

## ADVANCED TECHNOLOGY SOLUTIONS AND INTELLIGENT AUTOMATION TO DRIVE GROWTH FOR THE BPM INDUSTRY

- BPM industry witnessing a steady growth with an aim to reach \$50-55 billion by 2025
- Revenue mix of BPM industry expected to invert, with digital streams expected to overtake traditional by 2025

**12<sup>th</sup> October, Bangalore:** Inaugurating its 19<sup>th</sup> BPM Strategy Summit in the city today, the **National Association of Software and Services Companies (NASSCOM)** articulated the current state of the industry, stating that India remains the largest BPM base in the world with a revenue of close to \$30bn and an employee strength of 1.2 million in FY 2017. Overcoming the earlier phase of a slower growth, the Indian BPM industry has more than 35% of share in global sourcing and 38% in the employable graduate pool, and is witnessing a revenue growth of 1.7X. Revenues for India's BPM sector is projected to increase from \$30bn in FY17 to \$50-55bn by 2025. NASSCOM also projected that digital streams will account for 60-70% of the BPM service providers' revenue by 2025, overtaking traditional streams, with advanced technology solutions and intelligent automation driving much of this growth.

"The BPM industry is going from strength-to-strength, embracing the change as it emphasizes on customer experience, service, and innovation and setting the trends across the globe. In this era of changing expectations, hybrid growth driven by higher order thinking and digital assistance will drive dynamic shifts towards new geographies, verticals and markets," said **Mr. Raman Roy, Chairman, NASSCOM.**

### Projections for 2020

- \$200+ bn analytics and big data spending market by 2020
- \$5+ bn RPA market by 2020
- Expansion of the scope of BPM/BPaaS revenues by 2-3X by 2020
- Chatbots to power 85% of all customer service interactions by 2020

The summit highlighted the dramatic technological shift in the BPM industry towards digital strategy, which is witnessing an ever-increasing adoption of robotic process automation, advanced analytics and digital assistance. With the advent of new pricing models and increasing demand for unique skills in analytics, domain-knowledge and emerging technology, the BPM industry is being aided by strategic acquisitions, partnerships and collaborations. It is reported that there has been an over 60% increase in revenue per FTE for analytics in the last three years. Furthermore, significant new investments have gone up 3X since 2014, with focus on building new products, capabilities and setting up a Digital Centre of Excellence. There are currently over 2000 bots operational for various client services.

**Mr. Rohit Kapoor, Chair, NASSCOM BPM Council** while interacting with the media said, "These are interesting times for the BPM industry, with digital becoming the driving force behind the growth of the sector. With customer experience becoming mission critical for companies, they are investing heavily in new technologies enabling AI, Automation, Big Data Analytics in a secured fashion. We hope this trend will continue in the coming years and will set new benchmarks for the domain, positioning India as an undisputed BPM destination."

The BPM industry is creating a significant impact in four key dimensions – process improvements helping lower cost to serve and faster delivery, faster and higher return on investment, customers as partners to reduce risks and drive results, and complete transformation of existing business processes. To maintain and accelerate the pace of growth, the NASSCOM BPM Council has highlighted its priorities for the industry. These include

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positioning India as the destination of choice for global firms to deliver transformation value and the BPM sector as a world class industry of choice for aspiring professionals. The industry also wants to capitalize on Data Science and Artificial Intelligence as the next growth trajectory and provide high value services, reskill the existing workforce to be positioned relevantly for future work in the areas of RPA, automation, AI, digital, and so on.

The two-day summit will also witness the felicitation of the NASSCOM Customer Service Excellence Award 2017, as well as speaker panels comprising of experts from across the globe, representing the leadership of digital transformation, automation, customer service, data analytics and insights, R&D and BPM across academia and industry.

## **About NASSCOM**

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 2100 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.5 million professionals.

For more information please visit: [www.nasscom.in](http://www.nasscom.in)

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