



genpact

React. Rewire. Reinvent.

A guide to navigating
tariff uncertainty >>>

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Table of contents

React. Rewire. Reinvent.

In response to the sweeping shifts in global business dynamics, Genpact is partnering with our global clients to provide the strategic foresight and actionable tools needed to stay ahead.

Our end-to-end approach spans immediate response, mid-term stabilization, and long-term transformation, as always coupling our deep domain expertise and cutting-edge advanced technology solutions.

- 01 Introduction**
- 02 Executive briefing**
- 03 A strategic framework**
- 04 Rethinking paradigms**
- 05 The Genpact advantage**





01 Introduction

Tariffs and business uncertainty as a persistent business risk

Tariff volatility is reshaping global business dynamics, impacting supply chains and fundamentally changing cost structures. Today, business executives are wrestling with fundamental questions on competitive advantage, rising costs, margins, pricing strategy, capital allocation, and investments. This elevates the focus on the need for agility in supply chains and for commercial, finance, risk, and technology functions. Historical operating models are being brought into question, and are forcing executives to think about new ways of working to quickly adapt to changing demands.

Genpact believes that the only durable competitive differentiation is operational agility, powered by advanced technologies. We have developed a three-stage strategic framework **React. Rewire. Reinvent** to help enterprises navigate near-term shocks, build medium-term resilience, and enable long-term competitive advantage through advanced technology transformation.

We are supporting many of our clients today to **React**, with capabilities that help enterprises secure supply chains, strengthen financial health, better manage cross-border risk, and minimize disruption. At the same time we see this as an opportunity to ignite innovation around advanced technologies such as agentic AI and futureproof operating models to drive long term competitive advantage.



Voice of our clients: What executives are saying



Consumer packaged goods: Executives are concerned about sustaining consumer demand in the face of inevitable price increases. The elasticity of demand—particularly amid broader economic headwinds—is a significant risk factor.



Beverage companies: Material tariffs, particularly on packaging inputs like aluminum and PET, are compressing margins and driving procurement and production teams to reassess cost structures and sourcing strategies.



US automotive manufacturers: The steep rise in steel and aluminum costs is severely impacting profitability, triggering strategic reevaluations across manufacturing networks and pricing strategies.



Footwear and apparel: Given consumers' price sensitivity, brands are navigating difficult trade-offs between absorbing tariff-driven cost increases and passing them on—putting both margins and market share at risk.





02 Executive briefing

From action to strategy: A guide through turbulent times

A three-step strategic framework

Genpact's framework – React. Rewire. Reinvent. – helps companies tackle tariff-led uncertainties systematically. They can then mitigate the immediate impact and rewire their core business operations before reimagining their operating models to respond to key questions.

React. Rewire. Reinvent.

React | Short term

**Mitigate immediate
impact, establish
visibility, and restore
operational control**

Rewire | Medium term

**Rewire core
business
operations for
flexibility**

Reinvent | Long term

**Reimagine
operating model
for continuous
resilience**

Powered by advanced technologies and AI

As organizations focus on gauging their tariff exposure and find short-term solutions through ad hoc and manual interventions, they must also reconfigure their core business operations for flexibility in the medium term. We have assembled a set of practical solutions that can help companies react today. The focus can then shift to rewiring for tomorrow and ultimately reinventing the way work gets done.



03 A strategic framework

A bold pivot: From react to reinvent

Stage	Objective	Key challenges	Genpact solutions	Impact
React	Restore operational control, mitigate immediate impact, and establish visibility	<p>Inability to assess real-time tariff exposure</p> <p>Ad hoc and manual mitigation strategies</p> <p>Lack of multi-tier supply chain transparency</p>	<p>Strengthen financial health</p> <ul style="list-style-type: none"> Establish KRIs to monitor tariff-related risks, expense monitoring, and Capex reporting enabled by Controllershship Cockpit Predictive cash flow forecasting solution to get dynamic cash flow <p>Secure supply chains</p> <ul style="list-style-type: none"> AI-powered supply chain mapping and third-party risk management assessment Spend visibility and contract health check to quantify tariff impacts Risk sensing and scenario modeling for mitigation and optimal planning <p>Manage risk</p> <ul style="list-style-type: none"> Rapid deployment of audit analytics to monitor real-time tariff exposures globally Controls benchmarking against industry peers Third-party risk assessment framework 	<p>Enhanced visibility into leading indicators</p> <p>Dynamic view of cash flow and reporting</p> <p>40–50% reduction in supply disruption response time</p> <p>Improvement in cost impact visibility</p> <p>EBITDA protection from control failures</p> <p>Reduction in sourcing-related fraud risk</p>



Stage	Objective	Key challenges	Solutions	Impact
Rewire	Institutionalize resilience and agility through operating model transformation	<p>Legacy systems that inhibit adaptability</p> <p>Fragmented data and siloed decision-making</p> <p>Static organizational structures</p>	<p>Strengthen financial health</p> <ul style="list-style-type: none"> • Connected planning platforms: Integrated financial, pricing, demand, talent and supply planning • Genpact Finance Data Hub: with ready to deploy accelerators for financial and process performance • Statutory reporting solution for regulatory reporting and compliance • Scalable operating model to support new legal entities 	<p>Improvement in forecasting accuracy</p> <p>Dynamic visibility into financial performance</p> <p>Continuous tracking of tariffs and reporting</p>
	Restore operational control, mitigate immediate impact, and establish visibility	<p>Inability to assess real-time tariff exposure</p> <p>Ad hoc and manual mitigation strategies</p> <p>Lack of multi-tier supply chain transparency</p>	<p>Secure supply chains</p> <ul style="list-style-type: none"> • Supply chain diversification and sourcing strategy redesign • Connected planning and resiliency platforms to manage integrated geopolitical risks, financial, pricing, demand, and supply planning <p>Manage risk</p> <ul style="list-style-type: none"> • Shift to distributed risk ownership across functions • Embed an integrated risk framework across procurement, finance, and trade compliance • Build modular, rule-based automation for tariff, tax, and disclosure compliance 	<p>Reduction in landed costs</p> <p>Improvement in forecast accuracy</p> <p>Uplift in control responsiveness across the value chain</p> <p>Reduce audit and regulatory exceptions</p>
Reinvent	Reconfigure core business operations for flexibility and cost optimization	<p>Supplier cost and service continuity</p> <p>Inflexible operating models and disconnected systems</p> <p>Rising cost-to-serve due to tariff volatility</p>	<p>Strengthen financial health</p> <ul style="list-style-type: none"> • Redesign operating model to leverage agentic solutions • CFO Action hubs to provide insights <p>Secure supply chains</p> <ul style="list-style-type: none"> • Enterprise operating model redesign • Tariff efficient network design • Digital control tower deployment: orchestration of solutions across the end-to-end supply chain <p>Manage risk</p> <ul style="list-style-type: none"> • Continuous assurance through controls testing automation with real-time risk sensing • End-to-end control traceability • Third-party risk guardrails: cyber monitoring framework and behavioral analytics 	<p>Reduction in target finance cost</p> <p>Reduction in network-wide operational risk exposure</p> <p>Acceleration in risk detection-to-response lifecycle</p> <p>Improvement in predictive assurance capability</p>





04 Rethinking paradigms

Futureproofing operations for agility, resilience, and growth

As pioneers of business process outsourcing, we're moving beyond the old vocabulary because the world of work has fundamentally changed. Over two decades ago, Genpact helped define the outsourcing industry by leveraging global talent networks to drive efficiency. Today, as technology advances and business landscapes shift, the opportunity lies not in shifting tasks, but in transforming how decisions are made.

We envision a future where technology augments human capability enabling faster, smarter decision-making and reducing dependence on manual execution. Genpact's next-generation approach AI-powered intersourcing integrates intelligent systems, domain expertise, and strategic partnerships to reimagine how work gets done. This is more than transformation; it's a reinvention of operating models to fuel resilience, agility, and growth.

Now is the time to lead this shift.



What sets our approach apart?

- **AI embedded across the enterprise:** AI agents are integrated into core operations monitoring activity in real time, anticipating risk, and supporting smarter decisions across supply chain, finance, compliance, and more
- **Flexible, borderless execution:** Designed to adapt across business functions and geographies, enabling seamless collaboration between internal teams and global partners
- **Outcome-focused delivery:** We structure engagements around defined business outcomes—with performance guarantees, predictive insights, and risk-sharing models that drive measurable impact

Strategic benefits for CXOs

- **Navigate disruption with confidence:** Real-time visibility into global trade and tariff shifts through an enterprise-wide “control tower”
- **Drive efficiency at scale:** AI-powered automation and decision support reduce operational friction and improve margins
- **Accelerate transformation and build organizational resilience:** Partner ecosystem and AI copilots (built on Microsoft’s AI stack) speed deployment across the enterprise





05 The Genpact advantage

**Driving
unparalleled
value through
business
knowledge,
operational
excellence,
and advanced
technology**

Our past sets us apart

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

Our innovation creates tomorrow, today

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

Together, we accelerate progress

We bring together the world's best thought leaders and advanced technology companies to fast-track progress.

Business volatility is not a passing trend

It is a persistent reality that will continue to test the agility and resilience of global enterprises. Organizations that act decisively today can turn this challenge into a catalyst for transformation. Genpact's **React. Rewire. Reinvent** framework offers a structured, end-to-end path toward navigating disruption, optimizing performance, and building long-term competitive advantage.



Next steps



Assess

Collaborate with Genpact's subject matter experts to evaluate your current exposure to tariff risks and uncover operational vulnerabilities across the enterprise.



Engage

Work with us to design a transformation roadmap aligned to your business objectives.



Activate

Launch targeted initiatives using Genpact's digital and domain capabilities to drive impact across short, medium, and long-term horizons.



06

The right strategy and partner turns volatility into a competitive edge.

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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](#).

