

## GBS: The 4 Buckets of Performance

Mastering these performance levers unlocks the full value of GBS



## Global Business Services: The 4+1 Buckets of Performance that your GBS VP needs to master.

**Unlocking Enterprise Performance. A Strategic Imperative for Modern Businesses.**

**Executive Summary:** Global Business Services (GBS) has evolved beyond cost reduction, becoming a critical driver of enterprise-wide value. A strong GBS model, led by a proficient GBS VP, leverages four key performance buckets, and an emerging fifth, to deliver unparalleled efficiency, agility, and strategic insight.

### 1. Arbitrage Powerhouse - Labour & Location Strategy

- **What it is:** Strategic optimization of talent and locations.
- **How it works:** Balances **Regional Centers** (for local intimacy, language, time zones) with **Global Capability Centers (GCCs)** in high-talent, cost-optimized hubs (e.g., India).
- **Value:** Sustainable cost advantage, 24/7 operations, and access to diverse, specialized skill sets.

### 2. Operational Excellence Engine

- **What it is:** Driving efficiency through standardization and technology.
- **How it works:** Achieves **Critical Mass** for investment in **Continuous Improvement, Process Alignment, Automation,** and **Digitalization.**
- **Value:** Significant efficiency gains, reduced errors, faster processing, and a scalable operational backbone.

### 3. Strategic Scope Expansion

- **What it is:** Extending GBS beyond traditional back-office functions.
- **How it works:** Incorporates value-added services like **Customer Care, Marketing-as-a-Service,** and **Project-as-a-Service (PaaS).**
- **Value:** Enhanced customer experience, centralized brand consistency, flexible resource deployment, and increased business unit support.

### 4. End-to-End (E2E) Transformation

- **What it is:** De-siloing the organization for seamless workflows.
- **How it works:** Manages complete process flows (e.g., Lead-to-Cash, Hire-to-Retire) across functional boundaries.
- **Value:** Improved cross-functional collaboration, enhanced customer orientation, accelerated decision-making, and greater enterprise agility.

### +1. Data-Driven Insights & Foresight

- **What it is:** Transforming raw data into strategic intelligence.
- **How it works:** Leveraging GBS's unique position at the nexus of all business data to provide **360-degree visibility,** predictive analytics, and proactive risk identification.
- **Value:** Informed strategic planning, early problem detection, and competitive advantage through intelligent decision-making.

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