Nasscom to reboot IT, BPM sector

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The Indian tech industry apex body, Nasscom, is chalking out a global repositioning cum rebranding campaign for IT and BPM sectors in the global markets.

As a precursor to this exercise, the industry body is currently in the process of compiling some 150 case studies and digital transformation success stories from IT companies, BPM firms, GCCs (global capability centres) and startups in India. All these works of excellence will be finally hosted on a portal, which will be showcased to the global audiences in an ambitious brand building binge which will commence by January 2019 and will run for a period of three years.

The Executive Committee of Nasscom is busy finalising the details of the rebranding campaign, including its name. An external partner has already been chosen, will come on board in September, to handle the media, communication and final execution of the campaign.

Nasscom vice president-industry initiatives, K S Viswanathan told Financial Chronicle that the idea is to get India its due recognition and brand recall in the international markets as a suitable digital transformation partner. Global enterprises are facing severe challenges in the digital transformation front. Indian companies have taken up the digital role very actively and seriously, which is evident in their quarterly revenue numbers, but they require a repegging in the customer markets as the traditional image of India as a skill arbitrage destination taking time to change.

"We are creating a repository of outstanding case studies of digital transformation in IT, BPM and CASE (connected, autonomous, shared mobility and electric-EVs). All together there are some 150 select case studies, each narrating the story of India's capability in deep technologies: analytics, artificial intelligence, data sciences, robotics and Internet of Things. All these case studies will be made available on a portal by end of September," added Viswanathan." Nasscom has already identified 35 unique digital transformation case studies---robotics, voice automation, analytics, omni channel customer experiences etc--from Business Process Management firms like WNS, EXL, FirstSource, Aegis, Intelenet, HGS and others. Another 35 to 50 case studies (AI and analytics) will be compiled from IT companies while a set of 20 case studies have already been shortlisted from various GCCs.

Now here are some hard facts that can build a strong case for India in global digital transformation market.

India has emerged as the GCC capital of the world. The country houses GCCs of over 1000 foreign companies, of which 67% are from the US, 23% from Europe and the rest are from Asia Pac. Some 52% of global capability (development) centres of global MNCs outside their home country are in India. All these GCCs are busy working on a wide range of deep technologies making India a super active space for digital transformation.