PROVENEU

Enabling Global Capability Centers

VISION & MISSION

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Vision

Empowering ambitious companies to drive transformative impact and achieve sustainable scalability through world-class capabilities.

Mission

To empower Global Capability Centers to establish and optimize their operations in India, driving efficiency, innovation, and global excellence.

Founders

Ashish C. Mathur

NITC Alumnus, ex Anthology, ex
DellEMC, ex KPMG

Consulting | Professional Services | Customer
Experience | GCC | Product | Engineering

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Sudhir Shetty

IIML Alumnus, ex Talisma, ex PWC

Sales | SaaS | CRM| Marketing | Partnership |
Product Innovation| Customer Experience

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GCC Experience

Over 20 years of experience in setting remote Technical Centers for Organizations in Europe and US

EMC²

- **Portfolio:** Infrastructure, Analytics, Application and Managed Services
- **Location:** Bangalore
- **Size:** 0 to 250 in 3 years

Anthology

- **Portfolio:** Professional Services, Product and Engineering
- **Location:** Bangalore
- **Size:** 0 to 150 in 3 years

Wipro

- **Portfolio:** Dev and Maintenance
- **Location:** Bangalore, Chennai, Pune, Hyderabad
- **Size:** 0 to 600 in 3 years for Energy & Utilities ODC

Terms of Reference

GCC Global Capability Centers / GIC Global Inhouse Centers

Global Capability Centers (GCCs), or Global In-house Centers (GICs), are wholly owned remote hubs dedicated to digital transformation and back-office operations. They offer access to a large talent pool, cost savings, and enhanced agility.

CoE Center of Excellence

CoEs are hubs for innovation and expertise that focus on improving efficiency and performance in specific functional areas. GCC's are often used to establish CoEs as a way to enhance and deliver sustainable business value.

ODC Offshore Development Centers

Outsourced centers with Service Integrators (SI), focusing on specific tasks to be delivered remotely. SI manage the team, delivery process and promised outcomes charge on FTE basis.

Why GCC?

Talent Accessibility

Tap into the vast pool of specialized talent in regions like India.

Extend Services

Add services to existing portfolio that were either cost-prohibitive or not scalable.

Cost Savings

Achieve 3x-5x talent cost reduction per FTE compared to US/UK costs.

Accelerate Growth

Hire ahead of curve, Develop COE's / Labs on cutting-edge technologies.

India: Robust ecosystem for GCC's

50%	$65B	1700	1.9M
India Share of GCC's in the world	Expected GCC Revenue in FY2024	Estimated GCC's located in India	Approximately employed in GCC's in India

Typical GCC Growth Journey

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1 Setup

Get the GCC established and running with the first set of team members delivering work remotely for a function or two.

2 Stabilize

Conducting regular performance reviews to provide feedback and support growth by adding addition functions for remote delivery.

3 Expand

Drive cross function collaboration and transformation improvements as the GCC becomes the microcosm of the organization.

4 Strategic Advantage

Innovate new offerings and services to add to the top-line or enhance end-customer experience.

G REEN FIELD

B ROWN FIELD

GCC Launchpad Services

New Function Setup

Others

Business Case Preparation
Understand strategic Objectives, Define GCC offering scope, financial analysis, benefits and value proposition for GCC setup consideration.

Site Leadership
Define and align GCC's objective with the global stakeholders. Create and execute roadmap for center's setup and growth.
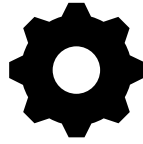
Functional Delivery Rollout
Assess functional area requirement for process, skills and outcomes. Standardize processes, develop task breakdowns between HQ and GCC. Establish delivery and monitoring framework for measuring progress. Work through concerns and resistance and foster buy-in.

Cultural Integration
Build Integrated Teams across locations respecting local practices and diversity.
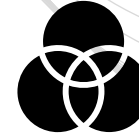
Operational Setup
Enable infrastructure and technology to support operations. Develop Operating model for smooth operations and decision making.

Talent Strategy
Develop Role, Responsibilities and Job descriptions for local talent aligned with HQ goals. Partner with recruitment teams in planning, hiring and onboarding of the workforce.

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GREENFIELD GCC
SERVICE OFFERING

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CASE STUDY

CONSULTING & IMPLEMENTATION SERVICES FUNCTION SETUP FOR A FORTUNE 100 COMPANY

ASKS

Setup a Consulting & Implementation team to get to 30% remote delivery in 3 years. Portfolio of services : Application, Analytics and Infrastructure.

SOLUTION APPROACH

Networked with regional teams in US and EMEA to build consensus on offerings, remote work packets, skills, reporting and governance structure.

Developed Business plan, Global Delivery Framework, Recruitment & Onboarding Strategy for a 1-3 year period.

Initiated from Incubation Centre for 2 years, ramped to 100 consultants. Moved to own facility and ramped up additional 120 consultants in 3rd year.

IMPACT

❖ **$18M+** additional annual margin Impact from 4th year onwards.

❖ Flexibility to absorb pricing pressures in the regional markets

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Operational Excellence

Business Alignment
Define and Implement robust metrics and performance indicators (KPIs) to align GCC and HQ strategic objectives.

Service Design and Rollout
Create Global Service Blueprints, SOPs for delivery tasks and handovers. Pilot, Refine and Scale.

Cost Optimization
Re-assess resource allocation and productivity measures across GCC, Vendors and HQ for higher profitability

Improve Customer Experience

Mapping customer journeys
Map touch-points from initial contact to long-term use and create ownership maps between GCC and HQ.

Develop Customer Centric Teams
Build Integrated Teams with clearly defined roles for GCC and HQ to avoid duplication or confusion.

Customer Analytics
Create centralized mechanisms for capturing insights, Analyze feedback, Identifying gaps and brainstorm solutions.

Expansion Services

Satellite GCC Setup
Expand GCC footprint to a secondary center within and outside country.

Integrating with local ecosystem
Outreach programs to expand Engineering and Services portfolios by connecting with the startup and Regional Services Partners.

BROWNFIELD GCC
SERVICE OFFERING

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CASE STUDY

GLOBAL SERVICE DESIGN AND ROLLOUT FOR ED. TECH PRODUCT FOR GCC CLIENT

ASKS

A new SaaS admission product rollout required services to be thought from ground-up that was aggressive in pricing and delivery timelines.

SOLUTION APPROACH

Developed Business plan, Global Delivery Framework, Recruitment & Onboarding Plan to service customers globally.

Collaborated with Product Management to build Customer journeys, Implementation Services requirements, accelerators and Services Sales Material.

3 successful concurrent pilots in US to test effort, pricing and timeline viability. Developed a pod structure of 50 consultants spread globally for delivery

IMPACT

❖ Successful launch of a Global offering designed & managed out of GCC.

❖ Global delivery effort mix reduced pricing by 60%.

❖ 15 New logos acquired in 12 months post launch

Proveneu Expertise

PROVEN STRATEGIES

Experience from being in the GCC ecosystem in India and driving success

TAILORED APPROACH

Designing solutions specific to your unique needs, goals, and aspirations.

COLLABORATIVE PARTNERSHIP

Working closely with your team to ensure seamless integration and long-term success.

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Current Engagements

01

**Mid-sized IT GCC
Head Quarters: Southern Africa**

Key Outcomes:

Global Delivery Framework | Delivery Excellence

02

**Higher Education GCC
Head Quarters: North America**

Key Outcomes:

Business Case Preparation | Talent Strategy | Delivery Excellence

Q&A