

Scaling Up Intelligent Automation Adoption in GBS Centers

August 2020: Complimentary Abstract



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- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
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Background and scope of the research

Background of the research

In the last few years, many mature GBS centers have scaled up adoption of traditional RPA solutions and are shifting focus toward Intelligent Automation (IA) solutions. In fact, GBS centers are exploring use of a wide range of these solutions, such as Intelligent Document Processing (IDP) and Intelligent Virtual Agents (IVA), in a bid to augment existing RPA capabilities.

In this research, we aim to capture the key trends, challenges, and best practices adopted by GBS centers while scaling up IA initiatives. This report specifically provides:

- Key trends around IA initiatives undertaken by GBS centers
- Key challenges faced by GBS centers in this journey
- Best practices followed by GBS centers to overcome challenges and scale their IA program

This report also contains case examples highlighting the maturity achieved by GBS centers across various dimensions such as best practices, talent, and CoE management. The report is primarily based on interactions with senior leaders from 50+ GBS centers of global enterprises and automation technology vendors

Scope of this report:



Geography
Global



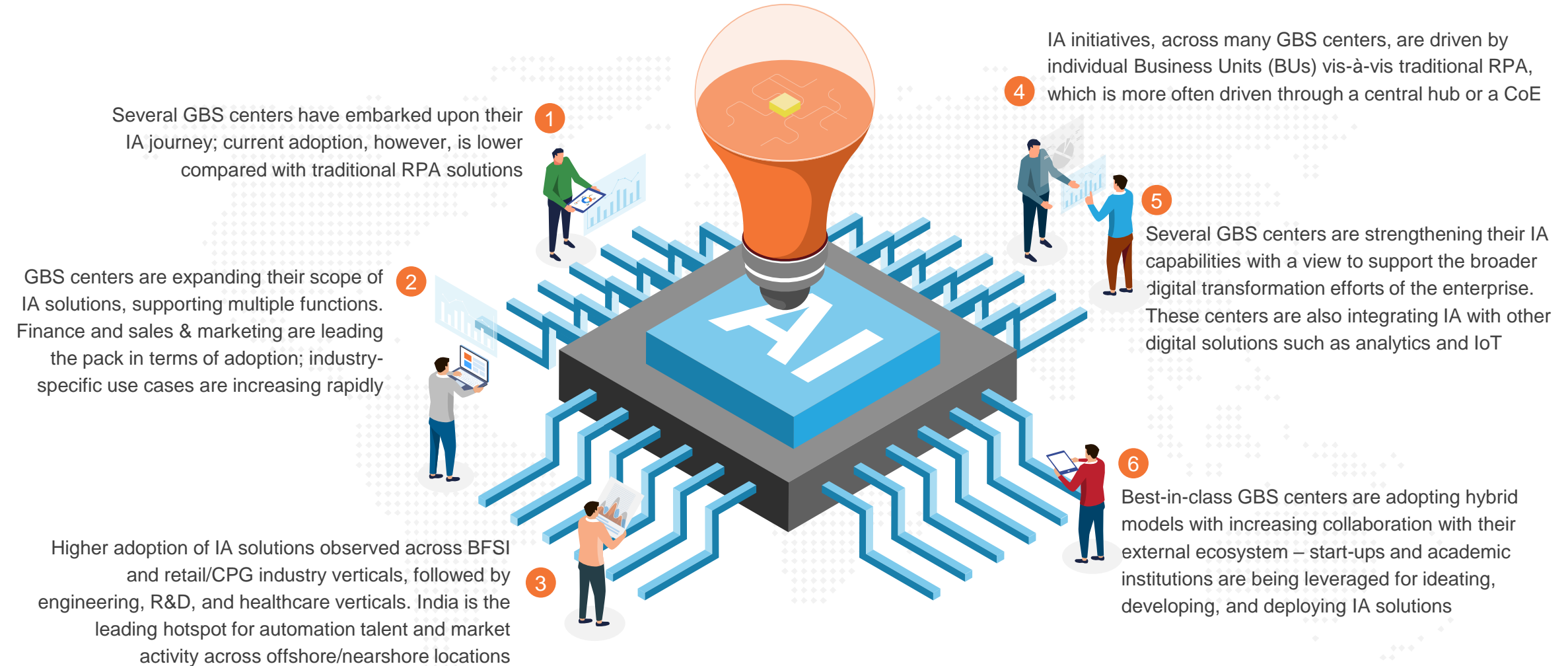
Industry
Analysis of 80+ GBS centers across multiple industries – banking, retail, engineering, etc.



Coverage
Ongoing interactions with GBS organizations, service providers, and IA technology vendors

Adoption of IA solutions across GBS centers

Emerging trends



Overview and abbreviated summary of key messages

This report highlights adoption trends, key challenges faced by GBS centers while scaling up IA initiatives

Some of the findings in this report, among others, are:

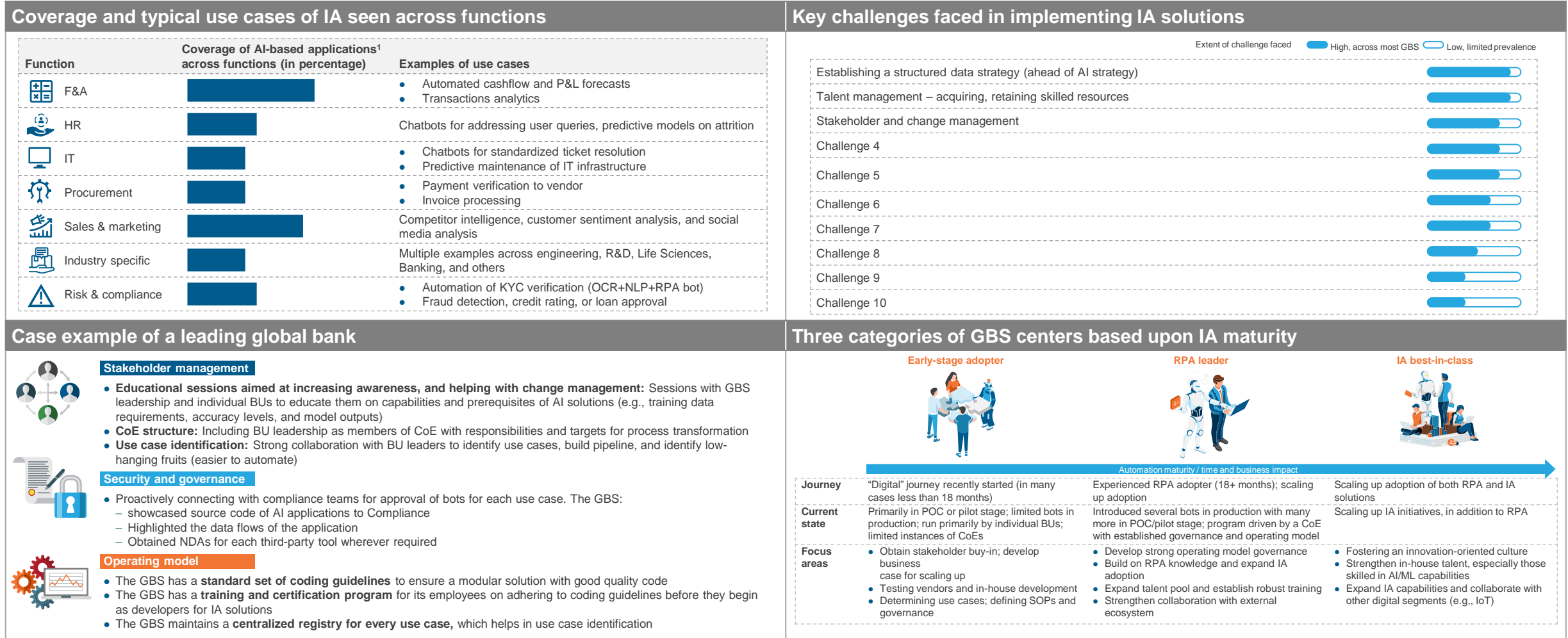
Key trends observed in the IA in GBS centers

- Over the years, several GBS centers are moving beyond traditional RPA and are developing IA based solutions for more complex automations
- Current adoption of IA is still lower than traditional RPA in GBS centers. Higher prevalence of these solutions in functions such as F&A and sales and marketing
- From an industry vertical perspective, higher degree of adoption is observed in banking, technology, and retail GBS centers
- Many GBS centers are actively collaborating with external ecosystem partners such as third-party service providers and start-ups to accelerate their IA program

Key challenges faced and best practices adopted by GBS centers in implementing IA solutions

- Developing and managing a robust data strategy remains the top challenge for most GBS practitioners in the IA adoption journey, followed by talent-related challenges
- Mature GBS centers are employing several best practices to address these challenges – around talent management, robust data strategy, and governance

This study offers four distinct chapters providing a deep dive into key aspects of the IA initiatives in GBS centers; below are four charts to illustrate the depth of the report



Research calendar

Catalyst™

■ Published
 ■ Planned
 ■ Current release

Flagship Catalyst™ reports

	Release date
Landscape Annual Report 2018 – GICs Emerging as Innovation CoEs for Global Enterprises	May 2018
Global In-house Center (GIC) Annual Report 2019: Enterprises Insourcing IT Services to their GICs	July 2019
GBS State of the Market Report: Evolving Operating and Governance Models to Build GBS of the Future	March 2020

Thematic Catalyst™ reports

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Redefining the Future of Work – Human Plus Technology	January 2019
Innovative Talent Practices to Build the GBS of the Future	November 2019
Scaling Up the Adoption of Automation Solutions – The Evolving Role of Global In-house Centers	November 2019
Global Services Market Pressing Issues in 2020: GBS Perspectives	February 2020
Navigating the Coronavirus Outbreak for Shared Services Organizations	March 2020
Business Continuity Planning (BCP): A Strategic Rethink	April 2020
Playbook: Integrating Work From Home (WFH) in the Global Business Services (GBS) Delivery Model	June 2020
Retail & CPG Global Business Services in the Times of COVID-19 – Driving Enterprise Immunity through Digital	June 2020
Scaling Up Adoption of Intelligent Automation Solutions in GBS Centers	July 2020
Value Creation/Impact Delivered by GBS Organizations Pinnacle Model® Analysis 2020	Q3 2020
Building the BFSI IT Workforce of the Future	Q4 2020

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