

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) –
Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing
\(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information
Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

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[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



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Digital Customer Experience Management (CXM) goes beyond leveraging digital channels to combine digital concepts, digital tools and solutions, and high-touch human intervention - as needed - to deliver a fundamentally superior customer experience. Enterprises can look at various digital solutions, such as advanced analytics, RPA, Intelligent Virtual Agents (IVAs), Artificial Intelligence (AI) and cognitive, to transform their customer experience operations, as well as allow them to offer superior services. However, to be successful in this transformation, they require a strategy and roadmap that can help them define the need and scope for a digital transformation and avoid common pitfalls. Enterprises also need to make the right investments, not only in technology, but also in talent and change management, to emerge as winners.

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BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

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BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Banking and Financial Services (BFS) - Business Process Outsourcing (BPO)

[Capital Markets BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Banking BPO – Service Provider Profile Compendium 2018](#) | August 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

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[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[Shared Services Centers and Digital Transformation](#) | April 2018

[Banking BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | March 2018

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[Broking Bad](#) | March 2018

[Wealth Management for the Next Generation](#) | February 2018

[Capital Markets BPO – Service Provider Profile Compendium 2018](#) | December 2017

[Mortgage BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2017](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Unblocking Blockchain Adoption – A Prioritization Framework for Business Processes](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[Banking BPO Service Provider Profile Compendium 2017](#) | September 2017

[Capital Markets BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | September 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[EU GDPR: Is There a Silver Lining to the Disruption?](#) | September 2017

[Banking BPO Annual Report 2017: Disruption Does Not Discriminate – Banks Embracing Digital to Stay Relevant](#) | September 2017

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Trade Finance of the Future](#) | July 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | July 2017

[Banking BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | June 2017

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | March 2017

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[Changing Market Dynamics for Cards Issuers – Adapting to Succeed in the Changing Order](#) | March 2017

[Webinar Deck: Is Banking Industry Optimism at Risk of Being Trumped by Delivery Model Impacts?](#) | February 2017

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Healthcare & Life Sciences Business Process Outsourcing (HLS BPO)

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[Healthcare Payer BPO Market – Deal Trends Report 2018](#) | June 2018

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[Healthcare Payer BPO – Service Provider Profile Compendium 2018](#) | February 2018

[Healthcare Provider BPO – Service Provider Profile Compendium 2018](#) | December 2017

[Healthcare Payer BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Healthcare Provider BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2017](#) | November 2017

[Unblocking Blockchain Adoption – A Prioritization Framework for Business Processes](#) | November 2017

[Life Sciences BPO – Service Provider Profile Compendium 2017](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[The Rise of Medicare Advantage](#) | October 2017

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[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Insurance - Business Process Outsourcing (BPO)

[The Future of Life Insurance & Annuities Operations](#) | September 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[Property & Casualty \(P&C\) Insurance BPO: Addressing Growth Through Digital Empowerment](#) | June 2018

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[Property and Casualty \(P&C\) Insurance BPO – Service Provider Profile Compendium 2018](#) | June 2018

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[Property and Casualty \(P&C\) Insurance BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | March 2018

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[Property and Casualty \(P&C\) Insurance BPO Service Provider Profile Compendium 2017](#) | September 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[Life and Pensions Insurance BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | September 2017

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

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[Property and Casualty Insurance BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | March 2017

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BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\) Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Cloud & Infrastructure Services (CIS)

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BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\) Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

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[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Catalyst™

[Webinar Deck: Human + Tech: Impact of Emerging Technologies on Integrated Services Delivery](#) | October 2018

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[Closing the Gap - The Future of IT Skills in the United States](#) | April 2018

[Shared Services Centers and Digital Transformation](#) | April 2018

[Cross-Functional Collaboration in GICs](#) | January 2018

[RPA Implementation in GICs – Learnings and Best Practices](#) | December 2017

[BFSI GICs: Orchestrating Their Way to Digital Growth](#) | December 2017

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[CSC-HPE Services Merger](#) | May 2016

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BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Customer Experience Management (CXM) Services

[Decoding Digital Customer Experience Management](#) | September 2018

[Contact Center Outsourcing Annual Report 2018: Transforming Customer Experience Through a Digital-First Approach](#) | September 2018

[Contact Center Outsourcing \(CCO\) – Service Provider Compendium 2018](#) | August 2018

[Reimagining the Employee Experience in the Age of Artificial Intelligence](#) | August 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[CCO Market Consolidation – More Than Meets the Eye!](#) | July

[EU GDPR: What Does the Disruption Mean for Your Industry](#) | July 2018

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[EU GDPR: What Does the Disruption Mean for Your Industry](#) | July 2018

[Contact Center Outsourcing \(CCO\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | June 2018

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[The Evolving Customer Experience Management \(CXM\) Talent Model: The Rise of the Super Agent](#) | March 2018

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[Webinar Deck: The Philippines is Pivoting to Deliver Customer Experience of the Future](#) | December 2017

[The Business Case for RPA and Chatbots in Contact Centers](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

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[EU GDPR: Is There a Silver Lining to the Disruption?](#) | September 2017

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[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

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[Contact Center Outsourcing \(CCO\) – Service Provider Compendium 2017](#) | July 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Contact Center Outsourcing \(CCO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | June 2017

[From Multi-Channel to Omni-Channel Customer Experience](#) | May 2017

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | May 2017

[Are There Productivity Differences Across Locations?](#) | March 2017

[Dynamics of Contact Center Outsourcing \(CCO\) in Asia Pacific \(APAC\): Special Focus on China](#) | March 2017

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Digital Services

[Webinar Deck: Contracting for Agile: Lessons From the Trenches in Sourcing Agile Development](#) | September 2018

[Internet of Things \(IoT\) Market Update 2018: Taming IoT Ecosystem Complexity – A Survival Guide](#) | August 2018

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[Closing the Gap - The Future of IT Skills in the United States](#) | April 2018

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[The Great Digital Divide: Is Customer Dissatisfaction the New Normal? A Blueprint to Rethink Your Digital Services Portfolio](#) | March 2018

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[IoT Services PEAK Matrix™ Assessment and Market Trends 2017: Have You Taken the Plunge in IoT Yet?](#) | December 2017

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[Webinar Deck: Impact of Digital on the Future of Business Process Services \(BPS\) Industry – What, Where, and How?](#) | October 2017

[Digital Services – PEAK Matrix Assessment and Market Trends 2017: “Redefining Customer Experience with Digital”](#) | October 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

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[Webinar Deck: Innovation in Internet of Things \(IoT\) via Startups](#) | July 2017

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[Quality Orchestration: QA in the Digital Era](#) | July 2017

[Design Thinking: Innovation Catalyst for Digital Transformation](#) | July 2017

[Betting Big: Amazon Leveraging Digital to Transform the Grocery Industry](#) | June 2017

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[Beware of the Digital Dip](#) | March 2017

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[Being Aware of Customer Needs – Three Myths About Customer Experience Management](#) | December 2016

[Internet of Things Services – PEAK Matrix™ Assessment and Market Trends – IoT: Bigger than the Hype](#) | December 2016

[Digital Services – PEAK Matrix™ Assessment and Market Trends: “Is Digital the New Normal?”](#) | September 2016

[Digital Effectiveness in European Retail Banking – APEX Matrix™ Assessment to Identify the Digital Banking Leaders](#) | September 2016

[Creating Enterprise Wealth with IoT](#) | August 2016

[Digital Effectiveness in U.S. Retail Banking – APEX Matrix™ Assessment to Identify the Digital Banking Leaders](#) | June 2016

[Application Services – Annual Report 2016: “No DevOps No Digital”](#) | May 2016

[Beware of the Digital Dip](#) | May 2016

[Webinar Deck: The State of Digital Adoption in Europe: Overwhelmed by the Abundance of Technology](#) | May 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\) Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Finance & Accounting Outsourcing (FAO)

[Your Complete Guide to Accounts Payable Transformation](#) | September 2018

[Finance and Accounting Digital Augmentation Suite \(F&A DAS\) – Service Provider Landscape with Solutions PEAK Matrix™ Assessment 2018](#) | August 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[Are Buyer Expectations Outpacing Provider Capabilities?](#) | May 2018

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[F&A BPaaS: A Game Changer for SMB and Mid-market Companies](#) | April 2018

[Finance & Accounting Outsourcing \(FAO\) Annual Report 2018](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Unblocking Blockchain Adoption – A Prioritization Framework for Business Processes](#) | November 2017

[Finance & Accounting Outsourcing \(FAO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Delivering Business Outcomes via Smarter Order-to-Cash \(O2C\)](#) | July 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | July 2017

[R2R Technology: Enabling a New Level of Effectiveness and Efficiency](#) | May 2017

[Finance of the Future](#) | May 2017

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | May 2017

[Technology in BPS – Service Provider Profile Compendium 2016](#) | January 2017

[Finance and Accounting Outsourcing \(FAO\) Annual Report 2016 – Evolving from “Cost Center” to “Strategic Business Partner”](#) | December 2016

[Outsourcing Judgment-Oriented Processes - the New Horizon?](#) | December 2016

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[Unlocking Next-Generation Value through Technology-Embedded Business Process Services | Part 2](#) | July 2016

[Finance and Accounting Outsourcing \(FAO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | June 2016

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2016](#) | June 2016

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | April 2016

[Heralding a New Era of Transformative Business Process Services through Technology](#) | April 2016

[Webinar Deck: Service Delivery and Demand Dynamics in Latin America](#) | March 2016

[Analytics Business Process Services \(BPS\) – Analytics Goes Mainstream – Scope Expands Beyond Traditional Clients and Offerings](#) | March 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Human Resources Outsourcing (HRO)

[Multi-Country Payroll Outsourcing \(MCPO\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Rewards and Recognition \(R&R\) Outsourcing – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Reimagining the Employee Experience in the Age of Artificial Intelligence](#) | August 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[Health & Welfare Benefits Administration Outsourcing \(H&W BAO\) Market Report 2018 – Unlocking Value Through Improved Employee Experience](#) | July 2018

[Re-imagining Payroll in a Digital-First World](#) | July 2018

[Health & Welfare Benefits Administration Outsourcing – Service Provider Compendium 2018](#) | July 2018

[SuccessFactors-Based Human Resources Business Process Services \(HR BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | June 2018

[Health & Welfare Benefits Administration Outsourcing – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | June 2018

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[Multi-Process Human Resources Outsourcing \(MPHRO\): A Peek into the Buyer's Mind – Are Digital Offerings Falling Short?](#) | March 2018

[Multi-Process Human Resources Outsourcing \(MPHRO\) – Service Provider Profile Compendium 2018](#) | December 2017

[Multi-Process Human Resources Outsourcing \(MPHRO\) – Annual Report 2018](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Unblocking Blockchain Adoption – A Prioritization Framework for Business Processes](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[Multi-Process Human Resources Outsourcing \(MPHRO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | September 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[Webinar Deck: Are You Ready for the Digital Evolution? How Technology is Impacting Talent Acquisition](#) | September 2017

[The Future of HR Services – An Employee-Centric, Digital-First Approach](#) | September 2017

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Multi-Country Payroll Outsourcing \(MCPO\) – Service Provider Profile Compendium 2017](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Multi-Country Payroll Outsourcing \(MCPO\) – Annual Report 2017 – Evolution of Drivers and Enablers in a Rapidly-growing Market](#) | July 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | July 2017

[Multi-Country Payroll Outsourcing \(MCPO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | June 2017

[Workday-Based Human Resources Business Process Services \(HR BPS\) Market Report 2017 – Opportunities Abound in Employee-Centric HR Services](#) | June 2017

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\) Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Banking & Financial Services (BFS) – Information Technology Services (ITS)

[Application Services in Global Banking – Services PEAK Matrix™ Assessment 2018: Spending Picks up as Need for Talent, Transformation, and Time to Market Intensifies](#) | September 2018

[Open Banking IT Services: Orchestrating Experiences in the Platform Economy – Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Capital Markets ITS Report Card and Growth Outlook 2018](#) | August 2018

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[Digital Effectiveness of Wealth Management Firms in North America – Harnessing the Power of AI and Data Analytics](#) | July 2018

[Atos Acquires Syntel: Can Atos Win in the North American Battleground?](#) | July 2018

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[Digital Effectiveness in Retail Banking | Focus on Banks in the UK and Europe: Identifying Digital Banking Leaders in the Open Banking Era](#) | May 2018

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[IT Outsourcing in Global Banking – Service Provider Landscape with PEAK Matrix™ Assessment 2017 and Profiles Compendium](#) | June 2017

[IT Outsourcing in Global Capital Markets – Service Provider Landscape with PEAK Matrix™ Assessment 2017 and Profiles Compendium](#) | June 2017

[FinTechs in Payment: Top 40 Trailblazers](#) | May 2017

[Big Data & Analytics Services in Global Banking – Service Provider Landscape with PEAK Matrix™ Assessment 2016: Rush For The New Gold](#) | December 2016

[Third-Party Risk Management in Financial Services](#) | December 2016

[Mobility in Global Banking – Service Provider Landscape with PEAK Matrix Assessment 2016](#) | November 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Insurance – Information Technology Services (ITS)

[Insurance ITS Report Card and Growth Outlook 2018](#) | August 2018

[Atos Acquires Syntel: Can Atos Win in the North American Battleground?](#) | July 2018

[Guidewire Services: Core Modernization to Set the Stage for Digital Transformation – Services PEAK Matrix™ Assessment 2018](#) | June 2018

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[Closing the Gap - The Future of IT Skills in the United States](#) | April 2018

[Enterprise Digital Adoption in Banking and Financial Services | Pinnacle Model™ Assessment 2018: Harnessing Artificial Intelligence for Digital Leadership](#) | March 2018

[The Great Digital Divide: Is Customer Dissatisfaction the New Normal? A Blueprint to Rethink Your Digital Services Portfolio](#) | March 2018

[Identifying Strategic Partners for Change – Digital Services in P&C Insurance Services PEAK Matrix™ Assessment 2018](#) | December 2017

[Insurer of the Future: Insurance ITO Annual Report 2018](#) | December 2017

[Digital Expectations of Buyers Transforming the Service Provider Landscape – Insurance AO PEAK Matrix™ Assessment 2017 and Profiles Compendium](#) | September 2017

[InsurTechs Envisioning the Future of Insurance – Top 40 Trailblazers](#) | May 2017

[Mobility Services in Global Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | January 2017

[Big Data and Analytics Services in Global Insurance – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | January 2017

[IT Outsourcing in Insurance – Annual Report 2016: Disrupt or be Disrupted](#) | December 2016

[Outsourcing in Global Insurance - Service Provider Landscape with PEAK Matrix™ Assessment 2016 and Profiles Compendium](#) | November 2016

[FinTech Deconstructed – Disruptors or Enablers?](#) | November 2016

[IT Outsourcing in Global Insurance - Service Provider Landscape with PEAK Matrix™ Assessment 2016 and Profiles Compendium](#) | November 2016

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[IT Outsourcing in Insurance – Service Provider Landscape Profile Compendium 2015](#) | January 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\) Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Healthcare & Life Sciences IT Services (HLS ITS)

[Life Sciences Digital in Europe – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018: Accelerating Transformation Despite Regulatory Complexity](#) | August 2018

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[Healthcare Provider IT Services – Service Provider Landscape with Services PEAK Matrix™ Assessment 2017](#) | November 2017

[Healthcare Consulting – Service Provider Landscape with Services PEAK Matrix™ Assessment 2017](#) | November 2017

[Healthcare Payer IT Services – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | October 2017

[The Rise of Medicare Advantage](#) | October 2017

[Healthcare Provider Annual Report 2017: Will the Real Value-Based Care \(VBC\) Please Stand Up?](#) | October 2017

[Life Sciences Clinical Trials – PEAK Matrix™ Assessment for Products 2017](#) | September 2017

[Healthcare IT Security Services – Market Trends](#) | September 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

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[Using Blockchain to Address Interoperability Concerns in Healthcare](#) | June 2017

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[Internet of Things \(IoT\) in Medical Devices](#) | March 2017

[Exploring GICs in the Life Sciences Industry](#) | February 2017

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[Transition from Obamacare to Trumpcare](#) | December 2016

[Healthcare Provider IT Services – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | November 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

IT Services Forecaster™

[IT Services Forecaster™ Growth Trends Report for C1Q 2017 \(January-March 2017\)](#) | August 2017

[IT Services Forecaster™ Growth Forecast Report for C1Q 2017](#) | August 2017

[IT Services Forecaster™ Summary Findings and Latest Forecasts](#) | August 2017

[IT Services Forecaster™ Growth Trends Report for C4Q 2016 \(October – December 2016\)](#) | May 2017

[IT Services Forecaster™ Growth Forecast Report for C4Q 2016](#) | May 2017

[IT Services Forecaster™ Summary Findings and Latest Forecasts](#) | May 2017

[IT Services Forecaster™ Growth Trends Report for C3Q 2016 \(July – September 2016\)](#) | February 2017

[IT Services Forecaster™ Growth Forecast Report for C3Q 2016](#) | February 2017

[IT Services Forecaster™ Growth Forecast Report for C2Q 2016](#) | November 2016

[IT Services Forecaster™ Growth Trends Report for C2Q 2016 \(April - June 2016\)](#) | November 2016

Locations Insider™ (LI)

[“Next-wave” Location Profile – Dublin, Ireland](#) | September 2018

[“Next-wave” Location Profile – Campinas, Brazil](#) | August 2018

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[Betting on the Future – The Bangladesh IT-ITeS Industry is Poised for Growth](#) | December 2017

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

PricePoint™

[Webinar Deck: Contracting for Agile: Lessons From the Trenches in Sourcing Agile Development](#) | September 2018

[PricePoint™: Q1 2018](#) | July 2018

[PricePoint™: Q4 2017](#) | April 2018

[PricePoint™: Q3 2017: Points to Consider in the Pricing of Outsourcing Services](#) | December 2017

[PricePoint™: Q2 2017](#) | September 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

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[PricePoint™: Q4 2016 Points to Consider in the Pricing of Outsourcing Services](#) | April 2017

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[The Impact of SDA on Services TCO](#) | September 2016

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[PricePoint™: Q4 2015 Points to Consider in the Pricing of Outsourcing Services](#) | May 2016

[PricePoint™: Q3 2015 Points to Consider in the Pricing of Outsourcing Services](#) | March 2016

[PricePoint™ Q2 2015 Points to Consider in the Pricing of Outsourcing Services](#) | November 2015

[PricePoint™ Q1 2015 Points to Consider in the Pricing of Outsourcing Services](#) | July 2015

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[PricePoint™ Q2 2014 Points to Consider in the Pricing of Outsourcing Services](#) | December 2014

[PricePoint™ Q1 2014 Points to Consider in the Pricing of Outsourcing Services](#) | August 2014

[PricePoint™ Q4 2013 Points to Consider in the Pricing of Outsourcing Services](#) | June 2014

[Navigating Complexity in HR Outsourcing \(HRO\) Price Benchmarking](#) | March 2014

[PricePoint: Q3 2013 Points to Consider in the Pricing of Outsourcing Services](#) | December 2013

[PricePoint: Q2 2013 - Points to Consider in the Pricing of Outsourcing Services](#) | September 2013

[PricePoint: Q1 2013 - Points to Consider in the Pricing of Outsourcing Services](#) | June 2013

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Procurement Outsourcing (PO)

[Procurement Outsourcing \(PO\) Annual Report 2018: Driving Strategic Value from Procurement](#) | September 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[Supply Chain Management \(SCM\) BPO – Annual Report 2018: Moving Toward a Digital Supply Chain Ecosystem](#) | July 2018

[The Growing Importance of Supplier Management for Perfect Harmony of Ying \(Buyer\) and Yang \(Supplier\)](#) | March 2018

[Procurement Outsourcing \(PO\) BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | March 2018

[The Future of Procurement in the Digital Age](#) | March 2018

[Supply Chain Management \(SCM\) BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | December 2017

[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Unblocking Blockchain Adoption – A Prioritization Framework for Business Processes](#) | November 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[Procurement Outsourcing \(PO\) – Service Provider Profiles Compendium 2017](#) | September 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2017](#) | August 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Procurement Outsourcing \(PO\) Annual Report – 2017: Leap Towards Digital Transformation](#) | July 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | July 2017

[Procurement Outsourcing \(PO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | June 2017

[3PL or 4PL: An Increasingly Complex Decision](#) | June 2017

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | May 2017

[Supply Chain Management \(SCM\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | March 2017

[Procurement Analytics 3.0](#) | February 2017

[Technology in BPS – Service Provider Profile Compendium 2016](#) | January 2017

[Procurement Outsourcing \(PO\) Annual Report – 2016 – Analytics and Beyond](#) | September 2016

[Unlocking Next-Generation Value through Technology-Embedded Business Process Services | Part 1](#) | July 2016

[Unlocking Next-Generation Value through Technology-Embedded Business Process Services | Part 2](#) | July 2016

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2016](#) | June 2016

[Procurement Outsourcing \(PO\) – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | July 2016

[Driving Business Outcomes in Aftersales Supply Chain](#) | May 2016

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | April 2016

[Heralding a New Era of Transformative Business Process Services through Technology](#) | April 2016

[Webinar Deck: Service Delivery and Demand Dynamics in Latin America](#) | March 2016

[Analytics Business Process Services \(BPS\) – Analytics Goes Mainstream – Scope Expands Beyond Traditional Clients and Offerings](#) | March 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Recruitment Process Outsourcing (RPO)

[Recruitment Process Outsourcing \(RPO\) in Europe – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Multi-Country Recruitment Process Outsourcing \(MCRPO\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | September 2018

[Recruitment Process Outsourcing \(RPO\) Annual Report 2018: Orchestrating the Digital Talent Acquisition Symphony](#) | July 2018

[Analytics Business Process Services \(BPS\) – Service Provider Compendium 2018](#) | July 2018

[PeopleScout Acquires TMP Holdings LTD – Another Stride Forward in the Quest for Global RPO Play](#) | June 2018

[Recruitment Process Outsourcing \(RPO\) – Service Provider Profile Compendium 2018](#) | June 2018

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | May 2018

[Recruitment Process Outsourcing \(RPO\) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018](#) | April 2018

[Reimagining Talent Acquisition in a Digital-First Era](#) | March 2018

[Permanent Talent Behemoth ADP Enters Freelancer Management Space with WorkMarket Acquisition](#) | February 2018

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[Marketing in a Digital Way – How Successful Are You?](#) | December 2017

[Recruitment Process Outsourcing: Service Provider Landscape with PEAK Matrix™ Assessment 2017 – Asia Pacific](#) | September 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Rising Cost of Healthcare in the United States](#) | August 2017

[Analytics Business Process Services \(BPS\) – Analytics Disrupting Traditional Decision Making for Businesses – The Quest for More Continues](#) | July 2017

[Recruitment Process Outsourcing \(RPO\) Annual Report 2017 – Strategic Value Creation in a Rapidly Evolving Market](#) | June 2017

["RPO Buyers are Satisfied" – Truth or Myth?](#) | June 2017

[Recruitment Process Outsourcing \(RPO\) – Service Provider Profile Compendium 2017](#) | June 2017

[Enterprise Total Talent Acquisition \(ETTA\) – The Future-Ready Talent Approach](#) | May 2017

[Analytics Business Process Services \(BPS\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | May 2017

[Recruitment Process Outsourcing – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | March 2017

[RPO 3.0 – Paradigm Shift in RPO Value Proposition](#) | March 2017

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[Recruitment Process Outsourcing \(RPO\): A Peek into the Buyer's Mind – Analytics the New Game Changer](#) | January 2017

[Technology in Recruitment Process Outsourcing - Enabling a Paradigm Shift](#) | December 2016

[Recruitment Process Outsourcing – Service Provider Landscape with PEAK Matrix™ Assessment 2016 – Latin America](#) | December 2016

[Recruitment Process Outsourcing \(RPO\) Annual Report 2016 – Opportunities Abound in a Buoyant Market](#) | November 2016

[Recruitment Process Outsourcing \(RPO\) – Service Provider Profile Compendium 2016](#) | November 2016

[Giving Talent Acquisition the "Analytics Nirvana" Edge](#) | November 2016

[UK RPO Market: Evolving Strategy for Attaining Leadership in a Dynamic and Competitive Market](#) | July 2016

[Recruitment Process Outsourcing – Service Provider Landscape with PEAK Matrix™ Assessment 2016](#) | July 2016

[Unlocking Next-Generation Value through Technology-Embedded Business Process Services | Part 1](#) | July 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Service Optimization Technologies (SOT)

[Webinar Deck: Sourcing RPA: Latest Developments and Enterprise Implications](#) | August 2018

[Reimagining the Employee Experience in the Age of Artificial Intelligence](#) | August 2018

[Buyer Satisfaction with Robotic Process Automation \(RPA\) – How Far or Close is Reality from Hype?](#) | July 2018

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[Robotic Process Automation \(RPA\) Annual Report 2018 – Creating Business Value in a Digital-First World](#) | June 2018

[Robotic Process Automation \(RPA\) – Technology Vendor Profile Compendium 2018](#) | May 2018

[Webinar Deck: Unpacking the Evolving RPA Market and Software Offerings: Insights from our RPA PEAK Matrix™ Assessment](#) | May 2018

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[Role of Artificial Intelligence \(AI\) and Cognitive Solutions in Delivering Customer Experience of the Future](#) | March 2018

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[RPA Implementation in GICs – Learnings and Best Practices](#) | December 2017

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[CSC-HPE Merger: Looking Beyond the Obvious](#) | December 2017

[Business Process Services Delivery Automation \(BPSDA\) – State of the Market Report – 2017](#) | November 2017

[Artificial Intelligence in Global Services – State of the Market Report – 2017](#) | October 2017

[Webinar Deck: Impact of Digital on the Future of Business Process Services \(BPS\) Industry – What, Where, and How?](#) | October 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Profile Compendium 2017](#) | September 2017

[The Curious Case of Infosys and Vishal Sikka](#) | August 2017

[Talent Model and Location Hotspots for Service Delivery Automation \(SDA\) Center of Excellence \(CoE\)](#) | July 2017

[Business Process Services Delivery Automation \(BPSDA\) – Service Provider Landscape with PEAK Matrix™ Assessment 2017](#) | July 2017

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[Webinar Deck: RPA Market and Technology Trends in 2017](#) | March 2017

[Robotic Process Automation \(RPA\): Technology Vendor State of the Market Report](#) | February 2017

[Rise of Automation in P&C Insurance](#) | February 2017

[Technology in BPS – Service Provider Profile Compendium 2016](#) | January 2017

[Robotic Process Automation \(RPA\) – Technology Vendor Profile Compendium](#) | December 2016

[Robotic Process Automation \(RPA\) – Technology Vendor Landscape with FIT Matrix Assessment – Technologies for Building a “Virtual Workforce”](#) | December 2016

[IT Application Services Automation: Think Benefits, Not Costs](#) | November 2016

[The Service Delivery Automation \(SDA\) Journey](#) | September 2016

BLUE PAGES

DIRECTORY OF RESEARCH AND EVENTS

IN THIS EDITION

[Featured Research](#)

[Upcoming Research](#)

[Upcoming and Recent Webinars](#)

[Recommended Blog](#)

[Market Vista™](#)

[Application Services](#)

[Banking & Financial Services \(BFS\) – Business Process Outsourcing \(BPO\)](#)

[Healthcare & Life Sciences Business Process Outsourcing \(HLS BPO\)](#)

[Insurance – Business Process Outsourcing \(BPO\)](#)

[Catalyst™](#)

[Cloud & Infrastructure Services \(CIS\)](#)

[Customer Experience Management \(CXM\) Services](#)

[Digital Services](#)

[Finance & Accounting Outsourcing \(FAO\)](#)

[Human Resources Outsourcing \(HRO\)](#)

[Banking & Financial Services \(BFS\) – Information Technology Services \(ITS\)](#)

[Insurance ITS](#)

[Healthcare & Life Sciences IT Services \(HLS ITS\)](#)

[IT Services Forecaster™](#)

[Locations Insider™ \(LI\)](#)

[Pinnacle Model™](#)

[PricePoint™](#)

[Procurement Outsourcing \(PO\)](#)

[Recruitment Process Outsourcing \(RPO\)](#)

[Service Optimization Technologies \(SOT\)](#)

[Engineering Services \(ES\)](#)

[Past Webinars](#)

[Other Publications](#)



HOME



BACK



NEXT

Engineering Services (ES)

[Embedded System Engineering Services PEAK Matrix™ Assessment: Enabling the Era of Connected and Intelligent Products](#) | August 2018

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