

# Forward-looking Research and Actionable Recommendations for GBS Organizations

Make **confident decisions**  
powered by **tenacious research**

## Everest Group's Memberships and Custom Offerings

Everest Group assists clients in capturing value from their GCC through **memberships** and **focused projects**

### Memberships

#### GBS membership growth and evolution

- Refine and shape GBS scope and influence
- Strategize market intelligence, business case, and roadmap
- Orchestrate capability build and articulate GBS value

#### Outsourcing Excellence membership value from outsourcing

- Outsourcing model advisory
- Portfolio design and rationalization
- Outsourcing risk management

#### Locations Insider membership delivery portfolio optimization

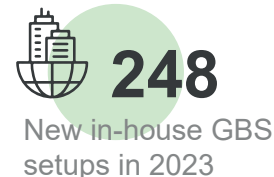
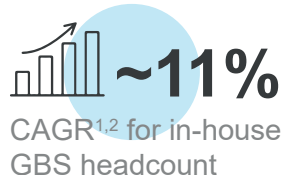
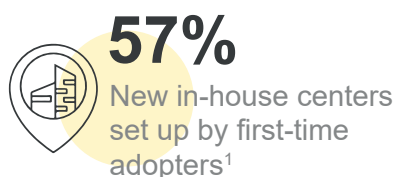
- Strategize workforce, work placement, and location selection
- Streamline operational costs and identify cost-takeout opportunities
- Establish robust business resiliency and mitigate risks

### Projects



## Top 4 observations in the GBS market

- GBS model adoption is on the rise, as the propensity to insource is increasing
- The talent war has subsided, but demand for niche skills remains high
- GBS firms are progressively transitioning to a predominantly vertical model
- Location diversification is becoming critical



## What is the prevailing GBS operating model organizational structure?



### Is it by industry, scope, or geography?

Everest Group and Sourcing Change are investing in a foundational analysis to uncover:

- 1 Enterprise context in which GBS operates
- 2 Dominant organizational models and their evolution over time
- 3 Critical “make it happen” capabilities that drive success

Participate in this GBS operating model organizational structure study and receive a complimentary briefing session with Everest Group analysts to explore the groundbreaking findings firsthand.

<https://www.everestgrp.com/participate-in-the-gbs-operating-model-study/>

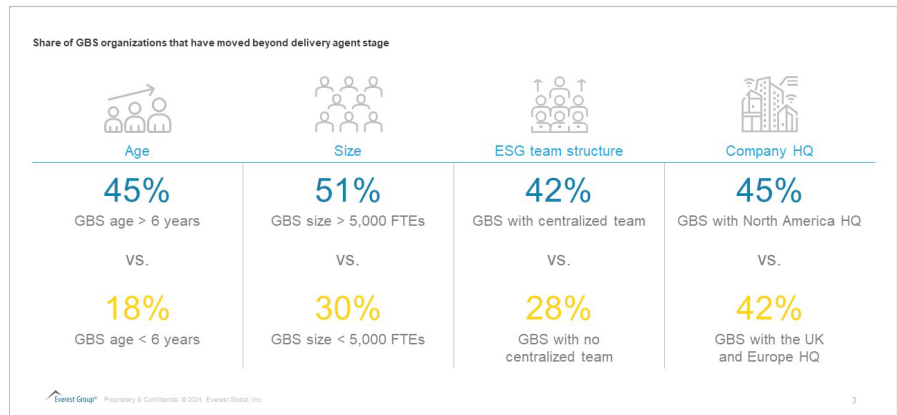
## Key success actions for GBS leaders in 2024

- 1 GBS firms need to deploy innovative cost-optimization strategies
- 2 Unlocking the full potential of new technologies (gen AI) will be a conscious choice for GBS leaders
- 3 GBS leaders need to build a robust framework to quantify value and be adept in articulating it
- 4 GBS firms need to relook at their location and workforce strategy to elevate the service delivery experience
- 5 The realm of ESG initiatives presents an unexplored reservoir of potential for GBS to tap into

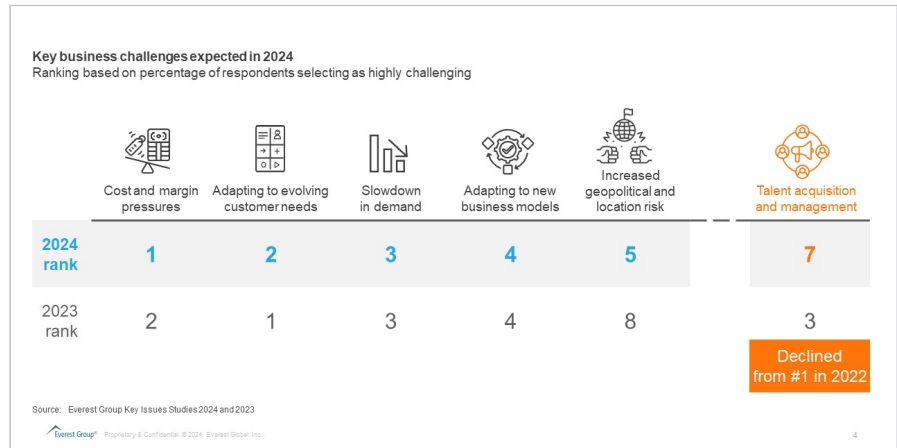
<sup>1</sup> As of 2023; represent offshore/nearshore location  
<sup>2</sup> CAGR (FY2017-22)  
 Source: Everest Group

# Get a sneak peek into Everest Group's published research

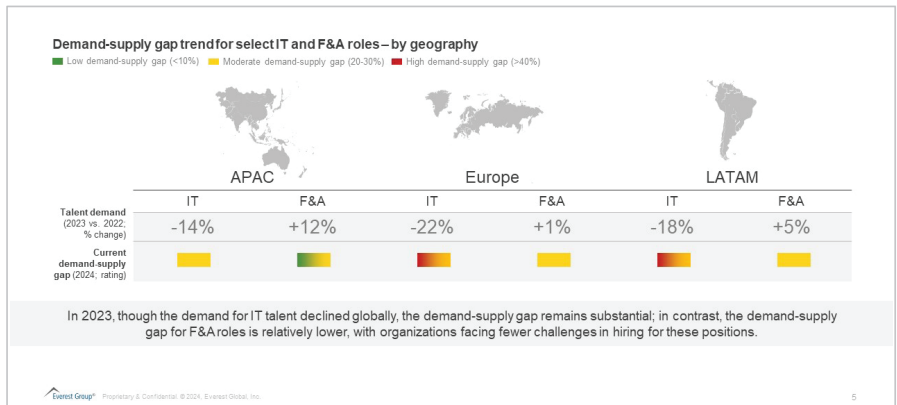
As GBS' mature, grow, and centralize their ESG team, their ESG impact grows too, with no significant difference based on corporate headquarters.



Our recent study on the key issues for 2024 highlights that cost and margin pressures have become the primary concern for GBS leaders in 2024.



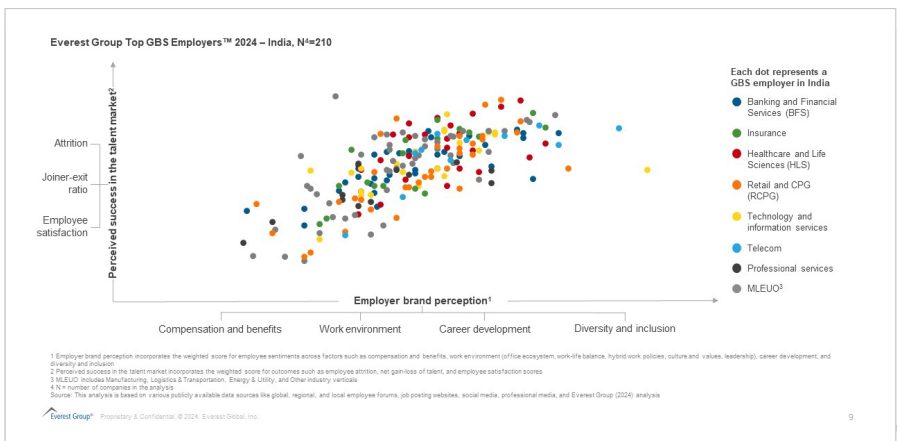
Despite decrease in absolute demand for talent, the demand-supply gap continues to be a challenge – particularly in Europe and LATAM.



## Upcoming flagship research

To know the top GBS employers in India and get a complimentary copy of the report, register here:

<https://www.everestgrp.com/webinars/winning-employer-value-propositions-strategies-from-top-gbs-employers-webinar.html>





Everest Group's **AI-powered insights platform**,  
purpose-built to guide location and workforce decisions

What does Talent Genius™ help with?



#### Location assessment

**Make faster location selections** for growth and expansion by evaluating and comparing talent supply and demand, cost of delivery, operating and business risks, and language scalability in 100+ cities and 30+ offshore/nearshore countries globally



#### Talent monitoring

**Optimize and plan hiring efforts** based on market dynamics by identifying talent demand and benchmarking salaries



#### Peer Insights

**Track competitor activity** to get early signals on growth and focus areas by monitoring peer demand hotspots, hiring trends, and talent profiles



### BOOK A COMPLIMENTARY DEMO

<https://www.everestgrp.com/talent-genius-landing-page/>



Everest Group Engage is a **premium-experience**  
educational and networking event

#### 2024 Theme

The Pragmatic Edge:  
Designing Your Future

#### Conference Dates

September 30 –  
October 2, 2024

#### Location

Renaissance Dallas Hotel  
Dallas, TX

#### Who attends

Executives in global business services,  
sourcing, vendor management, and  
select shared services functions

### LEARN MORE

<https://events.everestgrp.com/engage2024>

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With you on the journey