



# Market Vista™: Q1 2014 – Preview Deck

January-March 2014

Everest Group  
**MARKET** VISTA™

# Our research offerings for global services

## Subscription information

- The full 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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## Market Vista™

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

BFSI<sup>1</sup> information technology

PricePoint™

BFSI<sup>1</sup> business process

Finance & accounting

Healthcare information technology

Procurement

Information technology

Human resources

Cloud Vista™

Recruitment process

Global sourcing

Contact center

Locations Insider™

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
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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

# Table of contents

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- **Product overview**
- **Illustrative contents**

# The increasing complexity of the outsourcing market has amplified the risk exposure for companies

## Factors driving increased risk

**Vendor and model proliferation** Multiple service providers and business models

**Large span of functions** Typically combination of many IT, BPO and some KPO services

**Increasing scope** Significant proportion of operations now in low cost locations

**Global delivery chain** Services often delivered from multiple locations with diverse risk footprint

**Dynamic economies** Most delivery locations are emerging economies going through rapid change

## Examples of risks

### Regulatory risk

Ensuring compliance with regulatory guidelines in source and destination countries across service providers

### Business case risk

Managing wage inflation without affecting quality of service

### Performance risk

Managing quality of service delivery, attrition, knowledge retention

### Data security and intellectual property risk

Implementing measures to safeguard data and intellectual property

### Concentration risk

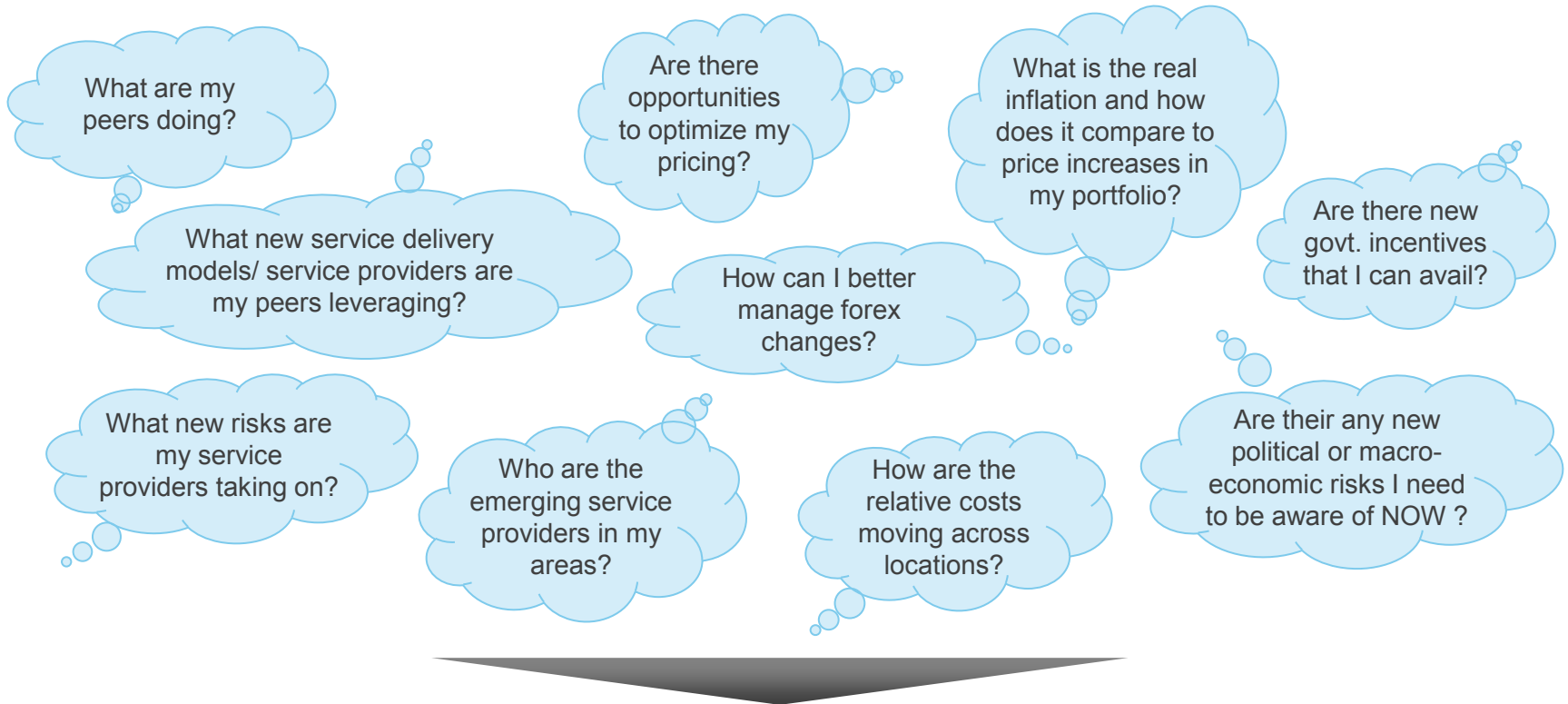
### Business continuity risk

### Currency risk

....

**Most large companies have capabilities in global risk management. However, the level and type of risk exposure that is emerging from the globalization of services is unprecedented**

# Sourcing leaders are being asked to manage risks associated with global sourcing and support the delivery of transformational results



## Key decisions that Sourcing managers need to support

- Comparison with peers
- Location risk management
- service provider selection and optimization
- Design of new deals
- Price benchmarking and contract renewals

# Market Vista provides continuously updated facts and analysis every quarter to enable effective management of global services portfolios

Each quarterly Market Vista report captures developments across three key areas

1

## Market overview

- Outsourcing transactions trends
  - Transaction analysis – By function, geography, deal size and duration, etc.
  - Transaction analysis by industry verticals (more details in Industry Trends reports)
  - Listing of major IT/BPO outsourcing deals
  - Large offshore deals
- Analysis of GICs
  - New GIC set-ups, divestures
  - Plans for GIC set-ups and expansion

2

## Location trends and risks

- Key location developments
  - Establishment of new offshore centers, expansion of existing centers, plans of establishment and expansion of centers
- Risk dashboard capturing key current and emerging risks
  - Geo-political / economic changes
  - Government initiatives
- Quarterly focus – Fact-based on Emerging locations
  - Sustainability of arbitrage
  - Operating costs, inflation rates, and currency trends across key cities

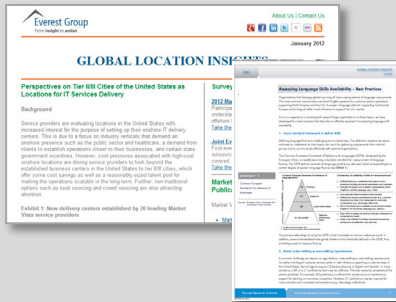
3

## Service provider developments

- Key developments among 20 leading global service providers
  - Financial performance
  - Transaction activity
  - Changes in delivery footprint
  - M&A and alliance activity
- Detailed profiles for each player capturing key developments across dimensions

# Additional Market Vista deliverables

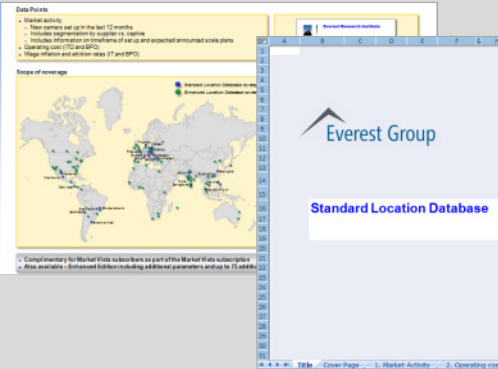
## Global Location Insights newsletter



4-6 published every year

- E-newsletter published every two months
- Recent topics included
  - Nearshore value proposition
  - Healthcare BPO in Philippines
  - Service providers' location-related plans
  - China's offshore maturity
  - Buyer's offshoring plans

## Location Database



1 published in 2013

- Annually updated location database
- Key location stats (operating cost, attrition, market activity, wage inflation) for 23 major cities across IT and BP services

## Market Vista Primers



4 published every year

- Published every quarter
- Recent topics included
  - GIC landscape in Costa Rica
  - Global Locations Compass – Brazil
  - Global sourcing trends in U.S. Mortgage industry
  - Contact center service providers in Latin America

# Table of contents

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- Product overview
- Illustrative contents



# Each section of the quarterly report comprises 30+ pages of insight and data

## Illustrative Table of Contents (page 1 of 2)

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### Topic

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#### **Section I A: Trend analysis – Outsourcing, offshoring, and GICs**

- Outsourcing transactions analysis
- Outsourcing transaction trends by time period
- Offshore transactions analysis
- GIC developments

#### **Section I B: Data snapshots**

- Major deals signed in the quarter
- List of mega deals signed in the quarter
- Examples of very large deals signed in the quarter
- Examples of large deals signed in the quarter
- Analysis of outsourcing transactions by buyer revenue
- List of new GIC announcements in the quarter
- List of GICs with announcements for expansion in the quarter
- List of GIC divestures in the quarter

#### **Section II A: Trend analysis**

- Risk and opportunity dashboard
- Risk and opportunity analysis

#### **Section II B: Focus geography**

- Arbitrage sustainability
- Operating costs
- Operating cost inflation
- Currency trends

# Each section of the quarterly report comprises 30+ pages of insight and data

## Illustrative Table of Contents (page 2 of 2)

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### Topic

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#### **Section II C: Data snapshots**

- Market activity: Delivery centers established in the quarter
- Market activity: Delivery centers planned in the quarter
- Market activity: Expansion announcements in the quarter
- Regional developments: Geopolitical, macroeconomic environment
- Regional developments: Leading economic indicators
- Regional developments: Investment environment

#### **Section III A: Trend analysis – Key developments across service providers**

- Service provider developments overview
- Analysis of service provider developments

#### **Section III B: Data snapshots – Details of key developments and profiles by service providers**

- Recent M&A activity by service providers
- Recent alliances and partnerships forged by service providers
- Locations
- Key market developments

# Section I – Market section | Overview

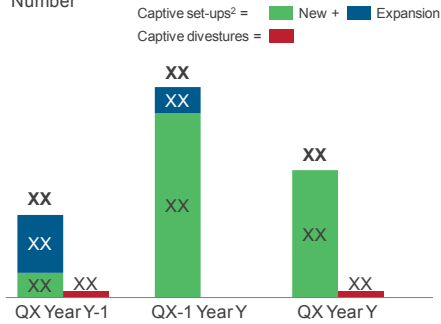
Captures outsourcing transactions trends, GIC developments with an emphasis on large size contracts

## Market overview | Outsourcing/offshoring market index

Index of outsourcing transactions<sup>1</sup>  
Number

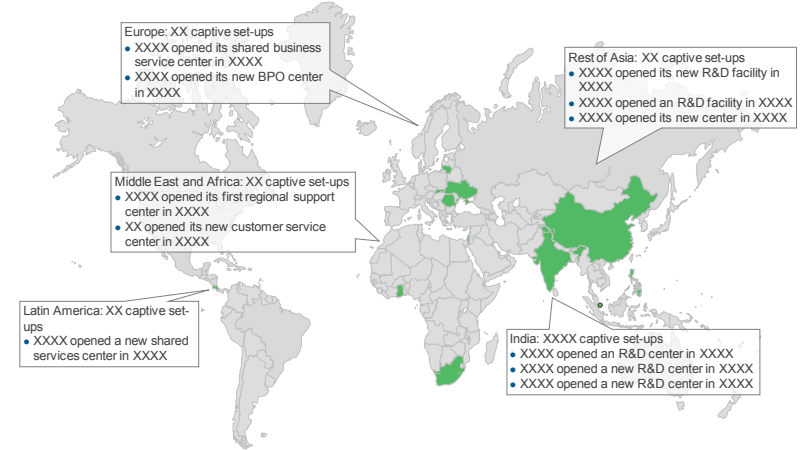


Index of offshore captive health<sup>1</sup>  
Number



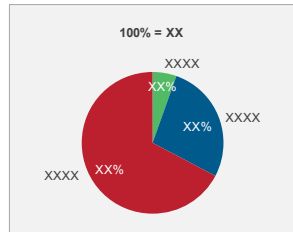
- Transaction volumes decreased by XX% compared to the previous quarter but increased by XX% compared to the previous year
- Captive activity remained similar compared to previous quarters, with XX new announcements

## GIC set-ups | By region



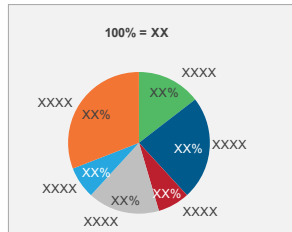
## Major deals in the quarter

Distribution by deal size  
Number of transactions



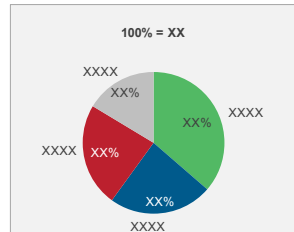
- There were XX major deals (total contract value exceeding US\$XX million) reported in QX 20XX, compared to XX in QX 20XX
- XX mega deals (total contract value exceeding US\$XX billion) were reported in QX, compared to XX in the previous quarter

Distribution by industry verticals  
Number of transactions



- Apart from the XXXX sector, the XXXX and XXXX industry verticals accounted for around XX% of all major deals
- XXXX, XXXX, and XXXX industry verticals reported mega deals

Distribution by source geography  
Number of transactions



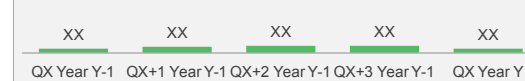
- XXXX and XXXX accounted for ~XX% of the major deals signed in the quarter
- XXXX and XXXX also reported some major deals in this quarter

The following pages provide details for mega deals (TCV>US\$1 billion), very large deals (TCV - US\$200-999 million), and large deals (TCV - US\$50-199 million)

## List of mega deals signed in the quarter

Three-quarter moving average<sup>2</sup>

Mega deals (TCV >= US\$1 billion)  
Number



List of mega deals signed

Buyer	Industry vertical	Service provider	Deal value (US\$ million)	Contract duration	Functional scope
Buyer 1	XXXX	XXXX	XXXX	XXXX	
Buyer 2	XXXX	XXXX	XXXX	XX	
Buyer 3	XXXX	XXXX	XXXX	XX	

Includes over 15 pages of data tables across transactions, GICs and financial services

# Outsourcing transactions analysis | By deal type

Profiles the share of renewed/restructured deals compared to the previous quarter and the same quarter of the previous year

## Number of transactions by type

Number of transactions



## Major outsourcing transactions reaching the end of their contract duration over the next few months

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

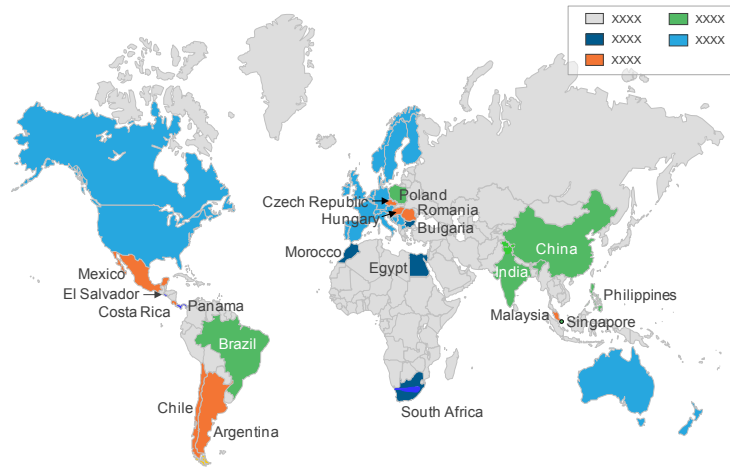
<sup>1</sup> Instances where the scope of existing contract was extended or expanded

Source: Everest Group Transaction Intelligence Database

# Section II – Locations section | Overview

Key developments and emerging risks and opportunities across locations

## Locations | Market activity heatmap

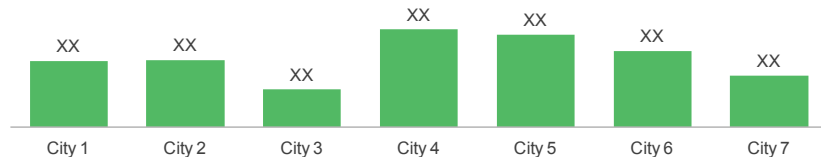


## Locations | Risk and opportunity dashboard

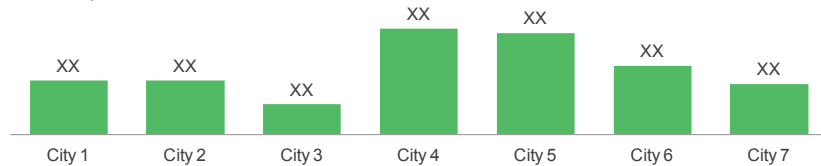


## Locations | Focus geography

Operating cost per FTE for IT services  
US\$'000s/per annum



Operating cost per FTE for BPO services  
US\$'000s/per annum



## Locations | Market activity data

Asia

Country	City	Month	Service provider/captive	Number of FTEs	Other comments
China	XXXX	XXXX	XXXX	XXXX	XXXX
China	XXXX	XXXX	XXXX	XXXX	XXXX
China	XXXX	XXXX	XXXX	XXXX	XXXX
India	XXXX	XXXX	XXXX	XXXX	XXXX
India	XXXX	XXXX	XXXX	XXXX	
India	XXXX	XXXX	XXXX	XXXX	
India	XXXX	XXXX	XXXX	XXXX	

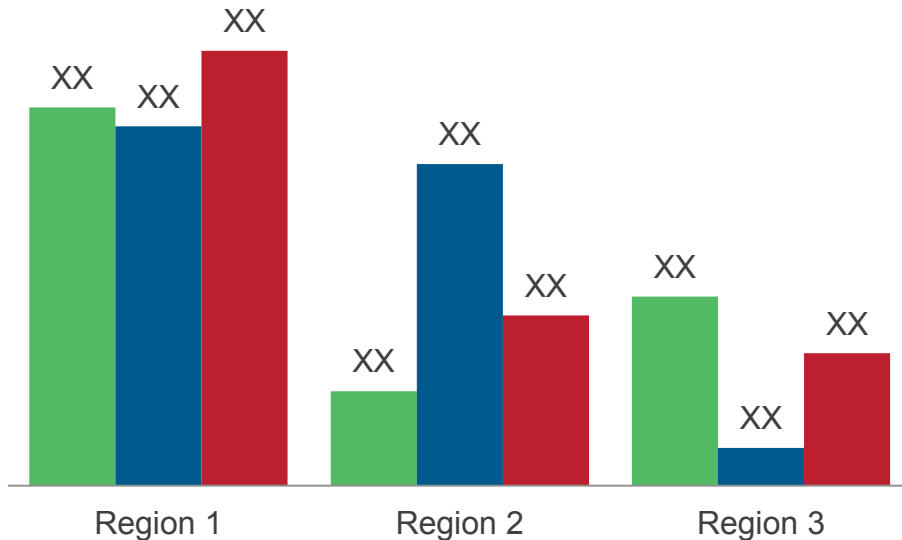
Includes over 20 pages of data tables on market activity, costs, wage inflation, etc.

# Locations | Market activity index

Analyzes trends in activity across regions; also compares activity in tier-1 cities and tier-2/3 cities

## Market activity across geographies

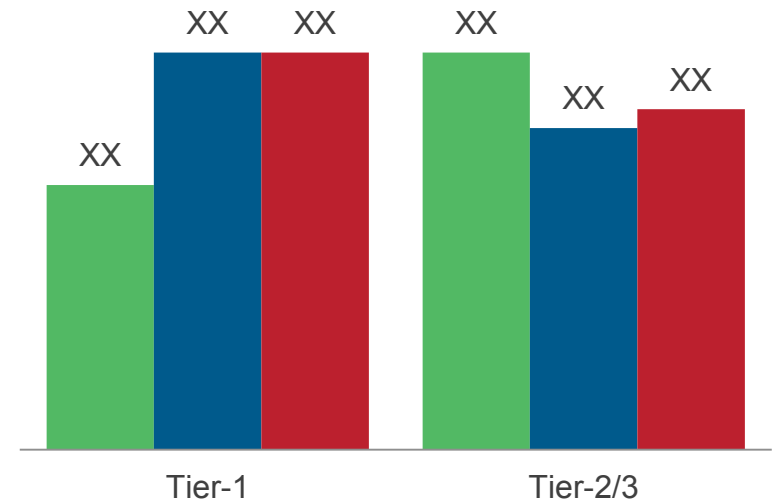
Number of service delivery centers set up



## Market activity across Tier-1 and Tier-2/3 locations

Number of service delivery centers set up

QX-1 Year Y (green) QX Year Y (blue) Year Y-1 Quarterly average (red)



- XX delivery centers were set up during the quarter, XXXX than previous quarter
- Although location activity increased significantly in XXXX and XXXX, the number of delivery centers established in XXXX decreased to a XX-month low
- Though players set up centers in both tier-1 and tier-2/3 locations, there was XXXX activity in tier-XX locations

Source: Everest Group (2014)

# Section II – Locations section | Illustrative output

Each quarterly report will cover a deep-dive on a specific geography/ theme

## Locations | Focus geography

Projected sustainability of labor arbitrage  
Number of years

ITO SERVICES

Source/destination countries	Base scenario – Most probable operating cost inflation and currency appreciation	Pessimistic scenario – higher operating cost inflation and currency appreciation	Optimistic scenario – Lower operating cost inflation and currency appreciation
U.S.-XXXX	XX	XX	XX
U.S.-XXXX	XX	XX	XX
U.S.-XXXX	XX	XX	XX

BPO SERVICES

Source/destination countries	Base scenario – Most probable operating cost inflation and currency appreciation	Pessimistic scenario – higher operating cost inflation and currency appreciation	Optimistic scenario – Lower operating cost inflation and currency appreciation
U.S.-XXXX	XX	XX	XX
U.S.-XXXX	XX	XX	XX
U.S.-XXXX	XX	XX	XX

## Locations | Regional developments

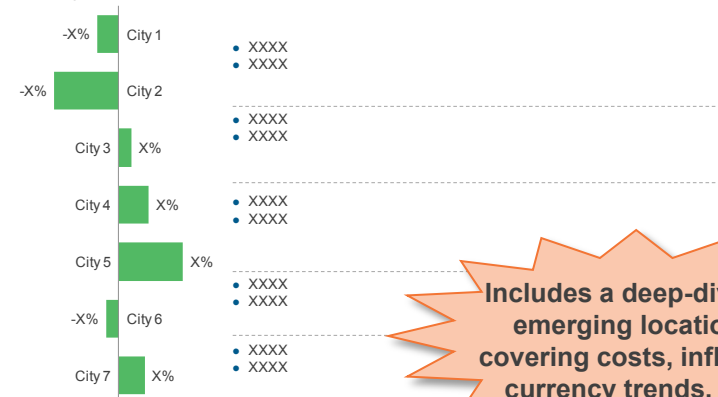
Region	Key developments
Asia	<ul style="list-style-type: none"> <li>China – – XXXX – XXXX – XXXX</li> <li>India – – XXXX – XXXX – XXXX</li> <li>Thailand – – XXXX – XXXX</li> </ul>
Eastern Europe	<ul style="list-style-type: none"> <li>Estonia – – XXXX</li> <li>Hungary – – XXXX</li> <li>Poland – – XXXX – XXXX</li> </ul>

## Locations | Regional developments

Region	Key developments
Asia	<ul style="list-style-type: none"> <li>Sri Lanka – – XXXX – XXXX</li> <li>India – – XXXX – XXXX</li> </ul>
Africa	<ul style="list-style-type: none"> <li>Egypt – – XXXX – XXXX – XXXX – XXXX</li> </ul>

## Locations | Focus geography

Annual change in real estate rentals (grade A)  
Percentage



Includes a deep-dive on emerging locations covering costs, inflation, currency trends, etc.

# Section III – Service provider developments | Overview

Profiles developments across 20 leading service providers, highlighting key implications for sourcing managers

## Service provider developments analysis | Transaction activity

Transaction announcements activity in QX Year Y and trend over QX-1 Year Y

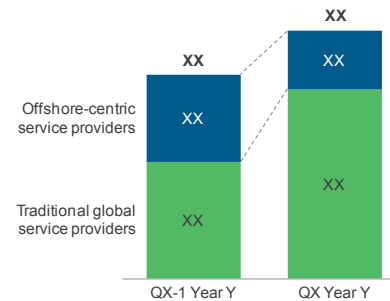
Service provider	ITO deals		BPO deals		Both ITO & BPO	
	Number	Trend	Number	Trend	Number	Trend
<b>High activity</b>						
Service provider 1	XX	●	XX	●	XX	●
Service provider 2	XX	●	XX	●	XX	●
Service provider 3	XX	●	XX	●	XX	●
Service provider 4	XX	●	XX	●	XX	●
Service provider 5	XX	●	XX	●	XX	●
Service provider 6	XX	●	XX	●	XX	●
Service provider 7	XX	●	XX	●	XX	●
<b>Moderate activity</b>						
Service provider 8	XX	●	XX	●	XX	●
Service provider 9	XX	●	XX	●	XX	●
Service provider 10	XX	●	XX	●	XX	●
Service provider 11	XX	●	XX	●	XX	●
Service provider 12	XX	●	XX	●	XX	●
Service provider 13	XX	●	XX	●	XX	●
Service provider 14	XX	●	XX	●	XX	●
Service provider 15	XX	●	XX	●	XX	●
Service provider 16	XX	●	XX	●	XX	●
Service provider 17	XX	●	XX	●	XX	●
<b>Low activity</b>						
Service provider 18	XX	●	XX	●	XX	●
Service provider 19	XX	●	XX	●	XX	●
Service provider 20	XX	●	XX	●	XX	●

- Increased from last quarter
- Similar to last quarter
- Decreased from last quarter

- XXXX
- XXXX
- XXXX
- XXXX

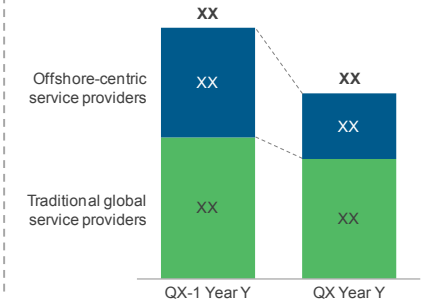
## Service provider developments analysis | M&A and alliances

M&A by service provider category  
Number of acquisitions



- XXXX
- XXXX

Alliances by service provider category  
Number of alliances



## Service provider developments | Market Vista Index of service providers

### Traditional global service providers



### Offshore-centric service providers



This section focuses on the key developments for the above service providers across various dimensions indicated on the next page

## Key market developments

Recent transaction activity				
Buyer name	Announcement date	TCV estimate (US\$ million)	Duration (years)	Services
Buyer 1	XXXX	XXXX	XXXX	AO, FAO, and HRO
Buyer 2	XXXX	XXXX	XXXX	AO
Buyer 3	XXXX	XXXX	XXXX	AO
Buyer 4	XXXX	XXXX	XXXX	AO
Buyer 5	XXXX	XXXX	XXXX	AO
Buyer 6	XXXX	XXXX	XXXX	AO
Buyer 7	XXXX	XXXX	XXXX	AO and FAO
Buyer 8	XXXX	XXXX	XXXX	IO
Buyer 9	XXXX	XXXX	XXXX	AO
Buyer 10	XXXX	XXXX	XXXX	CC and industry-
Buyer 11	XXXX	XXXX	XXXX	...

Location footprint			
Location	Status	Employees	Description
XXXX	New center (Planned)	XXXX	● XXXX ● XXXX
XXXX	New center (Planned)	XXXX	● XXXX ● XXXX

Includes over 40 pages of data tables on M&A, new delivery centers, management changes, etc.



# Service provider developments analysis | Ratings summary

○ Limited activity   ◐ Moderate activity   ● High activity

Service provider	New deals	Location changes	M&A and alliance activity	Overall rating
<b>Traditional global service providers</b>				
Service provider 1	○	○	◐	○
Service provider 2	●	◐	●	●
Service provider 3	○	○	●	◐
Service provider 4	◐	○	◐	◐
Service provider 5	●	●	●	●
Service provider 6	○	●	○	◐
Service provider 7	●	○	●	◐
Service provider 8	◐	●	●	●
Service provider 9	●	●	◐	●
Service provider 10	●	●	●	●
Service provider 11	◐	○	◐	◐

Service provider	New deals	Location changes	M&A and alliance activity	Overall rating
<b>Offshore-centric service providers</b>				
Service provider 12	◐	○	●	◐
Service provider 13	○	○	○	○
Service provider 14	◐	◐	●	◐
Service provider 15	●	●	◐	●
Service provider 16	●	○	○	◐
Service provider 17	◐	◐	◐	◐
Service provider 18	◐	●	●	●
Service provider 19	◐	◐	◐	◐
Service provider 20	◐	○	○	○

Source: Everest Group (2014)

# 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	✓	✓
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		✓

# 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)

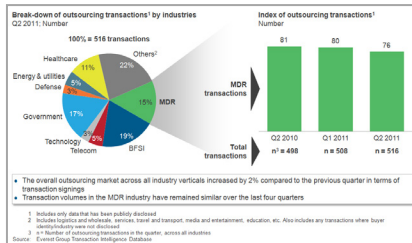
## Market Vista Industry Trends reports

### Industries tracked

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

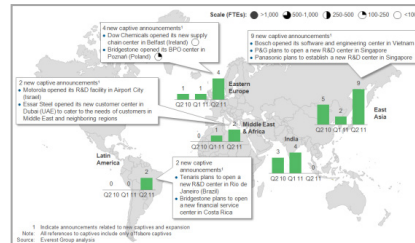
30+ pages of analysis on each industry vertical/region every quarter

### 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 divestures
- Analysis of buyers, locations, and scope of work offshored

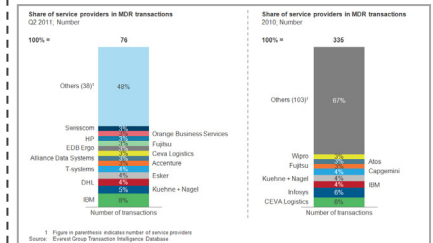
### Processes and models

Process	Current quarter (Q2 2011) Frequency of occurrence		Previous year (Q2 2010) Frequency of occurrence		Change in number of FTQ transactions by process <sup>1</sup>
	Total = 104	Total = 1,361	Total = 1,044	Total = 1,361	
Application development	111	472	111	472	↔
Application maintenance	90	348	90	348	↔
Systems integration	87	337	87	337	↔
Database	81	293	81	293	↔
Network	65	339	65	339	↔
Desktop	54	139	54	139	↔
Helpdesk	27	138	27	138	↔

**1 Transaction activity was higher among IT ADM processes than IT infrastructure**  
2 Adoption of ITQ processes in Q2 2011 was similar to that in 2010 (quarter average)  
3 Adoption of Desktop process declined compared to the previous quarter

- 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

# Additional research recommendations

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. **Market Vista: Q4 2013** ([EGR-2013-8-R-0984](#)); 2013. This report summarizes the key trends and developments for Q4 2013 in the global offshoring and outsourcing market
2. **Industry Trends reports:** Trends for Q4 2013. These reports provide industry-specific data, developments, and insights that enable global sourcing managers to navigate through the complexity, and make clear, effective decisions, contextualized and suited to their specific industry. These reports provides a deep-dive into the transaction activity, GIC developments, service provider market share, and key outsourcing transactions specific to the industry. Industries covered include: Banking, Financial Services, and Insurance (BFSI); Manufacturing, Distribution, and Retail (MDR); Energy & Utilities (E&U); Healthcare; Technology; Telecom; Public Sector; and Travel and Hospitality
3. **Buyer Geography Trends reports:** Trends for Q4 2013. These reports provide data, developments, and insights on outsourcing and offshoring trends for a particular buyer geography/region. These reports provide the research and analysis that enable users to navigate through complexity and make clear, effective decisions suited to their focus region. These reports provide detailed information on transaction activities, Global In-house Center (GIC) developments, service providers' market shares, and key outsourcing transactions specific to particular regions. Regions covered include: U.S. and Canada; Europe; and Rest of the World

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From **insight** to **action**.



### At a glance

- With a fact-based approach driving outcomes, Everest Group counsels organizations with complex challenges related to the use and delivery of the next generation of global services
- Through its practical consulting, original research, and industry resource services, Everest Group helps clients maximize value from delivery strategies, talent and sourcing models, technologies, and management approaches
- Established in 1991, Everest Group serves users of global services, providers of services, country organizations, and private equity firms in six continents across all industry categories

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