Research & Insights - Case Studies

Aug 2019

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B2R – Research Case Studies

RESEARCH & INSIGHTS

Services Outsourced

B2R

Web Research and Deal Tracking (Secondary Research)

INDUSTRY ▶	Information Technology enabled Services (BPO/BPM) Education Information Technology	Financial Services Transport Automobile Agriculture	Telecom Utility Construction
VERTICALS ▶	**GLOBAL IN-HOUSE RESEARCH (CAPTIVE+HYBRID)**	**SERVICE PROVIDER (OUTSOURCING)**	**CONTACT MINING (LEAD RESEARCH)**
SERVICES **(In each Vertical)**	Research on • SHARED SERVICE CENTER • RPA, AI, BLOCKCHAIN NEWS • CONTACT CENTER NEWS • GLOBAL MANAGEMENT CHANGES • SOFTWARE/DATA CENTER NEWS • NON-IT BACK-OFFICE NEWS	Research on • MERGERS & ACQUISITIONS • TRACK SERVICE PROVIDER CENTER OPENING & EXPANSION • TRACK SPIN-OFF, INVESTMENT. DIVESTMENT • TRACK ALLIANCE/PARTNERSHIP	Secondary research for contacts • INDUSTRY • EDUCATION/ACADEMIC HEAD • SOURCING/PROCUREMENT • ARTIFICIAL INTELLIGENCE • STRATEGIC IT HEADS
	1. RESEARCH METHOD: NEWS FEED BASED ON GOOGLE ALERT 2. OUTPUT: EXCEL 3. UPLOADING TO SALESFORCE AT CLIENT-END		RESEARCH METHOD: LINKEDIN AND GOOGLE

Case 1

A Global Research & Consulting Company

About the Client

BUSINESS AREA and SERVICE SEGMENT

International management consulting and research firm that advises Fortune 500 firms across six continents in different industry segments.

Client offers research services across major areas such as Mergers & Acquisition, Human Resources, Procurement, IT, Digital, and Cloud to help businesses in strategy, execution, process optimization, and Digital Transformation.

PROJECT SCOPE

Research Captive Units of Fortune 500 firms and Service providers across the globe for business news/updates related to AI, IT developments, Merger and Acquisitions, new locations and other important business matters.

Project Scope and Volume

Data Points - LAST 3 YEARS

Total News scanned: ~1.3 Million; Global In-House Research created: 1 742;

Service Provider Research created: 4981
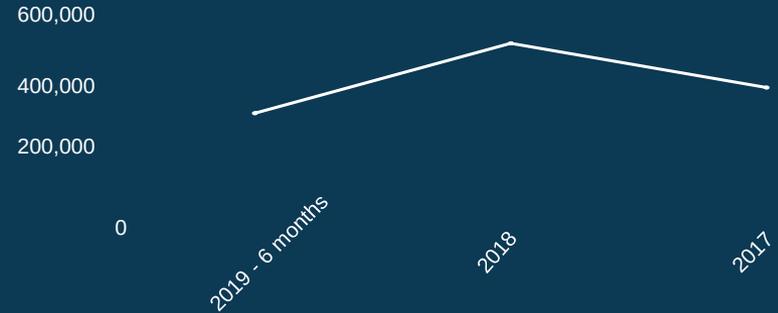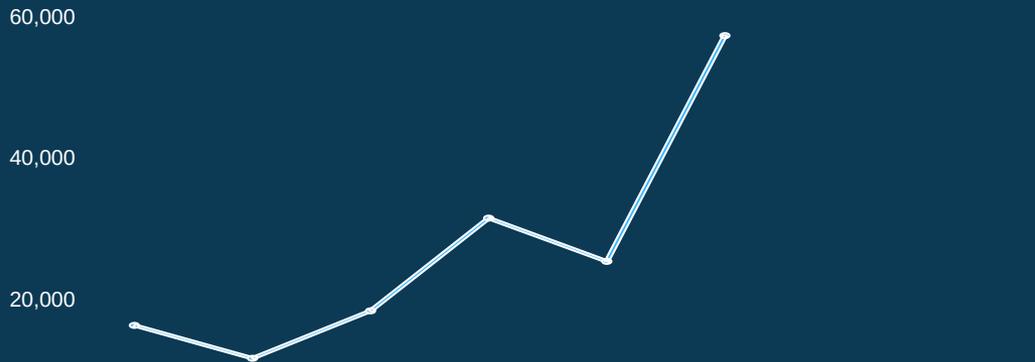
Turn Around Time : 6 days

Weekly Volume Researched - 15K News Scanned

**4 Reports generated monthly (Excel)**

Research Published by Client

Global services market

The global offshore/nearshore services market continued to grow to reach ~US$196 billion in 2018, with GICs accounting for one-fourth of the market

Global services market
2013-2018; US$ billion

CAGR: 7.4%

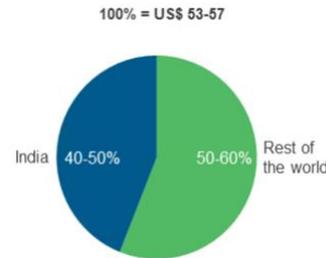Distribution of the global services market by sourcing model
2018; Percentage

100% = US$ 194-198

GICs 24-28%

Third-party service providers 72-76%
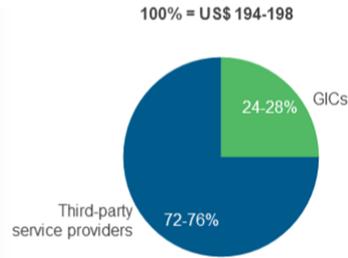
Offshore/nearshore GIC market

India continues to dominate the offshore/nearshore landscape; CEE has gained significant traction over the last few years

GIC market size
2018; Percentage

100% = US$ 53-57

India 40-50%   Rest of the world 50-60%

Rest of the world (leading GIC locations)

| Asia Pacific	CEE and RONE	Latin America	MEA
• China	• Czech Republic	• Argentina	• Israel
• Malaysia	• Hungary	• Brazil	• Morocco
• Philippines	• Ireland	• Chile	• South Africa
• Singapore	• Lithuania	• Costa Rica	• Egypt
	• Poland	• Mexico	
	• Romania		

Service provider developments | M&As and alliances

Alliance activity increased significantly, while the M&A activity remained similar to Q1 2019

M&As by service provider category
Number of acquisitions
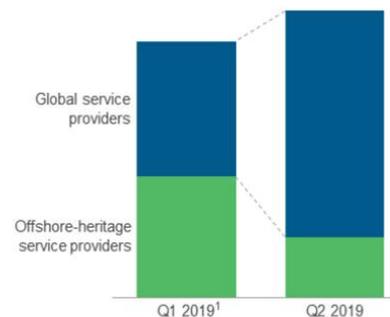
Alliances by service provider category
Number of alliances
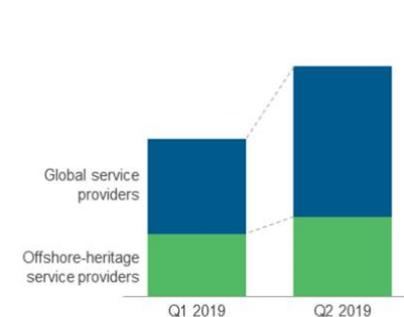
- Excel output converted to reports using Analytical tools by client
- Saving of the client 200%
- Global 1000 companies use the industry forecast in these reports for Business decisions
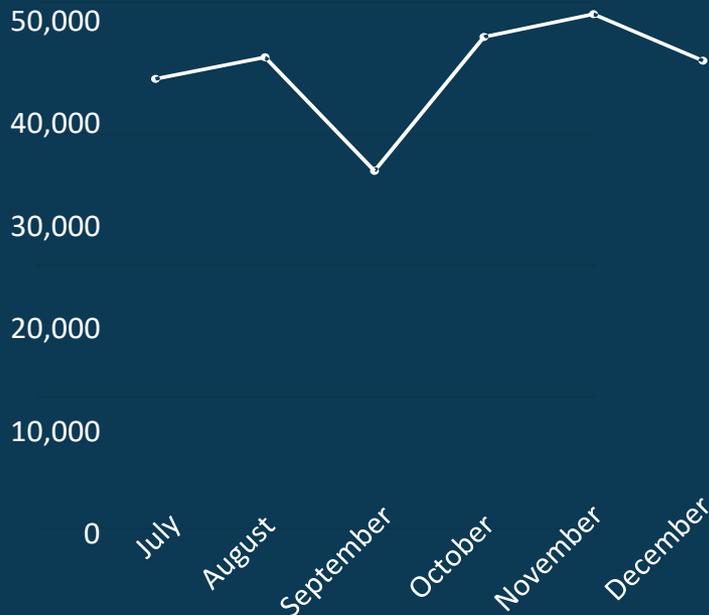- Clients resources freed up for crucial business activities

• The overall M&A activity remained on similar lines as compared to the previous quarter. The number of acquisitions for global service

Case 2

B2B Global Market Research Company

About the Client

50,000	
40,000	
30,000	
20,000	
10,000	
0	July August September October November December

BUSINESS AREA AND SEGMENT

Global Market Research firm working from 14 locations for high net-worth enterprises.

Client offers broad range of research media which includes magazines, newsletters, online communities, subscription websites, e-commerce solutions, workflow software, certifications, training, seminars, conferences, and webinars.

PROJECT SCOPE and VOLUME

- SECONDARY RESEARCH FOR HEALTHCARE, MEDIA & PUBLICATION, FINANCIAL SERVICES, INSURANCE & ANNUITIES, MARKETING & SALES

- MARKET RESEARCH - COMPANY PROFILING, CONTACTS , EVENTS, CONFERENCES and WEBINARS

- Volume - 40K per month,

- Turn around time - 3 days

Talk to us!

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