



Global In-house Center (GIC) Setup Capabilities in India – Provider PEAK Matrix[®] Assessment 2024

September 2024: Complimentary Abstract / Table of Contents

Our research offerings

This report is included in the following research program(s):

Catalyst™

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,
technologies

Locations: costs, skills, sustainability,
portfolios

Contents

5	Introduction and overview	32	Infosys
6	Research methodology	33	Tata Consultancy Services (TCS)
7	Key information on the report	34	Major Contenders
9	Introduction	35	Aeries Technology
10	Background of the research	36	Capgemini
17	GIC setup capabilities in India – provider PEAK Matrix® characteristics	37	Cognizant
18	Summary of key messages	38	Deloitte
19	PEAK Matrix® framework	39	Firstsource
21	Everest Group PEAK Matrix® for GIC setup capabilities in India	40	Genpact
22	Characteristics of Leaders, Major Contenders, and Aspirants	41	HCLTech
23	Provider capability summary dashboard	42	LTIMindtree
27	Enterprise sourcing considerations	43	NTT DATA
27	Leaders	44	Tech Mahindra
28	Accenture	45	Wipro
29	ANSR	46	WNS
30	Ernst & Young (EY)		
31	IBM		

For more information on this and other research published by Everest Group, please contact us:

Akshay Mathur, Vice President

Vipin Alexander, Practice Director

Udit Anand, Senior Analyst

Copyright © 2024 Everest Global, Inc.

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

Contents

47 Enterprise sourcing considerations (continued)

47 Aspirants

48 Datamatics

49 EXL

50 Grant Thornton

51 Hexaware

52 Hitachi Digital Services

53 Persistent Systems

54 Appendix

55 Glossary

56 Research calendar

Introduction

As Global In-house Centers (GICs) gain traction worldwide, enterprises are seeking insights into how to effectively leverage providers to set up their GICs. This pursuit has gained greater significance in today's turbulent economic climate, where enterprises grapple with substantial talent and cost pressures. In their endeavor to cultivate or expand their in-house delivery capabilities, enterprises are increasingly open to receiving assistance from providers.

Within this context, enterprises can seek provider support in establishing GICs, primarily through three models: assisted, joint venture, and build-operate-transfer models.

In order to assess the different capabilities offered by providers in this GIC setup space, we have undertaken an in-depth analysis of key providers across all three models.

In this research, we present the assessment of 24 providers featured on the GIC Setup Capabilities in India – Provider PEAK Matrix®, a comprehensive matrix that evaluates and categorizes providers in terms of their GIC setup-focused capabilities.

The assessment is based on Everest Group's annual Request for Information (RFI) process, interactions with leading providers, client reference checks, and an ongoing analysis of the market.

This report includes the profiles of the following 24 leading providers featured on the GIC Setup Capabilities in India – Provider PEAK Matrix:

- **Leaders:** Accenture, ANSR, Ernst & Young (EY), IBM, Infosys, and Tata Consultancy Services (TCS)
- **Major Contenders:** Aeries, Capgemini, Cognizant, Deloitte, Firstsource, Genpact, HCLTech, LTIMindtree, NTT DATA, Tech Mahindra, Wipro, and WNS
- **Aspirants:** Datamatics, EXL, Grant Thornton, Hexaware, Hitachi Digital Services, and Persistent Systems

Scope of this report

Geography: India

Services: GIC setup services (BOT, assisted, and JV)

Providers: 24

Overview and abbreviated summary of key messages

This report examines the GIC setups-focused capabilities of 24 global providers. The research uses Everest Group's proprietary PEAK Matrix framework to evaluate provider capabilities across two key dimensions – market impact and vision & capability. It also includes an assessment of the providers' key strengths, areas of improvement, and capabilities.

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

Leaders: Accenture, ANSR, EY, IBM, Infosys, and TCS

- Most Leaders have a structured and programmatic approach to the GIC setup market. Some of these providers also have CXO-level support in focused pursuit of this segment and, as such, have clear mandates and dedicated investments in this area
- Some of these Leaders also maintain dedicated teams or business units to focus on the GIC market segment

Major contenders: Aeries, Capgemini, Cognizant, Deloitte, Firstsource, Genpact, HCLTech, LTIMindtree, NTT DATA, Tech Mahindra, Wipro, and WNS

- Major contenders typically offer less extensive end-to-end capabilities and a narrower scope of services. They operate on a smaller scale compared to leaders, with fewer full-time employees focused on delivery and reduced capacity to handle multiple deals simultaneously
- Major contenders often take a more flexible, opportunistic approach to the market rather than a structured, programmatic one. These providers rely on fungible resources for setup and delivery and may either lack or be in the process of developing a dedicated business unit or sales team

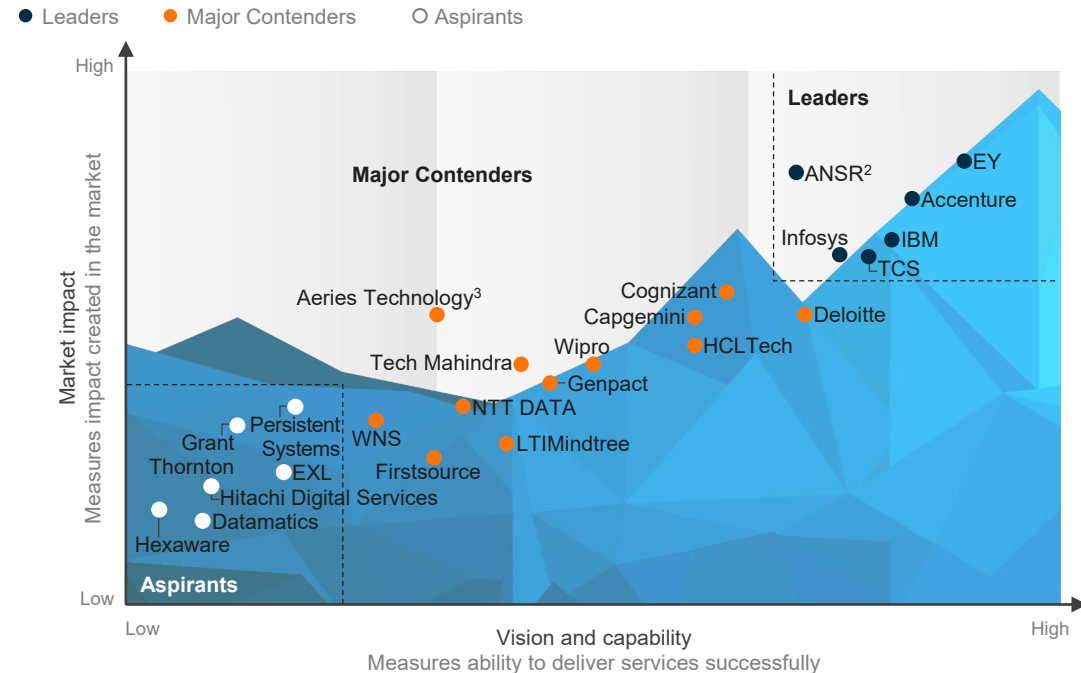
Aspirants: Datamatics, EXL, Grant Thornton, Hexaware, Hitachi Digital Services, and Persistent Systems

- Aspirants typically focus on delivering assisted setup deals and generally have limited experience or capabilities in executing BOT and JV setups
- They tend to adopt a reactive approach to the GIC setup market, with their offerings currently evolving in response to the recent surge in demand. Their client acquisition largely depends on responding to RFPs

This study offers three distinct chapters providing a deep dive into key aspects of GIC setups market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Global In-house Center (GIC) Setup Capabilities in India – Provider PEAK Matrix® Assessment 2024¹



1 Analysis for Capgemini, Deloitte, EXL, EY, Firstsource, Genpact, HCLTech, Hexaware, Hitachi Digital Services, LTIMindtree, NTT DATA, Persistent Systems, TCS, Tech Mahindra, and Wipro excludes inputs from the provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, providers' public disclosure, and interaction with buyers
 2 ANSR's business model primarily focuses on providing setup, design, and administrative support services for GIC setups
 3 Aeries Technology's GIC setup model is a combination of the assisted and the BOT GIC setup models
 Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	●	●	●	●	●	●	●	●	●
Provider 2	●	☐	●	●	●	☐	●	☐	●
Provider 3	●	●	●	●	●	●	●	●	●
Provider 4	☐	☐	●	●	☐	☐	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●
Provider 6	☐	☐	●	☐	●	☐	☐	●	☐

Everest Group's remarks on providers

Illustrative example

Measure of capability: ☐ Low ● High

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

Strengths

- Provider 1, has a dedicated business unit for GIC pursuits, supported by specialized teams and leadership, coordinating with source and destination geography teams for setups
- It is investing considerably to elevate brand reputation and establish presence in the GIC setup market

Limitations

- Provider 1 has limited experience and offerings in joint venture setup models
- It typically serves larger enterprises, with limited play in the small/midsize segment

Research calendar

Catalyst™

Published **Current release** Planned

Reports title	Release date
Generative AI: The Disruption the GBS Model Needs, or Just Another Over-hyped Technology? or Just Another Over-hyped Technology?	August 2023
Global In-house Center-focused Capabilities – Provider PEAK Matrix® Assessment 2023	August 2023
Unlocking Success: the Resurgence of the Build-Operate-Transfer (BOT) Model	August 2023
Global Business Services (GBS) State of the Market 2023: Onward and Upward	September 2023
Impact Sourcing for Sustainable Development and a Brighter Future: Impact Sourcing State of the Market 2023	December 2023
GBS Executive Insights: Key Issues for 2024	February 2024
Talent Demand Trends India IT Services – H2 2023	February 2024
Global In-house Center (GIC) Setup Capabilities in India – Provider PEAK Matrix® Assessment 2024	September 2024
Rise of Insourcing and its Impact on Service Providers	Q4 2024

Note: [Click](#) to see a list of all of our published Catalyst™ reports

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.