Genpact Cora

Artificial intelligence for the real world

The challenge of digital transformation

An explosion in technology opportunities. Increasing regulatory requirements. New and disruptive competitors. Shifting market dynamics. These are only the most obvious reasons why companies are reimagining their business models.

Digital technologies—from cloud and robotic automation to analytics and artificial intelligence (AI)—offer unprecedented opportunities. Yet most organizations still struggle to deploy digital innovation in a practical, flexible, and scalable way. Too often, they end up with multiple standalone, short-term solutions that result in lengthy development cycles, high costs, and disappointing results.

The Genpact approach

Genpact helps you to address these challenges. We drive digital-led innovation at scale and digitally enabled intelligent operations for clients around the world. Using open architecture and a modular approach, we deliver digital products and consulting services, powered by our Genpact Cora AI-based platform, that connect with both legacy systems and new technologies. The result: faster development times, better customer experiences, higher ROI, and greater agility. Our overarching governance layer means you can mitigate risk and get the most out of your transformation journey.
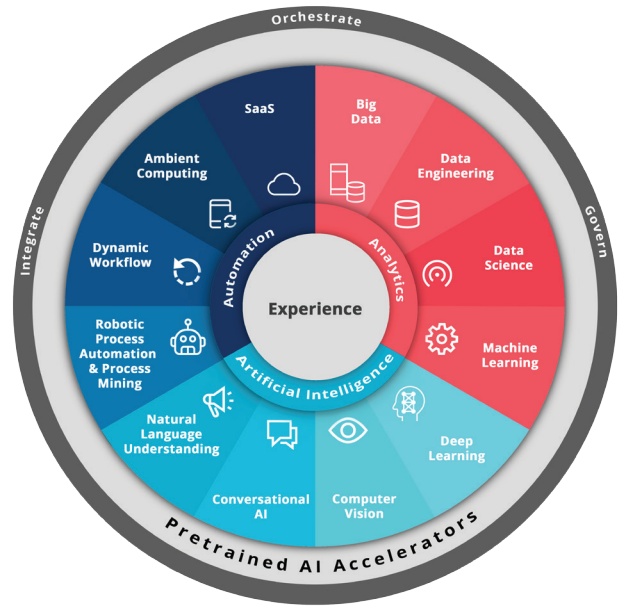
We use design thinking to enhance and optimize your people and technology, and to create solutions that quickly address business needs. We take an end-to-end view of your business across the front, middle, and back offices as integral parts of your organization, and we reimagine every process through the lens of customer experience to build a Lean Digital℠ enterprise. We enhance people's potential by automating processes that are manual, deterministic, and repetitive.

Genpact Cora holistically transforms your customer experience.

Digitally transforming enterprises

Genpact Cora is an AI-based platform for digital transformation featuring a modular, interconnected mesh of technologies to tackle specific business challenges from beginning to end. It automates and improves business processes. It boosts agility. It generates crucial insights that enable winning customer experiences and better decision making. It provides governance and enables innovation at scale. It delivers on investment expectations.

Genpact Cora is an industry first: AI for the real world.

Automation

Robotic Process Automation (RPA)

Software robots and algorithms that replicate rules-based human actions

Dynamic Workflow

Sophisticated algorithms dynamically decide the sequence of processes

Ambient Computing

Technology that enables a seamless flow of information, across devices and interaction channels

SaaS

Hosted software delivered through cloud and related services licensed by subscription

Analytics

Big Data

Big data describes the large volume of data – both structured and unstructured – that inundates businesses on a daily basis

Data Engineering

Techniques that source, transform, and integrate data into a reliable data foundation for analytics and data science

Data Science

Methods, processes, algorithms, and digital technologies used to restructure data and create visualizations to communicate results

Machine Learning

Data analysis method that uses algorithms to parse and learn from data, then makes predictions

Artificial intelligence

Natural Language Understanding (NLU)

NLU understands the intent, meaning, and context of natural language in text, then converts it into usable data

Conversational AI

Technology that understands the meaning and intent of spoken words

Computer Vision

The automatic extraction, analysis, and understanding of information from images

Deep Learning

Software that learns to recognize patterns in digital representations of sounds, images, and other data

Customer experience

Customer Experience is at the heart of Genpact Cora, which powers all of Genpact's digital technologies and consulting services. With Genpact Cora, we prioritize, direct, and seamlessly orchestrate business processes from the front to the back office to simplify and improve your enterprise's customer experience.

The foundation for digital transformation

Genpact Cora draws insights from our deep domain expertise: We've run thousands of intelligent operations and processes for hundreds of Fortune 500 companies across industries for more than 20 years. The platform drives digital transformation in a planned and managed fashion, without sacrificing the governance security and investment protection that enterprises need.

Genpact Cora supports key activities that generate competitive advantage:
- **Discover**: Ingesting vast amounts of unstructured and structured data from internal and external systems
- **Learn**: Leveraging key features of AI, such as machine and deep learning, natural language understanding, and computer vision to learn from its action
- **Act**: Applying automation and analytics technologies to generate business insights
- **Adapt**: Featuring modular design and a best-in-class partner ecosystem

Transforming the 'future of work' with Cora Pretrained AI accelerators

Our clients across the board tell us that they need cost efficient, easily deployable AI solutions to solve domain specific problems. Genpact Cora's AI Accelerators are pretrained with abstracted operational data to automate specific, complicated, and dynamic tasks. These new and unique capabilities combine AI engines, data, and Genpact's deep domain expertise to enable breakthroughs in intelligent automation and solve for last mile problems that weren't solved previously with traditional automation. Our Pretrained AI accelerators can read unstructured data, interpret meaning, decision, and learn using intelligence from Cora AI technologies, allowing us to take our traditional IP, value offerings, domain and process insights into the future.

Why Genpact Cora?

Genpact Cora is a flexible, AI-based platform that future-proofs your technology investment and mitigates risk with integrated controls. No other service provider platform has this combination of capabilities, domain expertise, and innovative digital solutions within our targeted verticals and service lines. These include retail and commercial banking, insurance, consumer goods, life sciences, industrial manufacturing, and high tech.

Our single, modular platform features a mature application program interface (API) design and open architecture that includes Genpact's intellectual property—our software, Lean Digital℠ approach, and proprietary tools developed from our domain expertise—as well as that from our partner ecosystem. Powered by Genpact Cora, our industry-leading automation, analytics, and artificial intelligence products mean you can scale from cost savings to a better customer experience that your business requires. And because of our experience managing intelligent operations for clients, the platform also offers organizations access to large data sets.

> "In an environment being disrupted by new technologies and increasing competition, clients want to buy business outcomes, not just tools and products. Genpact Cora is timely for an industry seeking digital transformation."
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> **Peter Bendor-Samuel**
> Founder and Chief Executive Officer,
> Everest Group

> "To support clients on their automation journey, Genpact's Cora platform is providing all their automation and AI assets in a modular way. This includes the recent acquisition of Rage Frameworks whose capabilities allow for an expansive integration of semi and unstructured data," "The command and control center of Cora is providing a governance layer that is critical for scaling deployments."
>
> **Tom Reuner**
> Senior Vice President, Intelligent Automation,
> HfS Research

Genpact Cora is in production today globally for our clients and provides the fastest path to meaningful transformation at scale. Organizations around the world actively benefit from Genpact Cora products and services, with over one million users processing over 1.1 billion transactions annually.

"Achieving enterprise impact from digital transformation is challenging. Genpact Cora brings leading digital solutions together in one unified platform, combined with our deep process and domain expertise from decades of running intelligent operations. Together, our clients gain connected intelligence, agility, and speed to predictive insight, that then drives outcomes."

NV "Tiger" Tyagarajan
President and Chief Executive Officer
Genpact

Why Genpact Cora

- **Single, modular platform** easily scales to meet your needs
- **Governance layer** mitigates risk
- **Proven products and services** meet the needs of global enterprises
- **Open architecture and mature API** easily connects with our partner ecosystem
- **Lean Digital℠** delivers optimum results

Reimagined outcomes

With improved flexibility, fast deployment, and an extensive choice of products and services, Genpact Cora accelerates digital transformation. It gives companies the foresight to make smarter decisions and boosts businesses beyond the competition. Examples include:

- A large CPG company uses Genpact's Order Management Virtual Assistant to optimize the supply chain with analytics and AI. It has **generated $500 million in additional revenue**, accelerated speed-to-shelf, reduced cost by 30%, and cut out-of-stocks by 1%

- A financial services firm uses Genpact LiveWealth to transform its wealth management offerings and the end-client experience. It has **reduced end-client cycle times** from 45 days to on-demand, enabled institutional compliance, and slashed operating costs by 75%

- A global insurer uses Genpact Dynamic Workflow to grow revenues and **streamline product rollouts** by capturing data on high-value customers. It has improved time to market and increased processing speed and flexibility

Genpact Cora shows our commitment to helping our clients realize one interconnected office focused on their customers. Transformation is more than a buzzword or bumper sticker—it's our purpose.

About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes primarily for Global Fortune 500 companies. We think with design, dream in digital, and solve problems with data and analytics. Combining our expertise in end-to-end operations and our AI-based platform, Genpact Cora, we focus on the details – all 87,000+ of us. From New York to New Delhi and more than 25 countries in between, we connect every dot, reimagine every process, and reinvent companies' ways of working. We know that reimagining each step from start to finish creates better business outcomes. Whatever it is, we'll be there with you – accelerating digital transformation to create bold, lasting results – because transformation happens here.

For additional information contact visit, https://www.genpact.com/cora

Get to know us at Genpact.com and on LinkedIn, Twitter, YouTube, and Facebook.

genpact
Transformation
Happens Here