

Procurement BPO and Transformation Services

Digital Transformation Services — Large Accounts

A research report comparing provider strengths, challenges and competitive differentiators

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Infosys®

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Report Author: Bruce Guptill

Global enterprise procurement goals today: Immediate improvement, future transformation.

Globally, the COVID-exacerbated disruption of business and supply chains continues to force large and midmarket enterprises to re-think, and re-invent, sourcing and procurement.

In most firms, procurement was already experiencing challenges due to nonstandard practices, inadequate controls, holes in compliance and increasingly-complex interconnections with a growing range of new and old, advanced and outdated, trading partner and supplier, finance and enterprise resource planning (ERP) systems.

With COVID-19, unpredictability of suppliers, goods and services expanded and intensified unauthorized or nonstandard “ghost-spend,” and added complexities to the already-complex tail-spend activity. Relocation and dislocation of procurement, supply chain, finance organizations and individuals worsened these problems.

Therefore, it comes as no surprise that more than half of large and midmarket enterprises globally report that they are concerned about their ability to manage procurement and sourcing, to the point where they are considering outsourcing (business process outsourcing (BPO)) or complete transformation within the next 24 months – and for many, as soon as possible.

Disruption continues to force enterprises to re-think sourcing and procurement



Disruption is Delivering Growth for Providers

Disruption translates to tremendous opportunity and growth for procurement service providers. The average provider revenue growth reported for 2021 was 20 percent year-to-year. Several Leaders identified in this report reported revenue growth as greater than 30 percent for the said year. We expect 2022 to be another banner year for the demand for procurement services, but most providers are likely to see a reduced revenue growth rate because the market is attracting more players, thus increasing competition.

BPO as a Prelude to Transformation

ISG sees two camps of post-COVID-19 procurement improvement seekers: the ones seeking immediate improvement, with a long-term, sustainable improvement path; and the ones seeking

to re-invent their procurement and sourcing organizations and operations as soon as possible to implement the procurement environment of the future.

While procurement re-invention/transformation is by far the most-discussed approach, ISG sees a more robust market interest and investment in procurement BPO. Data gathered from service providers for this report suggests a ratio of 10:1 for BPO versus transformation engagements.

Some of the largest and best-positioned providers reported just a handful of procurement transformation engagements through 2021, while the same providers report dozens of BPO engagements in the same timeframe.

This could mean that BPO engagements are being considered instead of long-term transformation initiatives. But ISG research into enterprises

and procurement service providers indicates that for many, if not most, large enterprises, BPO is actually the first major step toward procurement transformation. Successful BPO engagements not only focus on improving efficiencies and reducing costs, but also on identifying, and repairing or preventing, current and potential future problems. We can see the foundation being laid for thousands of follow-on transformation engagements over the next few years and widespread improvement in procurement and sourcing.

This continuum, from procurement BPO through transformation, is reflected in the list and scope of providers that ISG sees as the most competitive, and which were assessed for this study. The rosters of providers for BPO and for transformation services are very similar; the primary differences are in the providers' approaches and results.

The ones recognized as Leaders are the providers that, most consistently, deliver business value – critical improvement in procurement – to enterprise clients.

The Midmarket's Compressed Continuum

As they tend to have less well-defined and less controlled procurement environments, midmarket firms frequently consider BPO as a part of procurement reinvention, and not just as a first step in the direction of transformation. The continuum is much the same as it is for large enterprises, but more compressed in terms of time. Midmarket firms need to make the same improvements as larger firms, but they often need to make those improvements within a shorter time frame due to greater economic pressures.



Caveat Venditor, Caveat Emptor: Disruption to Come

The surge in demand for services has been profitable for service providers. But it has also created problems for them that are

beginning to affect clients. ISG expects the situation to worsen through 2022.

Even the most successful Leaders in our study are dealing with issues that affect their ability to deliver value to clients. The following challenges are the most significant:

- **Skill shortages** – Each provider reviewed in this study reports shortages of skilled staff, including challenges in hiring and retaining. This is spurring investment in automation and AI by Leaders and by a few Challengers as well, who are seeking to reduce dependence on human labor where and when possible. Buyers need to be aware

of potential disruptions as providers scramble to automate and augment a massive range of projects and service management activities.

- **Partner and channel scrambles** – Providers are also scrambling to partner with more technology, software and services firms to address increased demand. With sales, implementation and support functions all seeing shortfalls, providers are seeking more channel partners to resolve them.
- **Waves of acquisitions** – Periods of significant growth with critical shortages tend to spur investment in acquisitions by large firms. They seek combinations of resource scale and additional capabilities, both of which often take time to build internally. Acquisitions benefit clients, but create disruptions that impede providers' ability to serve clients.



 Provider Positioning

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	BPO Services – Large Accounts	BPO Services – Midmarket	Digital Transformation Services – Large Accounts	Digital Transformation Services – Midmarket
Accenture	Leader	Leader	Leader	Leader
Capgemini	Product Challenger	Not In	Product Challenger	Not In
Cognizant	Market Challenger	Market Challenger	Market Challenger	Market Challenger
Conduent	Market Challenger	Market Challenger	Market Challenger	Market Challenger
Corbus	Rising Star ★	Leader	Rising Star ★	Leader
Corcentric	Product Challenger	Rising Star ★	Product Challenger	Leader
Dragon Sourcing	Contender	Contender	Contender	Contender
DXC Technology	Market Challenger	Not In	Market Challenger	Not In
EXL	Product Challenger	Product Challenger	Product Challenger	Product Challenger
Genpact	Leader	Leader	Leader	Leader
GEP	Leader	Leader	Leader	Leader

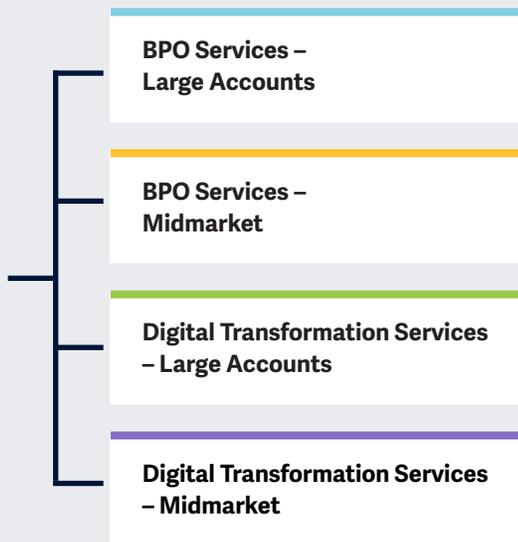


 Provider Positioning

	BPO Services – Large Accounts	BPO Services – Midmarket	Digital Transformation Services – Large Accounts	Digital Transformation Services – Midmarket
HCL	Leader	Leader	Leader	Leader
IBM	Leader	Market Challenger	Leader	Market Challenger
Infosys	Leader	Leader	Leader	Leader
Insight Sourcing	Contender	Contender	Contender	Contender
Procura Consulting	Contender	Contender	Contender	Contender
Proxima Group	Contender	Contender	Contender	Contender
TCS	Leader	Product Challenger	Leader	Product Challenger
Tech Mahindra	Leader	Leader	Product Challenger	Leader
Wipro	Product Challenger	Product Challenger	Leader	Product Challenger
WNS Denali	Leader	Rising Star ★	Leader	Rising Star ★
ZER	Product Challenger	Product Challenger	Product Challenger	Product Challenger



This study assesses enterprise procurement BPO and transformation services for 2022.



Simplified Illustration Source: ISG 2022

Definition

For years, procurement organizations and operations have been transitioning from supply management and overseeing transactional activity to more holistic participation within businesses. However, as businesses struggle to adapt to still-developing, post-COVID-19 organizational, labor and economic realities, procurement (as a function and as an organization) is under increasing pressure to improve – and to do so at a rapid pace – while enabling transition to more integrative, digitally agile business environments.

Many enterprises address this need through engagements with providers of procurement BPO and digital transformation services. Such an approach enables optimization (and, ideally, future proofing) of enterprise procurement, while minimizing direct enterprise investment in new software, infrastructure, tools and skills.

This ISG Provider Lens™ study looks at services providers in two ways — provision of procurement BPO that enables more efficient and sustainable procurement functionality and operation, and provision of services that transform existing procurement organizations and operations into future-ready, digitally agile entities that enable substantially improved value to an enterprise.

This ISG Provider Lens™ study offers procurement decision-makers the following:

- Global and market-specific insights regarding top competitors in procurement business process and digital transformation outsourcing
- Differentiated positioning of providers by segments
- Transparency on the strengths and weaknesses of relevant providers



Definition

This study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.

Scope of the Report

In this ISG Provider Lens™ quadrant study, ISG includes the four quadrants on Procurement BPO Services and Procurement Transformation Services for large and midmarket enterprises.

This ISG Provider Lens™ study offers IT-decision makers:

- Transparency on the strengths and weaknesses of relevant services providers

- A differentiated positioning of providers by segments
- Focus on global market providers

Our study serves as the basis for important decision-making in terms of positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Provider Classifications

Provider positioning reflects the suitability of services providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the IT service requirements from enterprise customers differ and the spectrum of IT providers operating in the local market is sufficiently wide, a

further differentiation of the IT providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions IT providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

Midmarket: Companies with 100 to 4,999 employees or revenues between \$20 million and \$999 million with central headquarters in the respective country, usually privately owned.

Large Accounts: Multinational companies with more than 5,000 employees or revenue above \$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens quadrant may include a service provider(s) which ISG believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

Number of providers in each quadrant: ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).



 **Provider Classifications: Quadrant Key**

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





Digital Transformation Services — Large Accounts

Who Should Read This Section

This report is relevant to large enterprises around the world across industries that are evaluating procurement digital transformation services providers.

In this quadrant report, ISG highlights the current market positioning of providers offering procurement digital transformation service to large enterprises globally and how each provider addresses key challenges across regions.

Many large enterprises have not completely optimized their procurement function, with sourcing and category teams operating in silos. Most of the procurement processes and activities are transactional in nature, and the roles and responsibilities are duplicated and not aligned with resource levels. Large companies also automate procurement

sub-processes at a relatively low level. These enterprises lack a consistent procurement strategy, and the function does not have skillsets aligned with the current requirements.

Large enterprises want to go beyond simple automation of their end-to-end procurement process while reducing the total cost of operations. They have a strong need to improve the supplier experience, which involves reducing the cost of finding and bidding opportunities for suppliers, optimizing the procurement process, and ensuring compliance with local policies and security regulations. Achieving sustainable procurement is also part of their long-term roadmap.

Service providers are conducting detailed assessments of the enterprise's functional maturity in close alignment with the procurement function to suggest areas of improvement. This is

implemented through process mining, design thinking methodologies, provision of a full suite of BPaaS solutions, process transition plans, integration of advanced analytics in processes and improvements in tail-spend visibility.

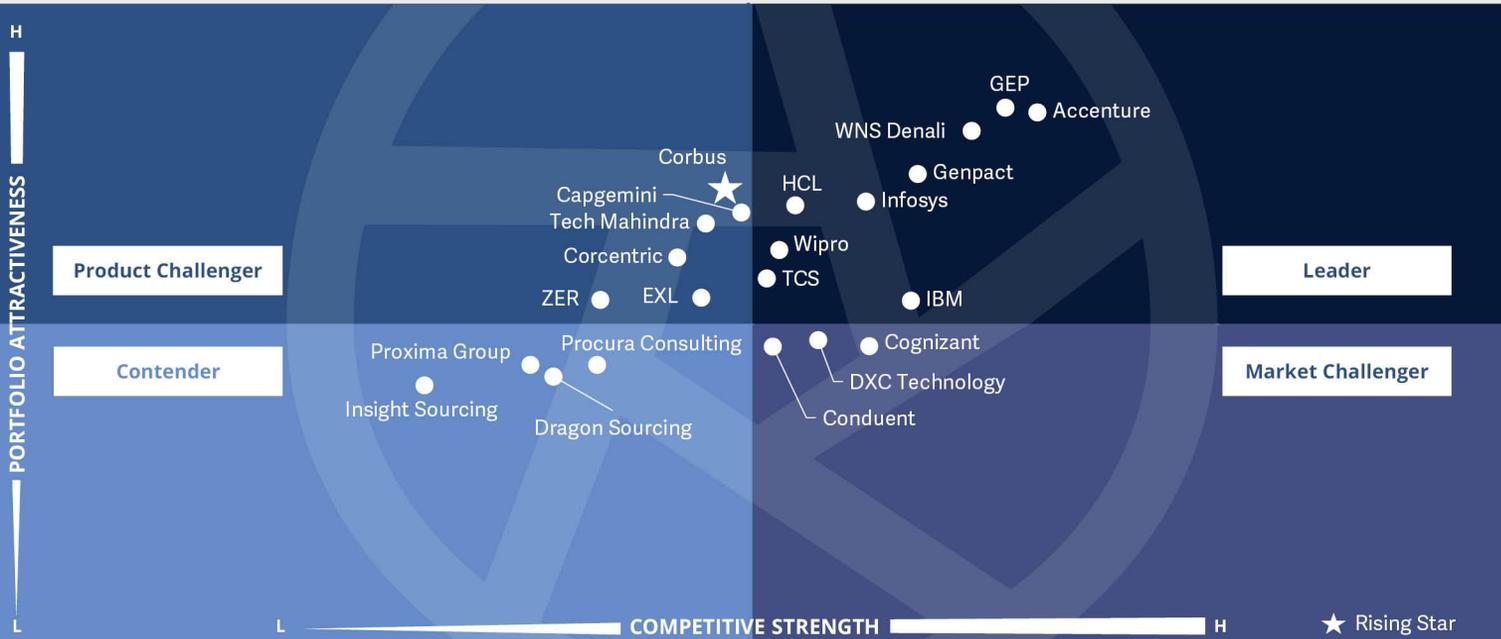


Chief procurement officers should read this report to understand the relative positioning and capabilities of providers to help them effectively plan their automation and transformation journey of the procurement process and increase tail-spend visibility.



Sourcing and vendor management professionals should read this report to develop a better understanding of the current landscape of providers that offer procurement digital transformation services globally.





This quadrant assesses **service providers offering digital business transformation and related services**, supporting procurement organizations and operations, to large enterprises. Most of these enterprises seek **sustainable increases in efficiency with adaptability** to unpredictable market conditions.

Bruce Guptill



Definition

Recent and ongoing global disruption of business organizations, relationships and supply chains have made digital transformation more of a requirement than a goal. Procurement leaders and organizations are seen as critical to an enterprise's ability to foresee, minimize and take advantage of market change and disruption and, therefore, are increasingly seen as candidates for digital transformation. Given the scope and nature of disruption, the ability to continue to adapt in more ways and enable a "procurement of the future" environment will be critical. To do so requires ever-improving, ever-expanding expertise in transformation models, strategic consulting, technologies and tools, software and services.

Eligibility Criteria

Eligibility and evaluation criteria for these quadrants include:

1. Future procurement positioning, planning and enablement
2. Roadmap development and adaptation
3. Procurement strategy development
4. Procurement strategy execution
5. Stakeholder engagement approaches
6. Organizational design and change management
7. Process optimization and management capability
8. Cognitive procurement enablement
9. RPA strategy, implementation and optimization approaches
10. Natural language processing (NLP) and machine learning integration across the source-to-pay cycle
11. Next-generation metrics and policies support
12. Advanced analytics offerings and capability
13. Training offerings and capability



Digital Transformation Services – Large Accounts

Observations

From the more than 40 companies assessed for this study, 22 have qualified for this quadrant, with nine identified as Leaders and one as a Rising Star.

The market for procurement transformation services is basically populated by the same rank of providers that specialize in procurement BPO services (and often, software platforms).

As with BPO services, the digital transformation services marketplace is also an established environment with relatively few changes year-to-year.

The core shifts observed this year have been rapidly evolving providers closing in on longtime Leaders as the demand for procurement improvement accelerates due to COVID-19-induced supply chain and work-environment disruptions. An

increasing number of enterprises are considering digital transformation of their procurement environments.

However, the hype so far outstrips the reality of paid engagements. Some of the largest and most established Leaders report fewer than 20 transformation clients overall, and fewer than 10 net-new clients in 2021. It is clearly a still-emerging, still-evolving market environment.

accenture

Accenture continues to refine what ISG sees as one of the most complete portfolios among procurement services providers. This refinement is built around the expansion and improvement of its procurement/supplier market intelligence data repository.



Genpact builds transformation engagements on Cora, its AI-based platform to automate, predict and prescribe actions. Additional AI-enabled procurement transformation tools include Cognitive Buying Assistant (CBA) and the cloud-based machine-learning-powered Tail Spend Optimizer (TSO). Genpact has over 100 current procurement AI and machine learning implementations for more than 50 Fortune 500 clients.



GEP reports more than 100 procurement transformation clients through 2021, up from approximately 50 in 2020, which are supported by more than 1,400 dedicated FTEs. The company has also expanded its service partnerships to include other Leaders in this study, including Tech Mahindra and HCL.



HCL's digitalCOLLEAGUE hyper-automation platform includes digital workflow optimization and automation within and across most aspects of sourcing and procurement. Analytics are integrated with HCL's SmartBuy cognitive procurement platform, Spend Forecasting System and EXACTO, its AI- and machine learning-based intelligent information extraction and document processing platform.

IBM

IBM, as one of the most experienced and well-established service providers, has the expertise to work with the typically complex and intertwined legacy procurement systems and operations, especially in areas linked with enterprise finance, supply chain management and business transaction processing.



Digital Transformation Services – Large Accounts



Infosys' procurement business-process-as-a-service (BpaaS) offering is a vertically integrated model of client-specific consulting, technology and domain expertise. Infosys initiates process transformation with simplification, followed by automation. The company broadly applies robotic process automation (RPA), point solutions and platforms, analytics and AI and cognitive platforms.

TCS

TCS's Machine First Delivery Model (MFD) structures client-adaptable approaches to digital transformation. The model helps identify and advance business process automation and turn it into more adaptable, intelligent processes through a human-augmented approach.



Wipro pursues rapid and expanded automation of repetitive procurement tasks through development and refinement of pre-coded bots. Through 2021, Wipro had deployed more than 200 bots that have released 550 FTEs from procurement operations.



WNS Denali is one of two (GEP being the other) significant and market-leading providers in this study solely dedicated to procurement software and services. Its stated mission is to "optimize and get the most value" from clients' existing technology investments in source-to-contract and procure-to-pay platforms.



Corbus Rising Star, has hiring, training, customer relationship management (CRM) and compensation approaches focused on client satisfaction. Its clients and competitors indicate that the company enjoys strong relationships and high levels of satisfaction with clients, not only within procurement but also with C-level executives.





“Infosys’ vision for next-gen procurement is key to its market leadership in transformation services.”

Bruce Guptill

Infosys

Overview

Bengaluru, India-based Infosys is a global digital transformation IT and Services provider. In FY21, it reported revenue of \$14 billion and nearly 300,000 employees worldwide. Sourcing and Procurement outsourcing services are provided through its Infosys BPM services subsidiary via more than 20 delivery centers. Its portfolio includes category management and consulting services, strategic sourcing, operational sourcing and transactional and digital services. Infosys manages over \$170 billion of spend.

Strengths

Significant recent growth: Infosys reports more than 20 percent year-to-year growth in procurement transformation engagements, with 12 net-new engagements in 2021. This growth is in keeping with the highest growth rates reported by other Leaders in this quadrant.

Partner strengths: ISG sees solid software platforms as the first step toward effective procurement transformation. Infosys partners with procurement platform providers Coupa, JAGGAER, Oracle and SAP Ariba, along with dozens of supporting software and tools providers.

Advanced robotic process automation:

Infosys initiates process transformation with simplification, followed by intelligent automation to improve operations. The company broadly applies robotic process automation in point solutions, platforms and analytics.

AI and machine learning analytics solutions:

Infosys’ Data and Analytics practice provides procurement-centric analytics around category, spend, and contracts. It uses ProcureEdge analytics and platform offerings such as Live Enterprise, AssistEdge, and ProcureEdge Buying Assistant, along with client-bespoke point solutions.

Caution

While it has not experienced the same levels of disruption that several competitors have, Infosys does face the same types of challenges affecting services providers during this pandemic-disrupted period, including staff hiring and retention, negotiation flexibility and adaptability, and occasional challenges with project timelines.





Appendix

The ISG Provider Lens™ 2022 – Procurement BPO and Transformation Services research study analyzes the relevant software vendors/service providers in the Global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Lead Author:

Bruce Guptill

Editors:

Ishita Sengupta, John Burnell

Research Analysts:

Venkatesh B

Data Analyst:

Sibasis Panigrahy

Quality & Consistency Advisors:

Shahid Bhatti

Project Manager:

Abhilash M V

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The research and analysis presented in this report includes research from the ISG Provider Lens™ program, ongoing ISG Research programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of February 2022, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.

The study was divided into the following steps:

1. Definition of Procurement BPO and Transformation Services 2022 market
2. Use of questionnaire-based surveys of service providers/vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
 - * Strategy & vision
 - * Tech Innovation
 - * Brand awareness and presence in the market
 - * Sales and partner landscape
 - * Breadth and depth of portfolio of services offered
 - * CX and Recommendation



Author & Editor Biographies

Lead Author



Bruce Guptill
Distinguished Analyst and Executive Advisor

Bruce Guptill brings more than 30 years of technology business and markets experience and expertise to ISG clients.

Bruce has helped develop and lead ISG's enterprise research development and delivery, global ISG Research operations, and Research client support. His primary research and analysis for ISG clients has focused on IT services market development, disruption, adaptation and change. He currently leads U.S. Public Sector research for ISG's Provider Lens global

research studies, and also leads IPL studies in procurement and software vendor partner ecosystems.

Bruce holds a Masters' degree in Marketing and Finance, and a B.A. combining business and mass media communication psychology. He also holds certifications in a wide range of software, hardware, and networking technologies, as well as in mechanical and electrical engineering disciplines.

Research Specialist



Venkatesh B
Research Specialist

Venkatesh is a Research Specialist with ISG Research. He is responsible for assessing the industry and technology trends and developments across multiple industries and providing key insights for business decision makers in the enterprise clients and service provider ecosystems.

He supports the ISG Provider Lens studies related to Procurement BPO and transformation services, software platforms and solutions, Digital Finance

and Accounting outsourcing, Contact Center studies and Payroll within the ISG Global Research team.

He brings in more than 12 years of experience in market research, industry and competitive intelligence, marketing sizing, data analysis, report writing, co-authoring reports, primary and secondary research, SWOT analysis, client interaction, providing insights, presales and other related operational activities.





IPL Product Owner

Jan Erik Aase
Partner and Principal Analyst

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor. Now as a research director, principal analyst and global

head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



*ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally. For more information about ISG Provider Lens research, please visit this [webpage](#).

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*ISG

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