

# 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	
▶ Application Services	▶ Finance & Accounting
▶ BPS   Banking & Financial Services	▶ Human Resources
▶ BPS   Healthcare & Life Sciences	▶ ITS   Banking & Financial Services
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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

01

## Robust definitions and frameworks

Marketing BPS value chain, PEAK Matrix™, and market maturity

02

## Primary sources of information

Annual contractual and operational RFIs, service provider briefings and buyer interviews, and web-based surveys

03

## Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

04

## Fact-based research

Data-driven analysis with expert perspectives, trend analysis across market adoption, contracting, and service providers

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

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

Marketing BPS Service Provider Compendium 2021

## ABCD | marketing BPS Overview

ABCD's marketing BPS offerings and solutions... ABCD has over 15 years of experience in management, digital marketing, social sentiment, a mature marketing services domain, and solutions and ABCD software. It acquired IBM offer a full range of customer and marketing channels including print, websites, mobile app company has over 100+ domain consultants through ABCD's backbone of innovation and d

**Key leaders**

- Anoop Tiwari, Senior Corporate Vice President
- Raghu Kidambi, Executive Vice President, D
- Sameer Ahluwalia, Vice President, Practice
- Tamilselvan Manivasagan, Global Practice L

**Headquarters:** Noida, India  
**Website:** [www.hcltech.com](http://www.hcltech.com)

Marketing BPS
Revenue (US\$ million)
Number of FTEs
Number of clients

Marketing BPS Service Provider Compendium 2021

## ABCD | marketing BPS Client portfolio

**Key marketing BPS engagements**

Client name
An American global corporation that sells and
A global multinational publishing, business int
A leading American multinational technology c
A global multinational internet services compa
One of the largest American media conglomer

Marketing BPS Service Provider Compendium 2021

## ABCD | marketing BPS Key delivery locations

Marketing BPS Service Provider Compendium 2021

## ABCD | marketing BPS Technology solutions/technology

Technology name	Process
ABCD marketing engagement platform	All
ACT – analytics platform/center	All
Digital analytics portal	All
ABCD Aurora marketing platform	All

Marketing BPS Service Provider Compendium 2021

## ABCD | marketing BPS profile (page 5 of 5) Everest Group assessment – Major Contender

Measure of capability: ● High ○ Low

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
●	●	●	●	●	●	●	●	●

**Strengths**

- ABCD is gearing up to extend marketing services to its clients from other businesses
- It has bolstered its marketing BPS capabilities through strategic acquisitions. The acquisition of Tigerspike has enhanced its consulting capabilities, while the acquisition of Minacs has given it access to clients in the automotive sector
- It employs many third-party marketing services tools including Adobe creative suite and Adobe analytics, Acquisio, Google Analytics and Webmaster tools, SAS, Brandwatch, Salesforce marketing cloud, community cloud, and Einstein
- ABCD has invested in multiple analytical platforms, which enables performance monitoring, SEO/SEM, and campaign analysis
- Buyers have expressed high satisfaction with platform support, relationship management, and proactiveness

**Areas of improvement**

- Currently, it leverages its large stack of third-party tools to serve its clients. It should also invest in developing in-house technology solutions to compete effectively
- It should strengthen its delivery presence beyond North America and East Asia into other offshore locations in the APAC region to win more deals
- It should widen its scope of engagement, especially in the practice of content management. It can look at partnerships with content agencies to build its offering
- Buyers feel that advanced analytics and data visualization can be improved further

# 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	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 <sup>®</sup> Assessment 2020	March 2020
Procurement Outsourcing (PO) – Service Provider Landscape with Services PEAK Matrix <sup>®</sup> Assessment 2020	June 2020
Insurance Analytics and Insights (A&I) Third-party Services PEAK Matrix <sup>®</sup> Assessment 2020	June 2020
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix <sup>®</sup> Assessment 2020	June 2020
Marketing BPS Services PEAK Matrix <sup>®</sup> Assessment 2020	August 2020
<b>Marketing BPS Service Provider Compendium 2020</b>	<b>November 2020</b>

### 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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