regulatory changes



## Service provider landscape

- Updates on service provider market share, capabilities, and performance
- Service provider profiles, including data on:
  - Transactions
  - Location footprint
  - M&A activity



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## Location data and dynamics

- Data on market activity in key offshore geographies
  - Political
  - Macroeconomic
  - Promotion incentives
- Trends in wage inflation, attrition, and arbitrage



## Processes and models

- Process-level trends
- Global In-house Center (GIC) set-ups, divestures, and overall trends
- Fact-based insights on adoption of emerging pricing models
- Data and perspectives on new opportunity areas



Quarterly  
report

Primer

Location  
database

Breaking  
viewpoint

Location insights  
e-newsletter

Service provider  
capability profiles

Industry  
trends

**Trends reports complement Market Vista quarterly reports by providing in-depth coverage of global sourcing across industry verticals and regions**



## Market Vista Buyer Geography Trends reports

## Regions tracked

- United States and Canada
- Europe
- Rest of the World (RoW), including Asia Pacific (APAC), Latin America (LATAM), and Middle East & Africa (MEA)

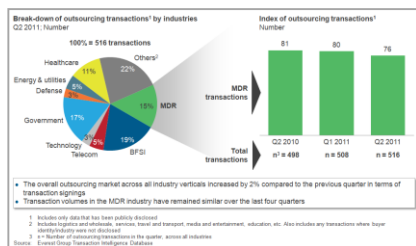
## Market Vista Industry Trends reports

## Industries tracked

- Banking, Financial Services, & Insurance (BFSI)
- Manufacturing, Distribution, and Retail (MDR)
- Energy & Utilities (E&U)
- Healthcare
- Technology
- Telecom
- Public Sector
- Travel & Hospitality

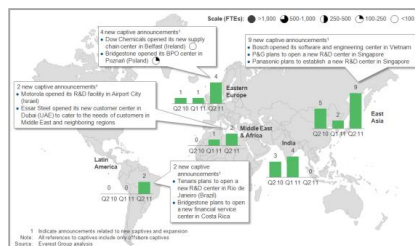
## 30+ pages of analysis on each vertical/region every quarter

## Outsourcing transaction activity



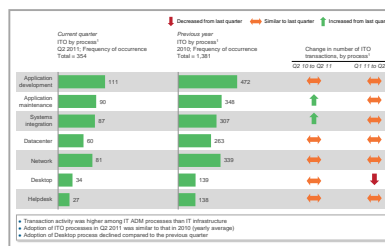
- Trends in transaction volumes, contract values, and momentum
- Events with industry impact

## GIC set-up and expansion activity



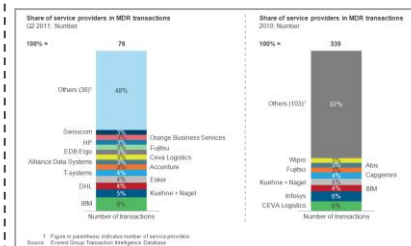
- GIC set-ups, expansions, and divestitures
- Analysis of buyers, locations, and scope of work offshored

## Processes and models



- Process-level and subprocess-level transaction trends
- Emerging opportunity areas

## Service provider trends and developments



- Service provider performance (transactions, market shares)
- Significant deals signed by leading enterprises

# Table of contents

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- Product overview
- **Illustrative contents**

# Each Geography Trends quarterly report comprises 20+ pages of insight and data

## Illustrative Table of Contents

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### Topic

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#### **Section I: Outsourcing transaction trends**

- Outsourcing transactions overview
- Break-up of transactions by function
- Break-up of transactions by processes and subprocesses
- Transaction renewal/restructuring activity

#### **Section II: GIC analysis**

- GIC market analysis overview
- GIC market analysis by geography

#### **Section III: Service provider activity and deal information**

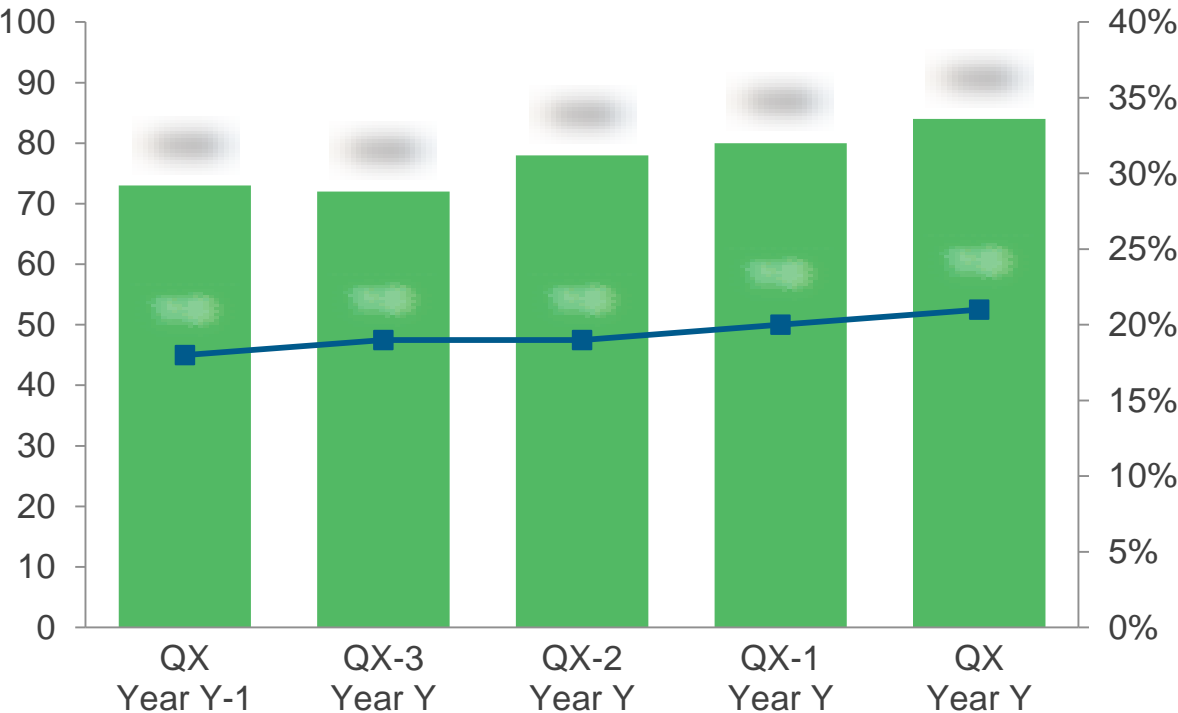
- Share of service providers in total transaction activity
- Notable deals signed by service providers
- Major outsourcing-related developments across leading companies

# Section I: Outsourcing transaction trends

Geography A accounted for XX% of total reported outsourcing transactions in QX Year Y with volumes increasing compared to XX

Number of outsourcing transactions<sup>1</sup> in Geography A and share in overall market  
Number/percentage

■ Number of transactions  
—■ Share in overall market



- The overall outsourcing market saw similar activity in QX Year Y as in the previous quarters
- A total of XX transactions were reported in the Geography A in QX Year Y, accounting for XX% share of the total outsourcing market, similar to QX-1 Year Y

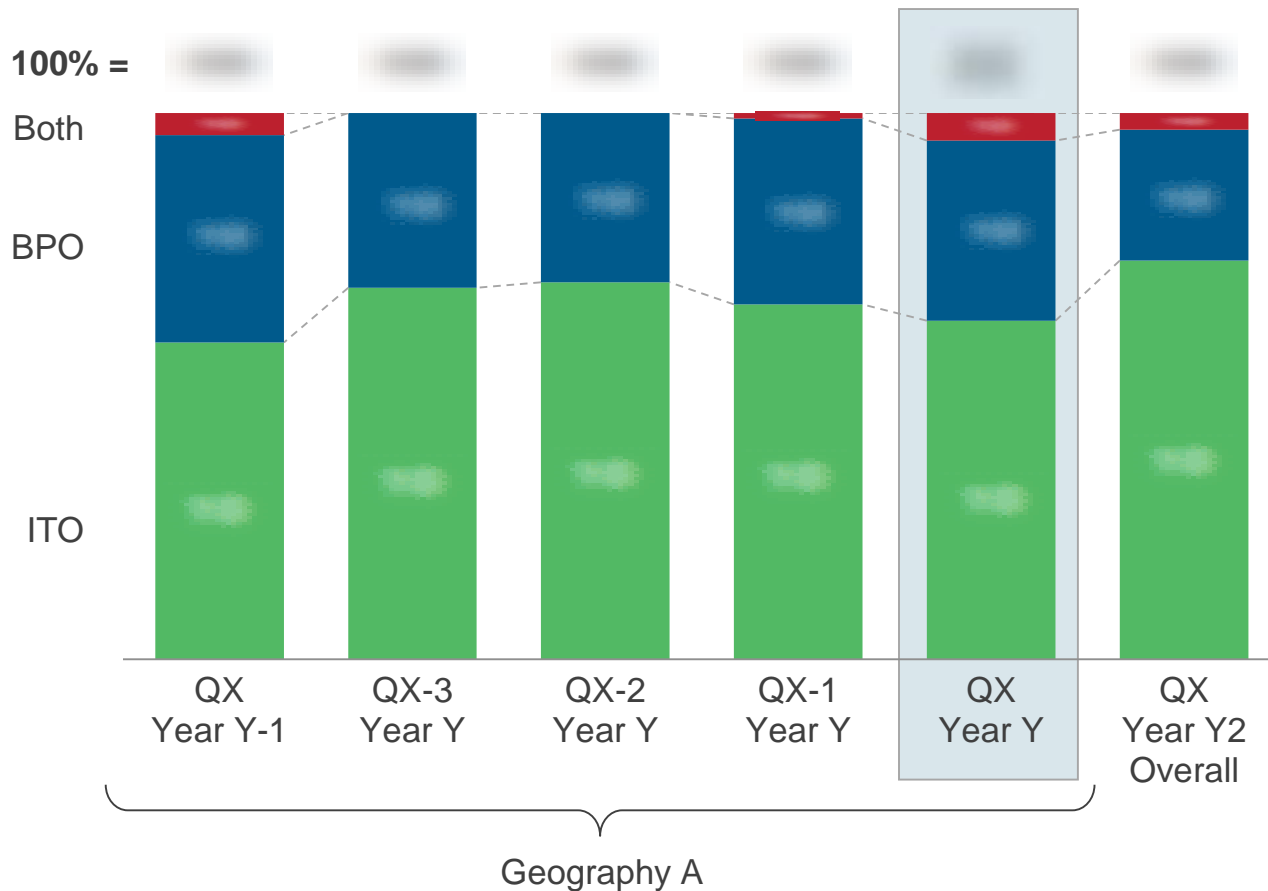
<sup>1</sup> Only includes data that has been publicly disclosed  
Source: Everest Group Transaction Intelligence Database



# Section I: Outsourcing transaction trends

## Transaction volumes XXXX across both ITO and BPO functions

Break-down of Geography A transactions by function  
Number of transactions

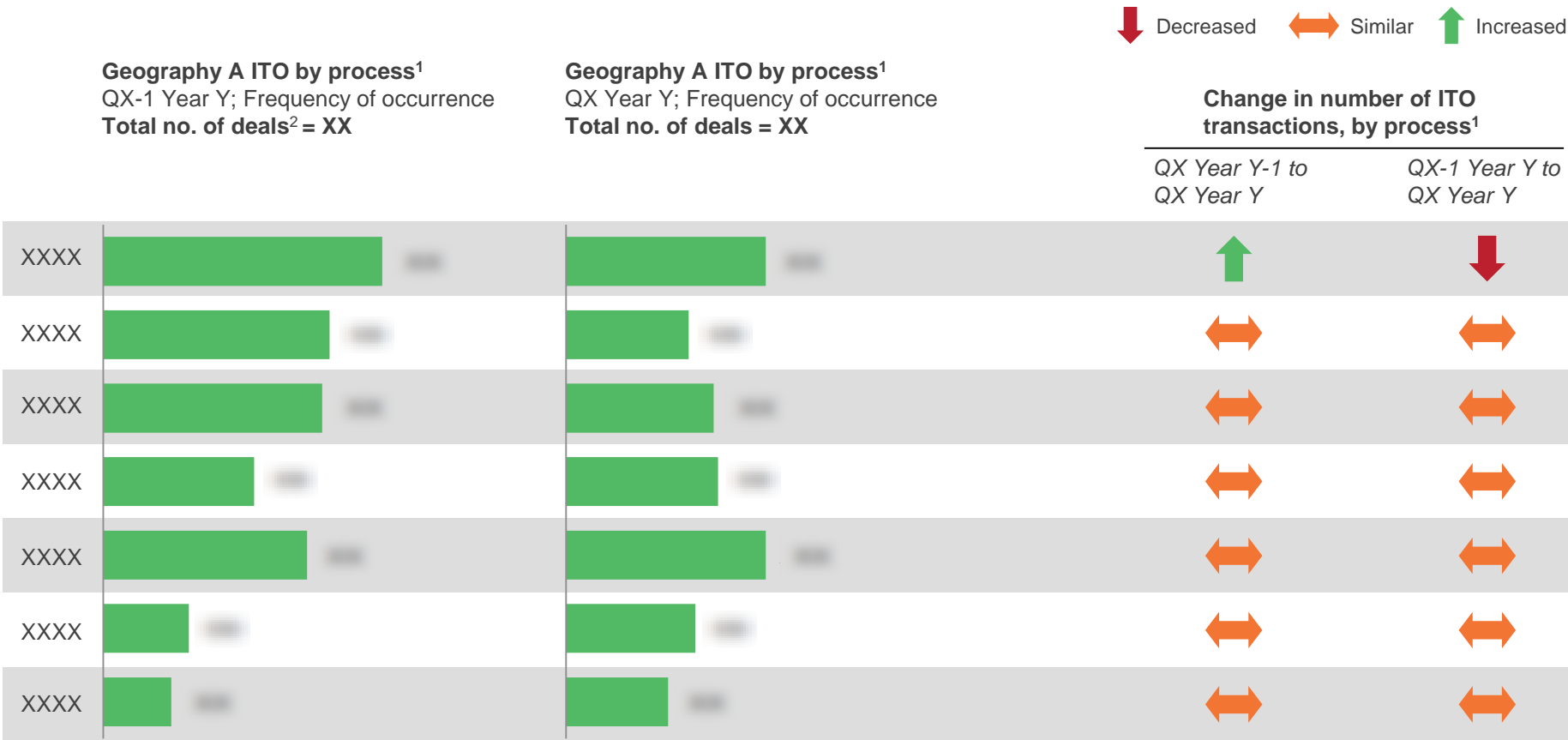


- A total of XX ITO transactions were reported in QX Year Y in the Geography A, same as in QX-1 Year Y
- A total of XX BPO transactions were signed in QX Year Y, as compared to XX in QX-1 Year Y
- Increase was seen in transactions having both BPO and ITO components in QX Year Y

Source: Everest Group Transaction Intelligence Database

# Section I: Outsourcing transaction trends

Higher outsourcing adoption in XXXX, XXXX, and XXXX



1 Includes ITO transactions having a BPO component

2 Frequency of occurrences of individual processes may not add up to the total as the scope of an outsourcing transaction often involves multiple processes

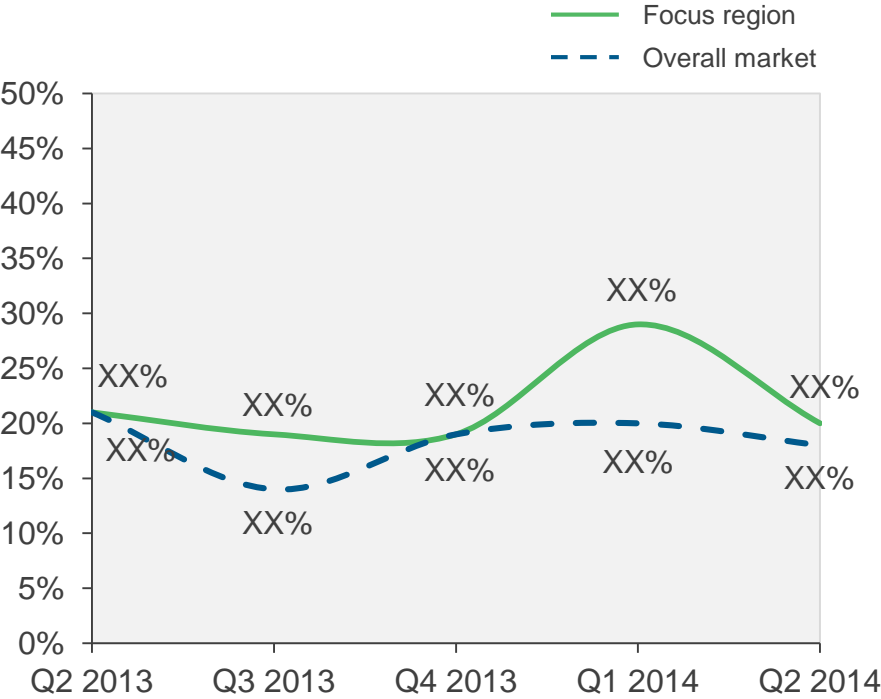
Source: Everest Group Transaction Intelligence Database

# Section I: Outsourcing transaction trends

## Share of new transactions signed in QX Year Y was XX%

### ITO AND BPO TRANSACTIONS

Share of renewals / restructured<sup>1</sup> deals  
Percentage



Major Geography A transactions nearing the end of their contract duration over the next few months

Buyer	Service provider	Function scope
Buyer 1	Service provider 1	XX
Buyer 2	Service provider 2	XX
Buyer 3	Service provider 3	XX
Buyer 4	Service provider 4	XX
Buyer 5	Service provider 5	XX

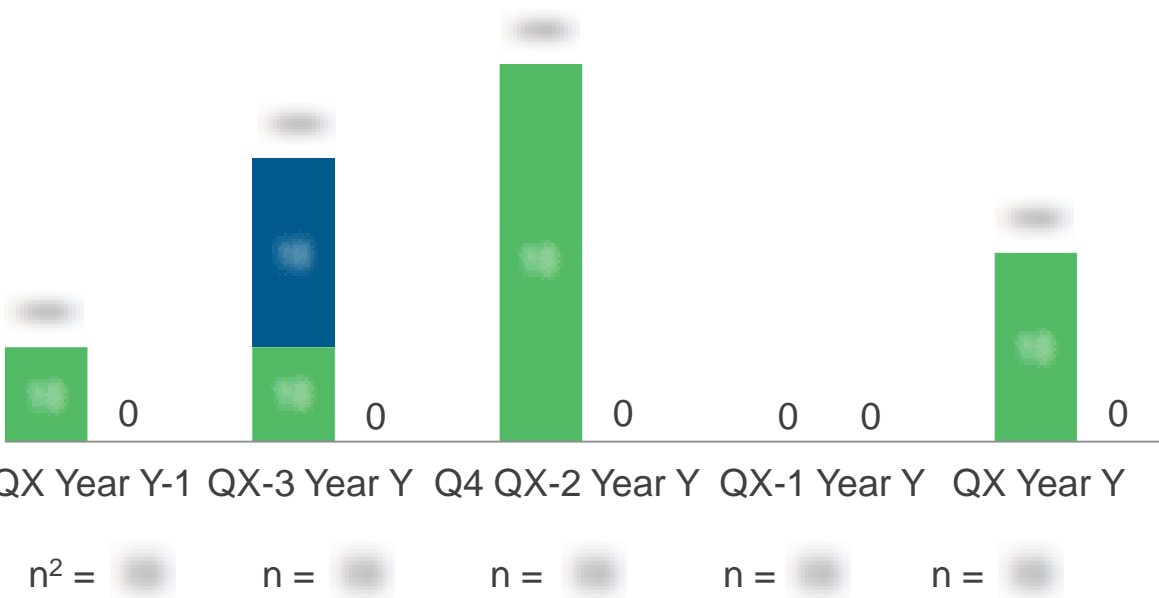
<sup>1</sup> Refers to contracts where the scope of existing contract was extended or expanded  
Source: Everest Group Transaction Intelligence Database

# Section II: GIC market analysis

Overall number of GIC announcements in QX Year Y witnessed an XXXX compared to the previous quarter

Index of offshore GIC health<sup>1</sup>  
Number of GICs

New set-ups  
Expansions  
Divestitures

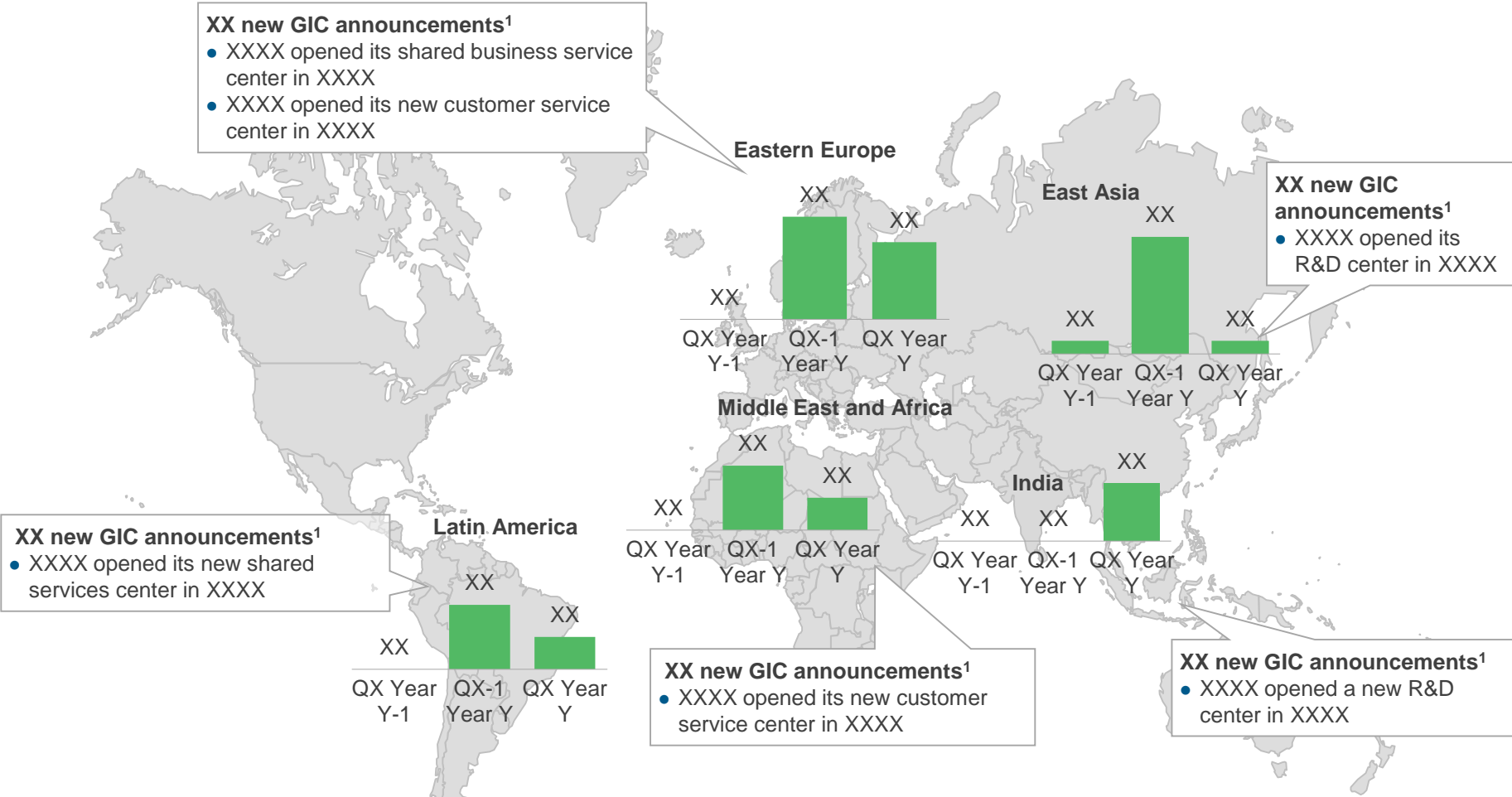


- There were XX new GIC announcements in the quarter
- Some well-known companies from Geography A, that made GIC announcements included XX, YY, and ZZ
- XX GIC divestitures were announced in this quarter

<sup>1</sup> Includes only data that has been publicly disclosed  
<sup>2</sup> n = Number of GIC announcements in the quarter, across all industries  
Source: Everest Group (2016)

# GIC set-ups<sup>1</sup> | By region

GIC activity was concentrated in XXXX and XXXX



<sup>1</sup> Indicates announcements related to actual GICs set-ups and expansion  
Note: All references to GICs include only offshore GICs  
Source: Everest Group analysis

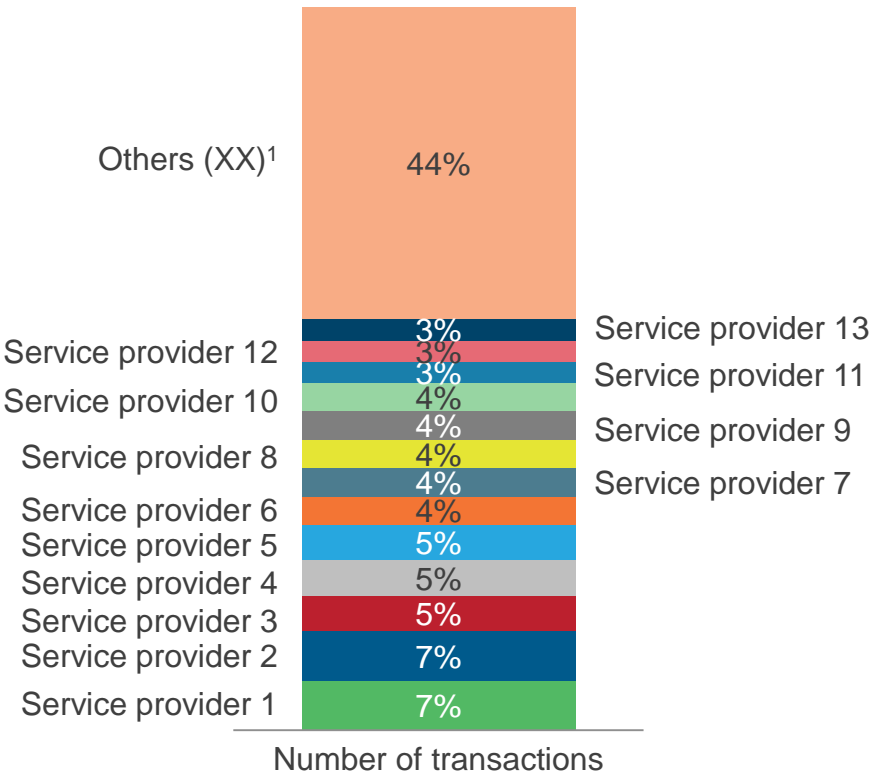
# Section III: Service provider activity and deal information

## Share of service providers in transaction activity

Share of service providers in transactions

QX Year Y; Number

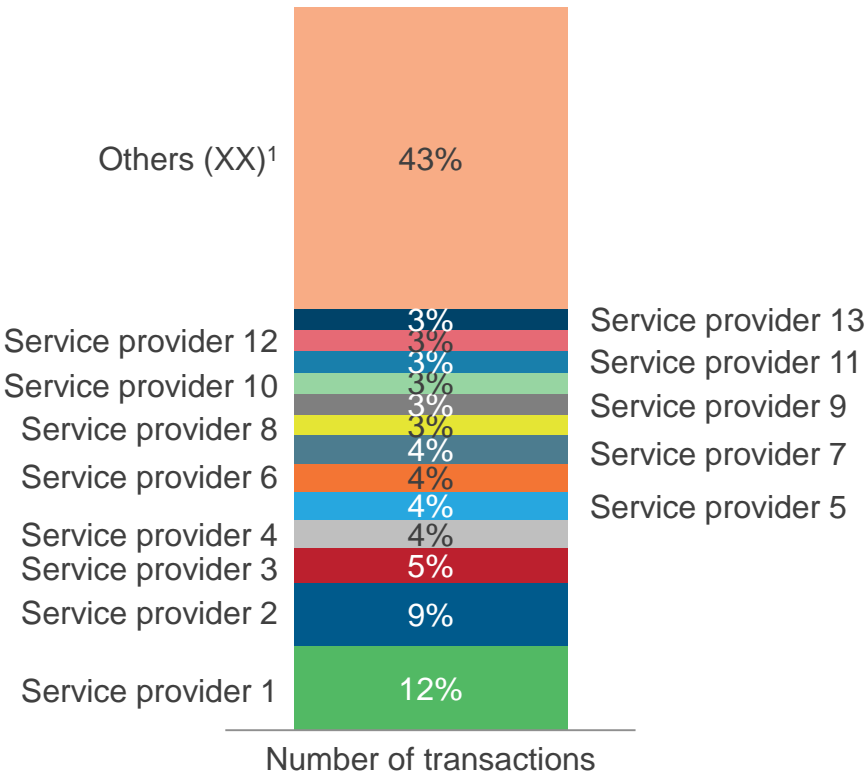
100% =



Share of service providers in transactions

Year Y-1; Number

100% =



<sup>1</sup> Figure in parenthesis indicate number of service providers  
Source: Everest Group Transaction Intelligence Database

## Section III: Service provider activity and deal information

Notable deals signed in the XX Geography in QX Year Y

Buyer	Subvertical	Service provider	Deal value (US\$ million)	Contract duration (years)	Services
Buyer 1	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 2	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 3	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 4	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 5	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 6	XXXX	XXXX	XXXX	XXXX	XXXX
Buyer 7	XXXX	XXXX	XXXX	XXXX	XXXX

Source: Everest Group Transaction Intelligence Database

## Section III: Service provider activity and deal information

### Key developments in major Geography A companies

XXXX

**Increased offshore adoption:** XXXX announced plans to set up its back-office operations in XX by the end of Year Y. The center will support its XXXX expansion and will hire about XX employees

XXXX

**BPO agreement:** XXXX

XXXX

**ITO agreement:** XXXX

XXXX

**ITO agreement:** XXXX



# Market Vista encompasses a suite of offerings

Multiple delivery formats allow Global Sourcing Managers to access information in a way that supports the decision-making process

Market Vista offering	Description	Standard subscription access (annual)	Premium subscription access (annual)
Quarterly Report	Quarterly report with in-depth coverage of transaction, location, and service provider trends	✓	✓
Primer	Quarterly brief of expert perspectives on emerging market trends (e.g., new pricing models)	✓	✓
Location database	Annually updated database of location stats (e.g., cost, attrition, inflation rates) for 23 major cities	✓	✓
Breaking viewpoint	Flash reports highlighting breaking industry news and expert perspectives on key implications	✓	✓
Locations insights e-newsletter	Bi-monthly Global Location Insights e-newsletter containing detailed country and region info	✓	✓
Exclusive webinars	Exclusive quarterly webinars with stakeholders in the subscriber organization on key market trends and developments highlighted in Market Vista research		✓
Analyst consultation	10 hours of analyst access per year for personalized insights and additional perspectives		✓

# Appendix: Additional research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest:

1. **U.S. and Canada: Global Services Trends in Q4 2015** ([EGR-2016-8-R-1743](#)); 2016. This report provides data, developments, and insights into outsourcing and offshoring trends for U.S. & Canada, This report provides the research and analysis that would enable users to navigate through the complexity and take effective decisions suited to their focus region
2. **Market Vista Q1 2016** ([EGR-2016-8-R-1755](#)); 2016. This report includes data, analysis, and insights on transaction trends, information on major deals, GIC market dynamics, and fact-based insights for offshoring destinations in Asia. Also included is the Standard Locations Database that tracks 23 leading offshore locations
3. **Global Locations Compass – Poland** ([EGR-2013-2-R-0978a](#)); 2014. This report provides detailed data and in-depth analysis of the Poland global services sector and is intended to enable the development of a holistic perspective on the country
4. **Transaction Renewal Analysis – January 2016 to December 2016** ([EGR-2013-6-O-0847](#)); 2015. The analysis is aimed at providing a list of outsourcing transactions that are coming up for renewal in the year 2014. The database contains key deal parameters such as names of buyer and service provider, buyer industry, functional and geographic scope of the contract, contract value, start and end dates, and contract description

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