

Topic: Digital Business Platforms

Issue: How will the vendor landscape in Digital Transformation evolve?

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Genpact Acquires TandemSeven; Prepares for Impactful, Customer-Focused Digital Transformations

Summary: On September 7th, 2017, Genpact announced the intent to purchase TandemSeven for an undisclosed price.

Event: Genpact announced that it is buying TandemSeven, a leader in the Customer Journey Mapping sector. This move makes Genpact a more potent player in Digital Transformations world-wide and a stronger leader in the Digital Business Platform (DBP) market.

Analysis

When combined with its June 2016 acquisition of PNMsoft's Digital Business Platform business, Genpact's acquisition of TandemSeven positions it to compete in the large enterprise Digital Transformation market, where the giant Digital Business Platform vendors dominate. Genpact will now compete against IBM, Pegasystems, Salesforce, and Microsoft, and it indicated that it is winning head-to-head deals against these tech titans.

Genpact's Strategy of Acquisitions

Genpact's CEO NV Tyagarajan's strategy of growing via acquisition is starting to work to gain attention. The challenge will be to deliver large scale, Digital Transformation customer case studies that actually follow customer journeys and break down organizational silos - one of the biggest obstacles to customer satisfaction. Delivering customizations by customer will also

be a big test to deliver in the coming months and years.

Genpact's Growing Transformational Impact

In addition to gaining a larger set of toolkits to apply to Digital Transformation efforts, Genpact will offer a competitive advantage over tech titans, who have not strung together solutions that can map, implement, and effectively measure customer journeys.

The TandemSeven Offerings: Customer Journey Mapping as a Differentiator

The asset that Genpact receives with TandemSeven is a leading Customer Journey Mapping capability recognized by Aragon in its upcoming Tech Spectrum. This puts Genpact ahead of the other Digital Business Platforms for the moment.

Genpact Will Be the First in a Growing Number of Partnerships and Acquisitions

This will put pressure on other Digital Business Platform players to partner, build, or acquire Customer Journey Mapping capabilities. We would not be surprised to see others make more moves with customer journey software, since the customer first era is here to stay.

As the dust settles with this deal, we expect Genpact to continue to focus on brand awareness to compete more effectively in the large enterprise market for Digital Transformation journeys and projects.

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Aragon Advisory

- Customer Journey Mapping (CJM) is a hot market and clients will need to have an answer for the user experience that goes beyond mobile presence and fancy forms online.
- Enterprises should also evaluate the growing set of CJM capabilities from Genpact and others, since customer journeys are key to a great start to Digital Transformation efforts.
- Enterprises should look at Digital Business Platform capabilities from Genpact and others.

Bottom Line

Genpact has been positioning itself to become a market leader in Digital Transformations. With its TandemSeven acquisition and new Customer Journey Mapping capabilities, it now has a competitive advantage over other providers due to its ability to offer new Digital Transformation efforts.

Related Aragon Research

- [The Aragon Research Tech Spectrum for Digital Business Platforms, 2017](#)
- [Essential Requirements for Customer Journey Mapping Technology](#)