

Strategic messaging toolkit

How to speak **GenpactNext**

May 2025





Contents

➤ What's in our messaging toolkit?

- Our strategic messaging framework
- Substantiating our marketplace messages
- Tools:
 - Boilerplate
 - What our messaging sounds like
 - Stop/start/continue cheat sheet

➤ Additional resources



Welcome to Genpact's strategic messaging toolkit

AI is transforming business models at an unprecedented pace and we're creating a future where services are delivered through advanced domain-led technologies. As our business evolves, our communication (both written and spoken) must evolve with it. The words we use in conversations, presentations, and interactions with clients, partners, and our people must reflect GenpactNext, our aspiration to be a leader in advanced technology, and our growth ambitions.

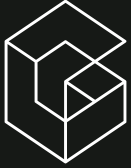
What is the strategic messaging toolkit?

A set of core messages rooted in GenpactNext that:

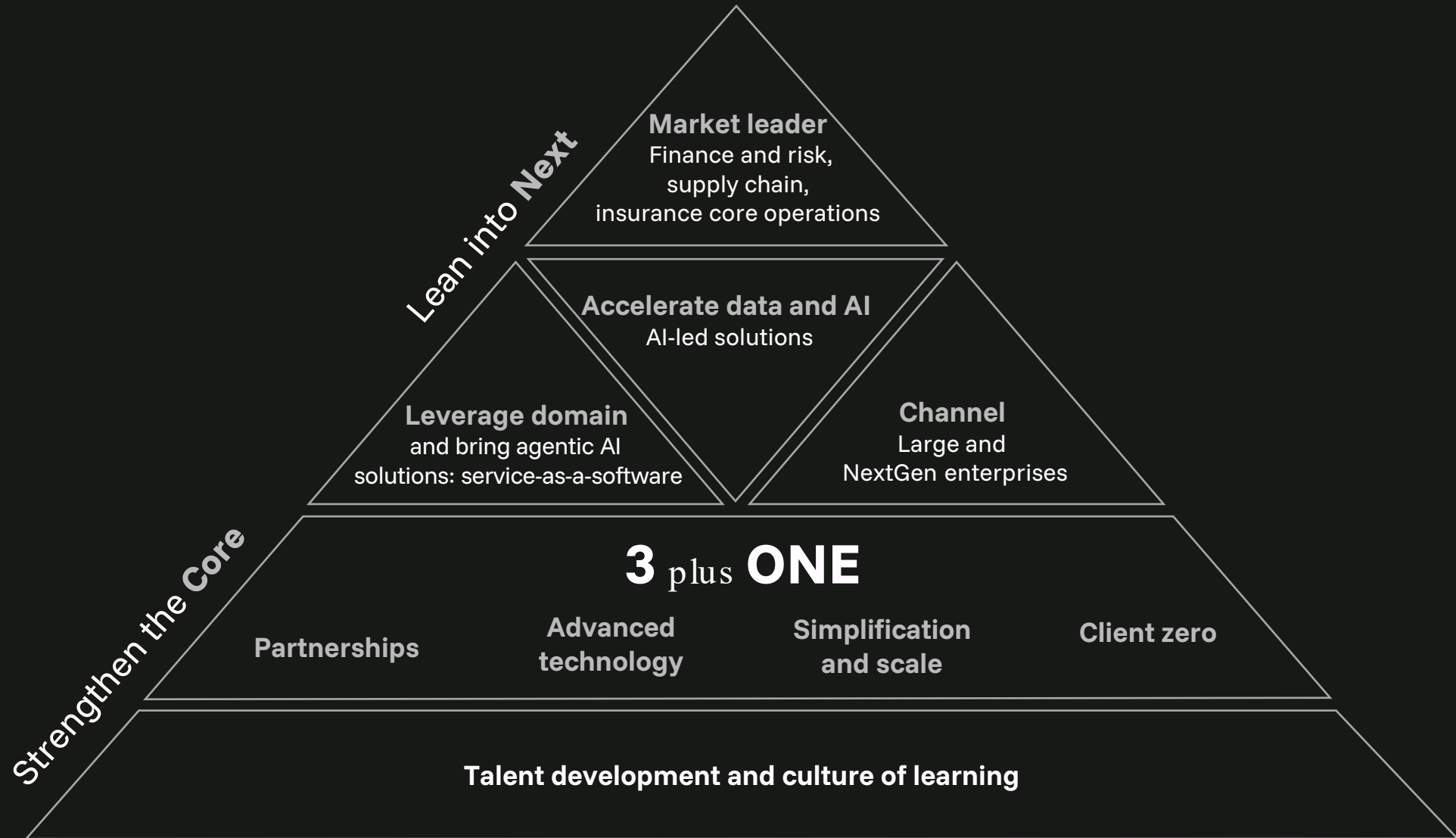
- Enables you to confidently 'speak' GenpactNext
- Drives consistency across all Genpact communications
- Helps shift perception of who Genpact is, what we do, and how we do it

How to use it

- Use the messaging toolkit in your conversations, presentations, and interactions with clients, partners, and teams
- Share it broadly internally as a must-have resource – clear and consistent communications minimize confusion during this time of transition
- Look out for updates on [Brandsource](#)



GenpactNext: Our starting point





Our strategic messaging framework

WHO WE ARE ----- A global advanced technology services and solutions company

OUR VISION ----- To drive unparalleled value through the mix of deep business knowledge, operational excellence, and advanced technology

**OUR APPROACH
TO EXECUTION**

3^{plus} ONE

Partnerships

We're building deep technology partnerships to directly address clients' challenges and unlock opportunities

Advanced technology

We deliver comprehensive technology solutions that turn innovation into business value

Simplification and scale

As we streamline our operations, our clients gain agility and scale

Client zero

We continue to embed AI across our business and ways of working, ensuring we are our own best credential

**OUR
MARKETPLACE
MESSAGES**

Our past sets us apart

We've spent decades solving clients' biggest challenges with our industry insights, operational excellence, and client centricity

Our innovation is creating tomorrow, today

We are thinkers and doers. We transform leading enterprises to rapidly unlock value with data and advanced technology services and solutions

Together, we accelerate progress

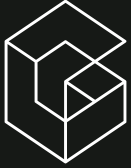
We're a partner of choice, bringing together the world's thought leaders and advanced technology companies to fast-track progress

OUR PURPOSE ----- The relentless pursuit of a world that works better for people

CORE VALUES ----- **Courage, curiosity, and incisiveness** on a foundation of **integrity** and **inclusion**



Substantiating our marketplace messages



Our past sets us apart

Reasons to believe

➤ A distinctive blend

Built over more than 20 years, our unmatched mix of business, operational, and technology knowledge has client centricity at its core and continues to define us as we create value for clients.

➤ How we do it

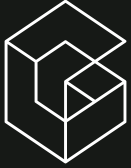
From finance and risk to supply chain, procurement, and core industry operations, we draw on our experience **uniting clients' business and IT organizations** to deliver solutions that achieve tomorrow's transformative outcomes today.

We have never let go of our start-up mentality, which gives us the entrepreneurial agility that many large service providers lack. And together with our ecosystem of technology partners, we believe anything is possible but focus on what adds value.

➤ We deliver on our promises by tying our goals to our clients' goals. Our culture, values, and outcome-based commercial models mean we're fully invested in our shared success.

Our credentials

Our clients' successes span industries, business functions, and the technology spectrum, including AI. And our ongoing commitment to attracting and developing talent through our culture of learning continues to fuel our tech and AI-fluent workforce.



Our innovation is creating tomorrow, today

Reasons to believe

➤ Innovation at scale

Organizations want new ways to address their challenges and harness opportunities to thrive in their dynamic markets. With access to an innovation architecture focused on value creation, Genpact's clients gain alternative approaches that put advanced technology to work and make an impact, today.

Using our blend of strategic thinking and practical delivery, we accelerate scale and client value. And to us, that means more than increasing productivity. We help organizations create growth, enhance client experiences, bridge skills gaps, and simplify complexity.

➤ How we do it

From finance and risk to supply chain, procurement, and core industry operations, we combine our advanced technology expertise, business knowledge, and operational excellence to achieve transformative outcomes.

For example, the [Genpact Gigafactory](#) is our delivery model that drives excellence in AI and data engineering. It offers clients scalability, standardization, accountability, and repeatability to create greater and faster value from data, tech, and AI, including agentic AI. We also have more than 130 gen AI solutions in production or going live, and over 88,000 professionals trained in data and analytics.

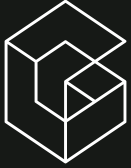
And with our [AI Innovation Centers](#) around the world, clients can quickly turn their ideas and objectives into results.

➤ Our credentials

Our [AI-powered client stories](#) show the value we bring to organizations. [Analysts and advisors](#) recognize us as a forerunner in AI with market-leading rankings plus industry awards for innovation. And we have strong partnerships with pioneering technology companies, including Premier statuses with AWS and Snowflake, and Elite with ServiceNow.

➤ Leading by example

But we don't just bring innovation and AI-led solutions to clients, we [embed them in our organization](#), too. By empowering our people with new skills and technologies, they work more effectively, and we give clients additional proof of the value we deliver.



Together, we accelerate progress

Reasons to believe

➤ ***An ecosystem of impact***

We don't believe in going it alone, which is why we've built an ecosystem of leading technology partners that complement our industry knowledge, operational excellence, and advanced technology expertise. We help companies orchestrate their partner relationships to find solutions and deliver value at unmatched scale.

➤ ***How we do it***

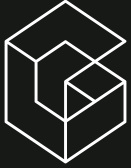
With deep collaboration with technology pioneers such as Microsoft, AWS, Salesforce, ServiceNow, and Google Cloud, we help companies break down barriers to technology adoption and impact.

Together, we make AI-solutions and end-to-end innovation relevant and accessible to business leaders beyond the CIO's office, enabling more companies to gain value from AI-driven insights and performance.

➤ ***Our credentials***

From fighting financial crime and strengthening cash flow to making more data-driven decisions in finance and supply chain. Recent announcements show how our partnerships continue to grow from strength to strength: AWS, Salesforce, Google Cloud. Advisor ISG recognizes our work with AWS and analyst Everest Group calls out our skills with SAP. Among our top partnerships:

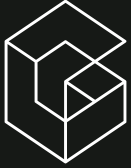
- **AWS:** Premier
- **ServiceNow:** Elite
- **Microsoft:** Cloud Solution Provider
- **Salesforce:** Summit
- **Google Cloud:** Partner
- **Snowflake:** Premier
- **Databricks:** Select



Revised boilerplate

Genpact (NYSE: G) is an advanced technology services and solutions company that delivers lasting value for leading enterprises globally.

Through our deep business knowledge, operational excellence, and cutting-edge solutions – we help companies across industries get ahead and stay ahead. Powered by curiosity, courage, and innovation, our teams implement data, technology, and AI to create tomorrow, today. Get to know us at genpact.com and on [LinkedIn](#), [X](#), [YouTube](#), and [Facebook](#).



What our messaging sounds like

Who's Genpact?

We reimagine businesses to help them grow.

Sure, we may not be the only ones to claim that.

But we're different.

We've spent decades making our clients' goals our own, solving their biggest challenges with our mix of technology smarts, business insights, and operations knowledge.

That's what sets us apart.

For challenger brands and global blue-chips.

Across finance and risk, supply chains, industry operations, and more.

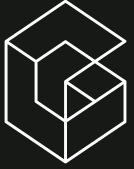
It's about innovation, growth, and most of all, value.

See what we could do for you.



Cheat sheet: stop / start / continue

| STOP ■ | START ► | CONTINUE (emphasize) ►► | REDUCE ↘ |
|-----------------------------|-------------------------|---|-------------------|
| Process reengineering | Business transformation | Data, tech, and AI | Process expertise |
| Results / outcomes | Value | Business, industry, and advanced technology expertise | |
| Cost take out | Value creation | AI-first principles | |
| Transformation happens here | N/A | | |



Additional resources

Access more information and tools on GenpactNext and our brand:

- [GenpactNext microsite](#) with leadership videos
- [Leaning into GenpactNext](#) Teams group (VP and above)
- [Brandsource](#)

Have questions? Get in touch: brandsupport@genpact.com



Thank you