

zensar



Thrive and Innovate in Enterprise 4.0 era







Zensar's ISV offerings

📌 #ThinkVelocity@HTM

Managing growing customer expectations

The Independent Software Vendor (ISV) market is growing at an phenomenal annual rate of 30%. With this growth the numbers of ISVs are growing exponentially as well. According to Forrester, the number could grow upto 10x by 2028. Growing competition and changing market landscape poses key challenges for ISVs today.

Challenges

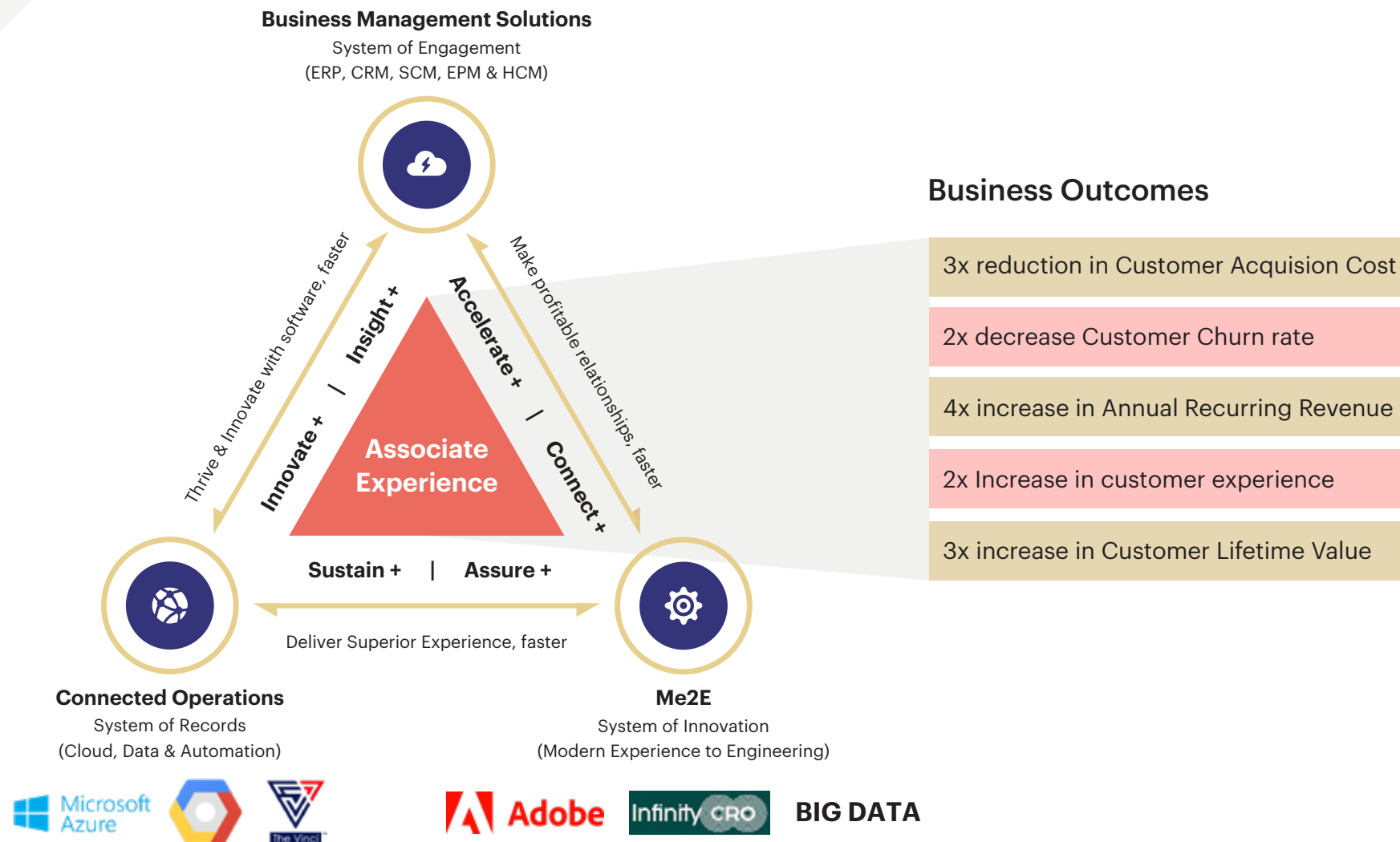
-  Adopting open economy and architecture
-  Declining profit margins due to commoditization and price wars
-  Creating intuitive customer experiences
-  Increased demand for customization
-  Lack of agile processes and cognitive automation
-  Securing the data fabric

Solving Challenges

Our Vision for HT&M industry

Leveraging our deep industry experience we have identified 5 levers which define ISV growth. The HT&M triad acts on these levers to ensure that best in class outcomes. The triad forms the pillars of digital transformation which will help you simplify your end-to-end customer journey.

Zensar`s HT&M Value Triad™



Service Catalog



Experience Services

Seamless delivery of strategy, design, prototype, and production of customer experience (CX) platforms and products



Advanced Engineering Services

Cloud-native, full-stack, high-velocity advanced engineering services to address business-critical digital needs



Data Engineering and Analytics

Expert services addressing full gamut of increasingly cloud-based big data needs for customers, advanced analytics, and AI/ML services



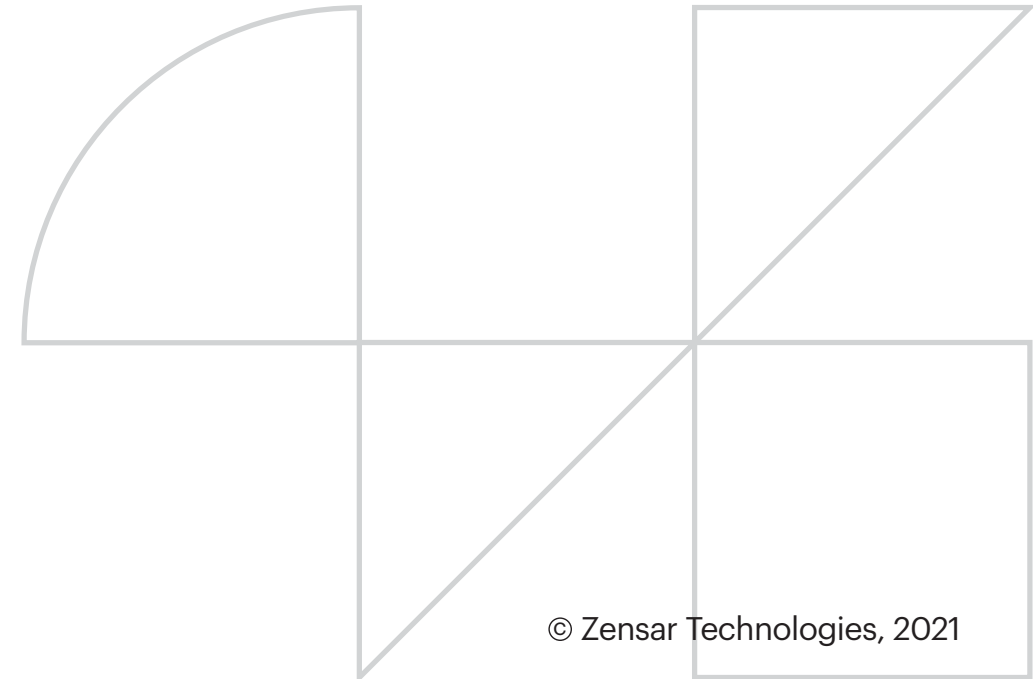
Application Services

Full-lifecycle services addressing application management needs of larger organizations



Foundation Services

Help enterprises design, create, and maintain their infrastructure. Provide an interconnected foundation for digital transformation



Accelerating your servitization journey

End-to-end solutions for your entire value chain

Planning & Strategy > Product Development > Hunting / Marketing > Sales / Partner Management > Customer Engagement > Customer Delight

Planning & Strategy



Product Development



Hunting / Marketing



Solution:

- Market research, Product visioning and road mapping
- ZenAnalytica- Predictive and prescriptive analytics and recommendation engine for operations planning
- Resource planner
- Financial planner

Impact:

- 40% growth in number of unique visitors
- 30% increase in customer satisfaction
- 3X decrease in time to value

Solution:

- ITAP – Intelligent Test Automation
- Digital 360 Assurance – assurance of real devices, networks, locations, along with experience insights
- Testing as a service
- Project Management

Impact:

- 75% reduction in QA execution time resulting in faster releases
- Nearly 100% system uptime
- Upto 60% cost saving via test automation

Solution:

- ZenCMO – Dashboard with real-time marketing data visualisation and insights
- InSight – Marketing Analytics
- Email studio and Social studio on Salesforce
- Digital branding and content

Impact:

- 10X faster report generation
- 22% increase in lead generation
- 2x marketing ROI

Accelerating your servitization journey

End-to-end solutions for your entire value chain

Planning & Strategy > Product Development > Hunting / Marketing > Sales / Partner Management > Customer Engagement > Customer Delight

Sales / Partner Management



Customer Engagement



Customer Delight



Solution:

- Partner360 – Complete partner lifecycle management including onboarding, collaboration, quotation, partner performance and incentive management
- B2B Commerce and CPQ implementation using Salesforce

Impact:

- 20% increase in partner sales growth
- 30% increase in sales
- 25% reduction in sales cycle time

Solution:

- OmniCon – Conversational self-service bot
- AI powered product recommendations to increase cross sell and upsell
- Digital contact center – partner led solution to augment relationship manager's capabilities

Impact:

- 40% faster customer query resolution resulting in increased CSAT
- 30% increase in cross sell and upsell revenue

Solution:

- KnowledgeHub – Single source content management system for personalized content and deeper user engagement
- ConnectedOperations - System integration of financial, ERP, IoT, and payments to provide consistent user experience.

Impact:

- 40% growth in number of unique visitors
- 30% increase in customer satisfaction

Success Stories



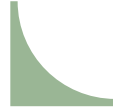
Experience Design to exceed financial targets

Helped design the experience for an app marketplace of a leading interactive and digital entertainment company. Insights gathered through our experience design services helped the customer exceed it's quarterly sales target.



Increased customer engagement via e-learning portal

Created a rich and engaging learning experience by developing pre-skills assessment and 27 videos aimed at learning and skill enhancement for a Global Fortune 50 network solution provider.



Simplifying customer relationship management

Provided all levels of support for SFDC CRM Enterprise Edition to a computer networking company. Along with ongoing support designed and developed new enhancements as well as provided training to business users.



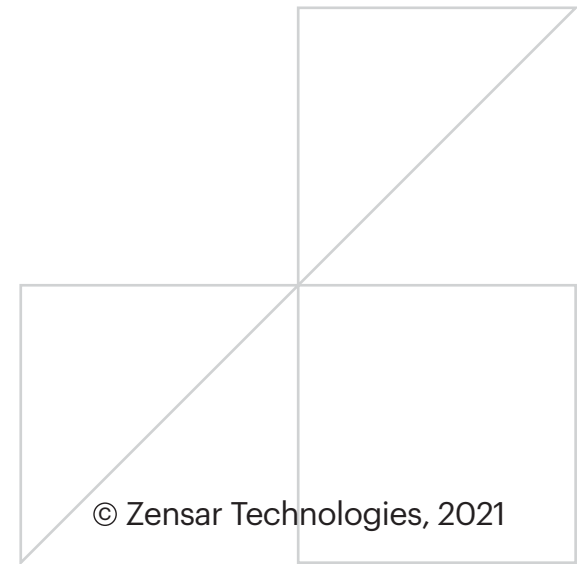
Testing as a service to reduce time and cost

Provided world class application testing services to a major network equipment and services supplier. Our advanced automation tools provided ~40% reduction in testing timeline and ~20% value realisation/cost avoidance.



Launched new product and services and reduced time to value by 30%

Rapidly scaled cloud infrastructure using Oracle Cloud Infrastructure of a video streaming software provider to meet the increased demand during Covid. Delivered more performance with 58% less cost.



Breaking away from the pack

Zensar's pivot to "Inventive Integrator" for Hi-Tech & Manufacturing Industry

Best-in-class Solutions	Deep Partner Ecosystem			Culture
Zensar Studios Bringing Digital Business to Life	GOLD PARTNERSHIPS			100% Living Digital
Proprietary Verticalized ERPs/IPs	servicenowSMOKESCREENManageEngine			Contractual & Engagement Flexibility Coinvesting in Customer Success
Award winning solutions and accelerators	Google CloudSAPsalesforcepaloalto			Sustained Engagement Avg 12+ Yrs /Customer with partnership, transparenc, ownership
Domain Centric Analytics	AzureNUTANIXORACLEamazon web services			Industry Solutions Group Dedicated RFP Team Responsible for Customer Success
Best Of Breed Solutions across Value Chain				
Customer First Operating Model				
US Focused 33+ Delivery Centers across the world	G-Local Presence Delivery centers in US, UK, SA, INDIA & in 27 countries with 20+ years of engagement	50+ Customers[80% F-500] enabled by transforming end to end experience	9+ CSAT Score Average customer satisfaction for HTM customers in FY21	

Awards and Recognition



Recognized as Disruptor in Applied AI and Advanced Analytics RadarView 2021

Recognized as Disruptor in CX and CRM RadarView 2020-2021



Recognized as Star Performer and Major Contender in Everest Group's Application and Digital Services in Life and Annuities PEAK Matrix® Assessment 2021

Recognized as an Aspirant in System Integrator (SI) Capabilities on Amazon Web Services and Microsoft Azure Services PEAK Matrix® Assessment 2021



Recognized as a niche player in 2020 Gartner Magic Quadrant for Data Center Outsourcing and Hybrid Infrastructure Managed Services, North America

Mentioned in Gartner Digital Commerce Vendor Guide, 2020



Winner 2021 : Winner in the Cloud Consultancy/MSP of the year



Winner 2021: Zensar's The Vinci wins under the AI Powered Innovation for Enterprise category



Winner 2021: Winning Edge in Digital Transformation brought by CFO



Winner 2021: Foolproof won the prestigious BIMA10 for VR mass casualty training experience



Winner 2021: IndigoSlate was the gold winner of the 39th Annual American Advertising Awards



We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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