



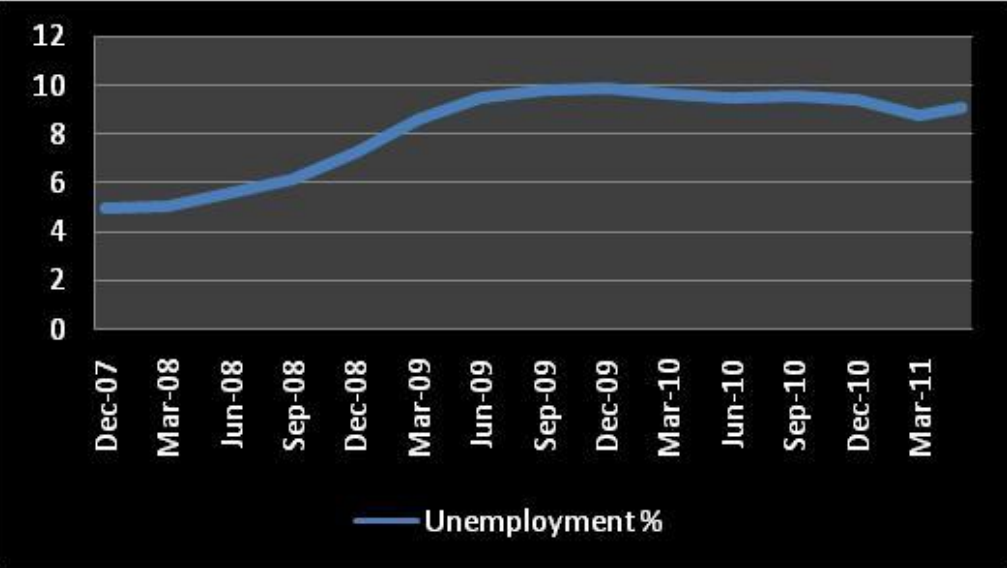
# **Emerging Trends: How companies should align their Technology and Services roadmap**

**World BPO/ITO Forum**

June 29, 2011

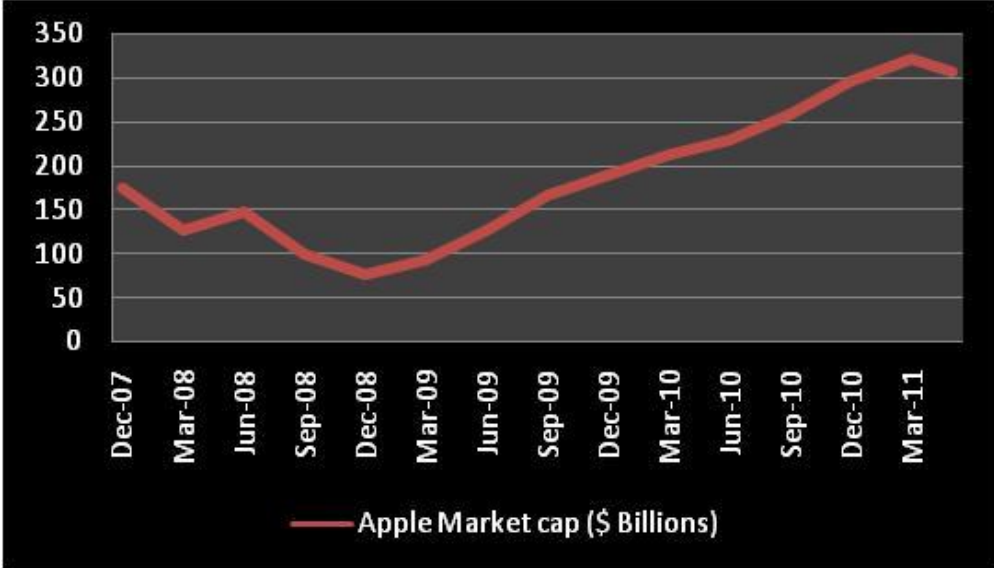
# True Innovation trumps Economic Uncertainty!

US Unemployment Rate  
(2008 -Till Date)



Source: U.S. Bureau of Labor Statistics

Apple Inc. Market Capitalization  
(2008 -Till Date)



Source: Yahoo Finance

# Trends outside the Enterprise...

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- **Consumerization of Technology**

- Rapid growth in technologies around mobile, tablets, chat, video, imaging and context awareness...
- Provides possibilities to dramatically change business processes

- **Cut the Cord**

- No more dependence on PC/stationary devices. Impact to business processes as well as productivity and corporate culture

- **Outside-in Innovation**

- With social media and crowd-sourcing, there is a way to tap into innovation outside the enterprise

- **Cloud services**

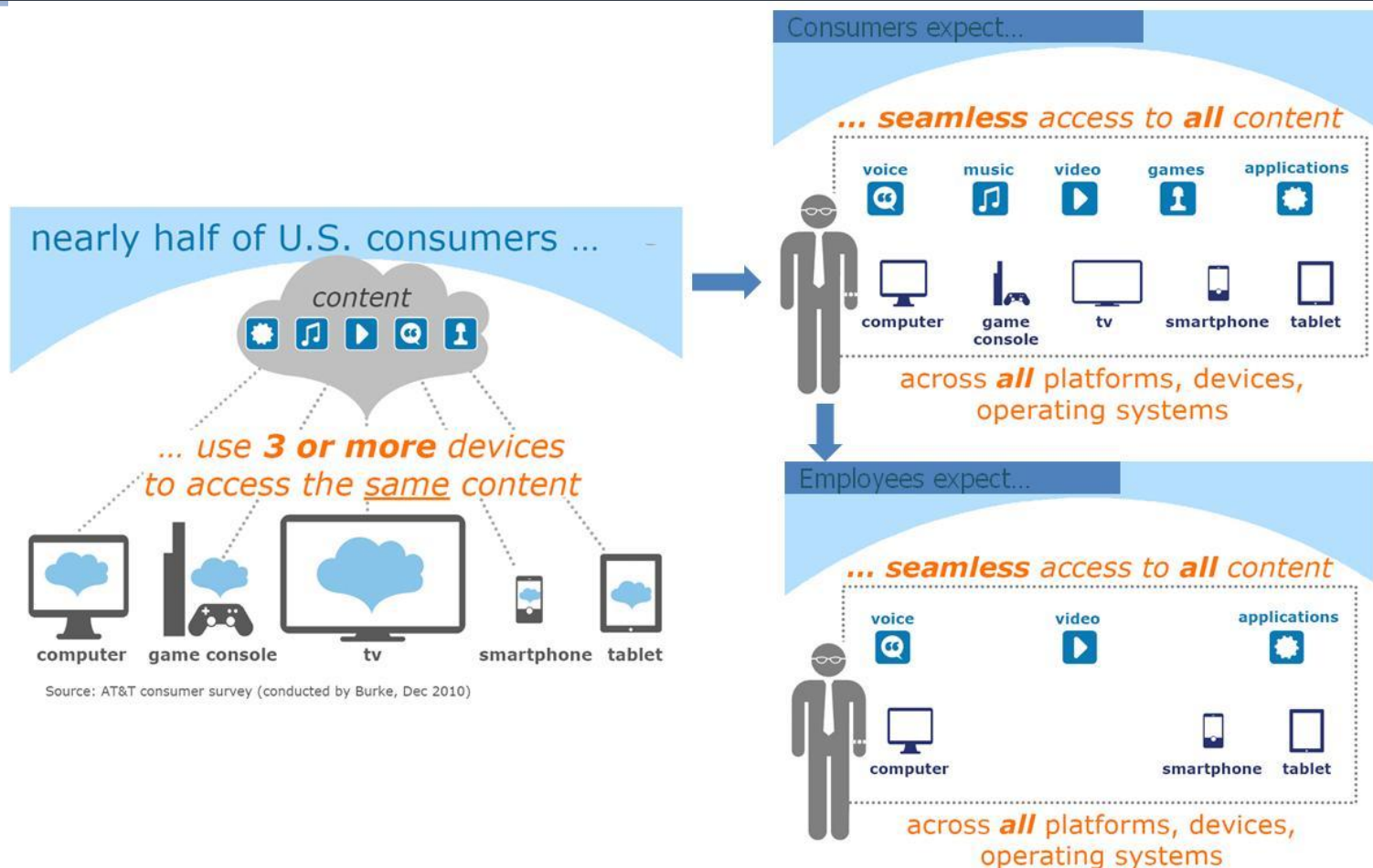
- Impacts technology cost structures and allows leverage of new cloud enabled business models

# ...are Forcing Enterprises to rethink

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- **Globalization**
  - Including Emerging and Frontier markets – Whether it's a trading platform, banking platform, Margining etc, all need to support customers across the globe
- **Near-shore solutions**
  - Demand for similar time zone support and better talent...
  - And a solution to regulatory and immigration issues
- **Explosion in data**
  - There is more data – and an ability to be more intelligent
- **Cyber Security**
  - Data theft is making organizations more vulnerable
- **Upcoming Regulations**
  - Will lead to big shifts in ways of doing business

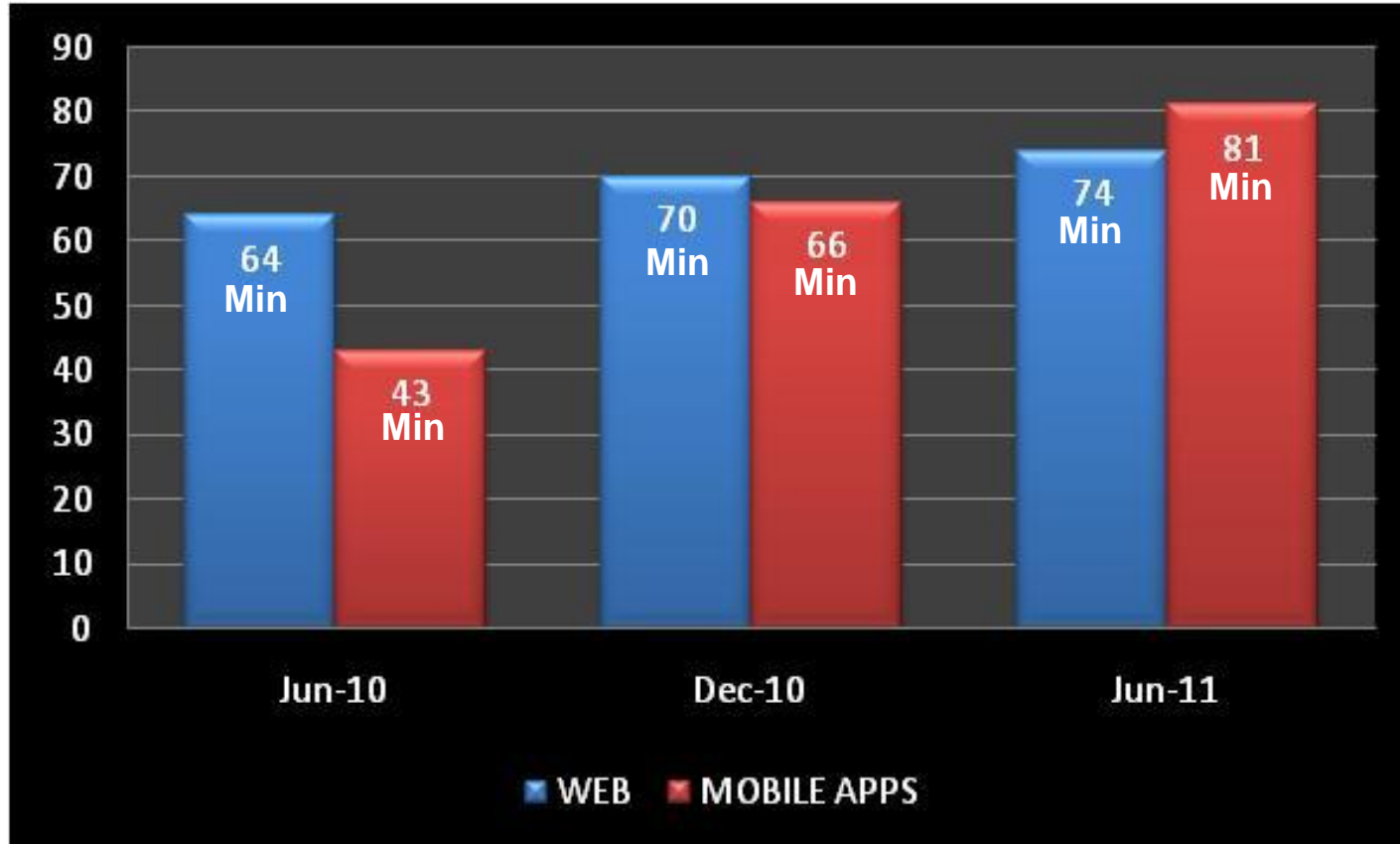
# New Consumers...New Needs



The Consumerization of Technology provides opportunities to enterprises to create disruptive business models...but they have to change the way they operate internally. And the way they leverage the partner ecosystem...

# Internet Dethroned

## US Mobile Apps vs Web Consumption, Minutes per Day



Source: comScore, Alexa, Flurry Analytics

Impact to business processes, employee productivity and corporate culture. More importantly, a need to understand regulatory and security aspects, comprehensively

# Cloud Services

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- **Hardware unit cost can be impacted by 40 to 50%, but enterprises need to think beyond that**
  - Models that bring dramatic benefits are in the areas of Business process, Software and Platform as-a-service
- **Security Implications – Policy Control, Compliance, Security Audits**
- **Regulatory Impact**
- **Management Control**

Though much is understood, enterprises need to answer key questions before embarking on initiatives...

# Business Process as a Service



Ability to take document intensive processes with multiple players to cloud enabled business process as a service.

# And the tougher questions...

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- **Upcoming Regulations**

- Regulatory Compliance will continue to be one of the biggest drivers in technology spending

- **Geographical risk diversification**

- Many organizations find themselves wedded to a one country solution for all outsourcing
- Nearshore solutions need to be a part of the agenda...and soon

- **Security**

- Cyber Data theft is making organizations more vulnerable
- Emerging trends like use of social media, cloud services, increasing mobile / tablet adoption in enterprises add new implications to security requirements
- Need for a comprehensive governance framework across compliance, procurement, finance, legal and business

# How do you get started...

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- **Test drive new models**
  - Do not forget younger generation as a focus group
- **Appoint Innovation Czars! if you haven't already**
  - Leverage communities and social media to invent new ideas
- **Stay wired with Industry – evaluate new vendors**
  - Mix and Weave horizontal and Vertical partners
  - Partner with Incubation focused vendors, buy Center of excellence
- **Pay attention to Cultural Sensitivity**
- **Near-shore vs. Offshore**
  - Consider immigration, visa and under-employment
- **Plan ahead for a new organizational model**

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Thank You