

8th GCC Conclave 2018: April 26th and 27th, 2018, Mumbai

Leading the New Normal – Speed, Smart & Skill

Industry watchers have observed with awe and admiration the incredible evolutionary journey of Global Inhouse Centers (GICs). Over the past few years, GICs have continued to evolve and mature at a rapid pace and earning enormous credibility equity along the way in recognition to their disruptive impact on transformation a broad range of industries.

GICs have matured to become trusted enterprise transformational agents and have morphed into becoming strategic partners to reshape the future of the business. Powered with a combination of strategic capacity and capabilities, GICs are now the 'new' business-as-usual for companies. Companies supported by mature and evolved GICs benefit from the capacity aspect to keep the business lights on and on the strategic capabilities side in support of a company's response to the business of future. Increasingly, GICs are pivoting to an operating model of being driven by capabilities essential to balancing stability of business operations with the agility of a future proof enterprise.

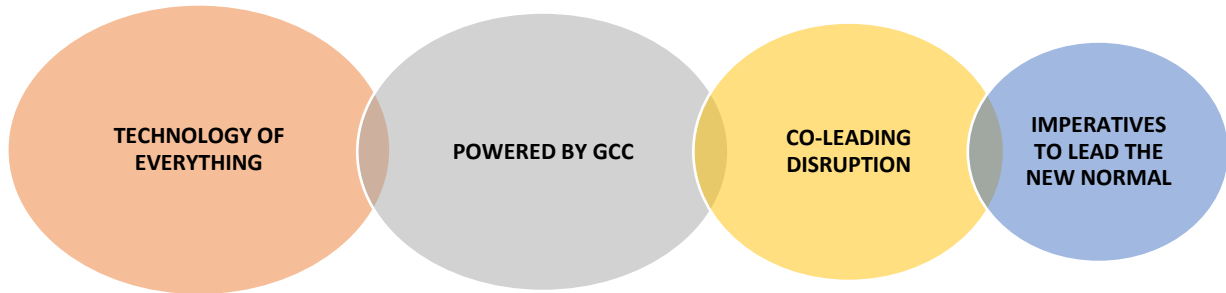
Of the many evolutionary changes that the GICs have witnessed, the most profound one has been the progressive change in the operating model to integrate and align with the parent company. At the same time, GICs have continued to successfully leverage competency arbitrage and double down on their core value proposition. This has resulted in a major paradigm shift with GICs leading the new normal for smart enterprises providing them with the benefit of speed and skills required to effectively respond to disruptive changes in the business.

As GICs become powerhouse of strong strategic capabilities and are tasked with the goal of co-creating the future of business, it is only apt to (re) christen them as Global Capability Centers (GCCs). This is also commensurate with the work being done by mature capability driven GICs and their proven ability to influence business transformational outcomes. The concept of GCC will set a high and aspirational bar for companies to fully realise the enormous potential of leveraging strategic global capabilities by leveraging their GCCs.

We are in the throes of an unending digital industrial revolution that will result in massive and irreversible paradigm shift across industries. As industries after industries continue to be disrupted, it is conceivable that GCCs will play a key role in shaping the transformation agenda of the enterprises. At the heart of the digital revolution is the impact of technology-driven *change* across industries. From being an enabler of productivity and efficiency, technology is emerging as the core for industrial transformation. Experimental disruptive technologies such as cloud, AI/ML etc are now mainstream and are rapidly accelerating the transformation of industries. Technology is no longer hygiene but a core and differentiating capability that enterprises must possess to succeed and compete. This will put the onus on GCCs to evolve into agents of change and transformation. From cost to capability arbitrage, from being outposts to integrated global strategic capabilities, from being capacity play to providing differentiated and end-to-end solutions. The years ahead will also see increased alignment between broader industry disruptive trends and the evolution of GCCs.

The years ahead will continue to refine the role of GCCs driven by the capabilities to influence business outcomes, assume accountability for key business metrics such as sales & profitability, build deep pool of enterprise talent, lead the rapid adoption of key enterprise technologies in a very nimble and agile manner. Design thinking, advanced data analytics, DevOps, AI/ML, automation etc will be some of the key imperatives that the GCCs will adopt to lead enterprise transformation.

The narrative of GCCs is likely to be driven by the following pillars:



- **Technology of Everything**– Technology is now foundational and core for every business and will transform business priorities in areas including customer engagement, operations and process, analytics and data; and infrastructure.
- **Powered by GCC**– GCC powered enterprises are rapidly emerging as the ‘New Normal’. The evolution and maturation of GICs to GCCs with integrated operating models, is enabling enterprises to successfully leverage competency arbitrage, while empowering GCCs to balance the requirement of assuring business stability with develop agility required to drive transformation.
- **Co-leading Disruption**– In an era of rapidly changing business environment, GCCs are developing an arsenal of strategic enterprise capabilities in support of the enterprise growth and transformation agenda.
- **Imperatives to Lead the New Normal**– Given the evolving and strategic role of GCCs, the emerging imperatives will include talent & leadership, productivity improvement & automation, business contextual expertise and innovation.

Purporting to unfold the theme of **Leading the New Normal – Speed, Smart & Skill** the 8th edition of GCC conclave will be held on April 26th and 27th, 2018 at Taj Lands End, Mumbai to discuss how GICs are strategically evolving as a Global Capabilities Centers. Through a thoughtfully curated agenda, spirited & insightful sessions and inspirational speakers, the conclave will demonstrate the power of GCCs in rapidly identifying and adapting to applicable disruptive trends.

In an era of inevitability of disruptive changes and technological paradigm shifts, GCCs are well poised to lead the New Normal – accelerating the smart enterprises with skills and capabilities required to stay relevant in a world of disruptive changes.

The 8th edition of the GCC conclave promises to be powerful platform to learn and share insights on how GCCs are adapting and evolving in support of enterprise transformation.