



Targeting Marketing Business Process Services

Market Analysis
Report Abstract

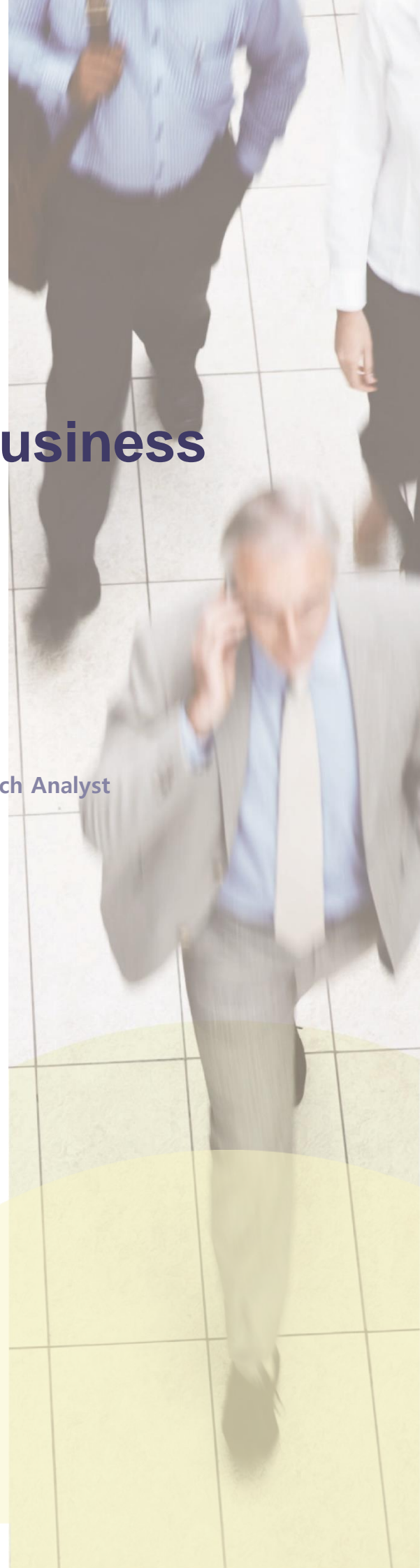
July 2015

By Mike Cook

Marketing BPS/Customer Management Services Research Analyst
NelsonHall

58 pages

July 2015
research.nelson-hall.com





Who Is This Report For?

"Targeting Marketing BPS" is a comprehensive market analysis report designed for:

- Sourcing managers investigating sourcing developments within the outsourced marketing market
- Vendor marketing, sales and business managers developing strategies to target service opportunities within the marketing BPS market
- Financial analysts and investors specializing in the marketing BPS sector.

Scope of the Report

The report analyzes the global market for marketing BPS services and addresses the following questions:

- What is the current and future market for outsourced marketing BPS?
- Within outsourced marketing BPS, which services and industries are emerging strongly?
- What are the market drivers for outsourced marketing BPS and their characteristics? What are vendor capabilities by segment?
- Which technologies and platforms are being utilized and what are the implications by market driver?
- What are vendor challenges and critical success factors?
- How are vendor offerings and delivery capabilities changing to meet emerging market needs?
- How is the pattern of delivery location changing and which locations are appropriate for each market driver
- Additional topics include: pricing models; delivery center locations and the use of offshoring; vendor targeting by geography, and industry.



Key Issues & Highlights

The market for outsourced transformational CMS services is changing, driven by a number of trends. These include:

- Campaign and social media management marketing BPS service lines will grow significantly over the next four years, although digital content management will still be the largest marketing BPS service line
- The fastest growing marketing BPS service line will be creative design and support; much of this growth will be inorganic as traditional BPO vendors will look externally to grow capability in this service line
- The retail industry will be the fastest growing marketing BPS vertical through to 2018, although it will still be exceeded in overall size by the telecoms & media and BFSI verticals.

This report will investigate the impact of these trends on the global marketing BPS market, to identify both the precise change in customer requirement and the change in vendor offerings and delivery capabilities that are being put in place to respond to these requirements.

Contents

- 1 Introduction

- 2 Changing Shape of the Transformational CMS Market

- 3 Customer Requirements
 - 3.1 Marketing BPS Market Drivers
 - 3.2 Marketing BPS SLAs and Pricing Models
 - 3.3 Application and benefits of marketing BPS contracts

- 4 Market size and Growth

- 5 Vendor market share

- 6 Vendor Offerings and Delivery
 - 6.1 Marketing BPS Service Lines
 - 6.2 Marketing BPS Analytics
 - 6.3 Marketing BPS Delivery

- 7 Critical Success Factors

Vendors Researched

12 of the major marketing BPS vendors including Genpact and transcosmos.

Report Length

58 pages, consisting of 7 chapters

Report Author

Mike Cook

Mike.cook@nelson-hall.com