



3i Infotech

Whitepaper

Automation Digital-First Shared Service Models

Shift Towards Global Business Services





Introduction

In today's rapidly evolving business landscape, organizations are increasingly seeking ways to optimize operations, reduce costs, and enhance service delivery. One of the most significant transformations in this regard is the shift towards Global Business Services (GBS). GBS represents an evolution from traditional shared services and outsourcing models, leveraging automation and digital-first strategies to drive efficiencies and innovation across the enterprise. This whitepaper explores how new-age technologies are catalysing this shift and solving inherent challenges in the automation/digital-first shared service model.

Evolution from Shared Services to GBS

Traditional Shared Services and Outsourcing:

Historically, organizations centralized support functions such as finance, HR, IT, and procurement into shared service centres (SSCs) to standardize processes and reduce costs. Outsourcing these functions to third-party providers also became a common practice to leverage specialized skills and cost advantages.

Emergence of GBS

GBS takes the shared services concept further by integrating multiple functions and geographies into a unified, global service delivery model. It transcends traditional SSCs and outsourcing by adopting a holistic approach that aligns with the organization's strategic goals, driving value through standardization, automation, and advanced analytics.

The Role of New-Age Technologies

Robotic Process Automation (RPA)

Process Efficiency

RPA automates repetitive, rule-based tasks, reducing manual intervention and increasing process efficiency. This is particularly beneficial in transactional processes such as invoice processing, payroll, and data entry.

Cost Reduction

By automating routine tasks, RPA significantly reduces labour costs and minimizes human errors, leading to cost savings and improved accuracy.

Artificial Intelligence (AI) and Machine Learning (ML)

Predictive Analytics

AI and ML algorithms analyse large datasets to provide predictive insights, helping organizations make data-driven decisions. For example, predictive maintenance in IT infrastructure can prevent downtimes and optimize asset utilization.

Cognitive Automation

AI-powered chatbots and virtual assistants enhance customer service by providing instant responses to queries, handling complex interactions, and learning from each interaction to improve over time.

Cloud Computing

Scalability and Flexibility

Cloud platforms offer scalable infrastructure that supports the dynamic needs of GBS organizations. They provide the flexibility to scale operations up or down based on demand, ensuring cost efficiency and agility.

Collaboration and Integration

Cloud-based solutions facilitate seamless collaboration across geographies and functions, integrating disparate systems and data sources to provide a unified view of operations.

Blockchain Technology

Security and Transparency

Blockchain ensures secure and transparent transactions, making it ideal for functions like procurement, finance, and supply chain management. It enhances trust and reduces fraud by providing an immutable record of transactions.

Smart Contracts

Smart contracts automate contract execution, ensuring compliance and reducing the need for manual intervention in contract management processes.

Internet of Things (IoT)

Real-Time Monitoring

IoT devices provide real-time data from connected assets and processes, enabling proactive management and maintenance. This is particularly useful in facilities management and logistics.

Operational Efficiency

IoT-enabled sensors and devices optimize resource utilization, track inventory, and monitor environmental conditions, leading to improved operational efficiency.

Solving Challenges with GBS

Operational Silos

Traditional shared services often operate in silos, leading to inefficiencies and lack of coordination. GBS, powered by integrated technologies, breaks down these silos, fostering collaboration and end-to-end process visibility.

Data Management

Managing data across multiple systems and geographies is a significant challenge. Advanced analytics, AI, and cloud platforms enable centralized data management, providing real-time insights and driving informed decision-making.

Service Delivery

Ensuring consistent service delivery across regions can be difficult. GBS leverages standardized processes and automation to ensure uniform service levels, improving customer satisfaction and operational performance.

Talent Management

Attracting and retaining skilled talent is crucial for GBS success. AI-driven talent analytics and digital learning platforms help organizations identify skill gaps, provide personalized training, and enhance employee engagement.



Case Studies

Case Study 1: Leading Financial Services Company:

Challenge

The company faced inefficiencies in its finance and accounting processes, with high manual intervention and errors.

Solution

Implemented RPA and AI-driven analytics to automate invoice processing and financial reporting.

Outcome

Achieved a 40% reduction in processing time, improved accuracy, and enhanced decision-making through predictive analytics.

Case Study 2: Global Manufacturing Firm:

Challenge

The firm struggled with fragmented procurement processes across different regions.

Solution

Adopted a cloud-based GBS model with blockchain technology for procurement.

Outcome

Increased transparency, reduced procurement cycle times by 30%, and achieved significant cost savings.

Future Outlook

The shift towards GBS is set to accelerate as organizations continue to embrace digital transformation. Emerging technologies such as quantum computing, advanced AI, and 5G will further enhance the capabilities of GBS, driving innovation and creating new opportunities for growth. Organizations that adopt a proactive approach to integrating these technologies into their GBS strategies will be well-positioned to stay ahead of the curve and achieve sustainable competitive advantage.

The transition to Global Business Services represents a significant paradigm shift in how organizations manage and deliver support functions. By leveraging automation and digital-first strategies, GBS offers a powerful framework to drive efficiencies, reduce costs, and enhance service delivery. As new-age technologies continue to evolve, the potential for GBS to transform business operations and create value will only grow, making it an indispensable component of modern enterprise strategy.

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