

Simplify, eliminate, automate, and innovate processes

Deliver superior customer experience through digital process automation

Recent disruptions have tested the visibility, resiliency, and agility of all industry segments. Challenges such as the lack of real-time and accurate data, manual and inflexible processes, and siloed systems severely impact the enterprises' planning, production, and distribution processes, leading to a subdued supply chain performance.

Years of optimization initiatives across enterprises going lean has led to a fragmented view of the entire network and value chain, communication breakdowns, revenue leakages, diminishing market share, and customer churn, ultimately leading to poor customer experience.

Digital process automation brings together people, applications, devices, and information across an organization to produce a truly agile and digital organization.

How Virtusa can help?

Virtusa, with its engineering DNA, innovative solutions, and partnerships, has innovated digital transformations across industry value chains.

With the right methodology and tool combined with our exhaustive experience we can

Personalize customer engagement to generate lifetime customer value for traditional and emerging mobility customer lifecycles or the new “as-a-service” subscribers – focusing on the “always on, real-time” expectations of today’s consumers

Uniquely combine personalization with customer engagement to increase loyalty. With our help, businesses can: Reduce time and effort to close out loans, accelerate customer onboarding experiences, automate account servicing to resolve service requests and payment exceptions efficiently across channels, intelligently manage delinquencies and collections, and rapidly boost the efficiency of various back-office processes to streamline costly manual operations.

Streamline enterprise operations by removing cost, time, and risk to boost agility and efficiency of complex or manual operational processes such as quality management, customer order management, supplier management, shared services (i.e., High-Volume Transactions), and ESG/sustainability. For converged ERP-powered IT/OT workflows needing modernization

What makes us unique?



Heritage with engineering

Heritage of engineering and innovation

- ‘Automation’ is our key project driver
- Our expertise in Domain, Technology and Global Delivery model augments our focus on innovation and engineering



Software lifecycle experience

Unique product development & Full Lifecycle experience

- Unique ability to build application software that can be reusable/adaptive to multiple industries with lower cost of change and maintenance
- ERA (Enterprise Rigor Automation): Ability to bring reusability in the building phase to rationalize platforms



Technology and domain expertise

Depth of expertise in building customer facing applications for enterprise clients

- Gartner rates us as a leading Front-Office systems SI
- Forrester rates us as a leading Application Platform SI



Skill and focus

Partnership & attention: we are “right-sized”

- Large enough to be resourceful and small enough to be responsive.
- Executive management commitment



Delight index

Client Delight Index(CDI): key measurement index through transparency

- Teams are compensated on CDI
- Client success is mandatory

Virtusa leveraged these key differentiators and delivered many successful Pega transformation programs in the Insurance Space which includes Pega Customer Service and Pega Underwriting implementations

Capabilities

Virtusa's Digital Process Automation approach relies heavily four fundamental principles- Simplify, Eliminate, Automate, and Innovate processes. In order to achieve these four levers, we depend on our mature OPTIMA (Organization, Process & Technology Improvement Methodology Accelerated) consulting paradigm.

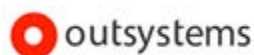
Organization	Process	Technology	Improvement	Methodology	Accelerated
O	P	T	I	M	A
Organizational change management	Process reengineering	Disruptive technology	Digital lean six sigma	Design thinking / CX	
Embracing change through empathy & communication	Process mapping & optimization	Innovation that changes the way everyone operates	Improve people, process, technology & data	Proven best of breed methodologies	Increase speed of collaboration, clarity & design
OPTIMA is a methodology that can quickly assess, clarify, and prototype a future vision for our clients. Our implementation projects have a higher rate of success because of the clarity and agreement with all stakeholders.					
<div><div><ul style="list-style-type: none">• Agile techniques• Rapid prototyping• Customer / UX centric• Visual (e.g., Graphic Facilitation)</div><div><ul style="list-style-type: none">• Collaborative working• Structured analysis phase• Explore multiple designs• Highly iterative</div></div>					

Success stories

- A large US credit union gained a 98% end-to-end process standardization across multiple LoBs through a robust next-gen ratings platform with Virtusa's DPA capabilities
- A top US bank reduce 60% sanction screening false alerts with custom AI model built by Virtusa

Partners

Our DPA ecosystem is an amalgamation of technologies and partnership

The Celonis logo, featuring the word "celonis" in a lowercase, sans-serif font. A green circle is positioned behind the letter "o".The jBPM logo, featuring a stylized orange icon resembling a bird or a wing above the text "jBPM" in a lowercase, sans-serif font.The Appian logo, featuring the word "appian" in a lowercase, sans-serif font. The letters "a" and "p" are blue, while "i" and "n" are dark blue.The Mendix logo, featuring the letters "mx" in white inside a blue square, followed by the word "mendix" in a lowercase, sans-serif font.The UiPath logo, featuring the word "Ui" in white inside an orange square, followed by the word "Path" in a lowercase, sans-serif font.The Kore.ai logo, featuring the word "kore" in a lowercase, sans-serif font, followed by ".ai" in a stylized font where the "i" is inside a square.The WorkFusion logo, featuring a stylized orange icon resembling a flame or a leaf above the word "WorkFusion" in a lowercase, sans-serif font.The Pyze logo, featuring a stylized icon of three interlocking loops in orange, yellow, and green above the word "pyze" in a lowercase, sans-serif font.The Bonitasoft logo, featuring a stylized red icon resembling a flame or a leaf above the word "Bonitasoft" in a lowercase, sans-serif font.The IBM BPM logo, featuring the letters "IBM" in a bold, sans-serif font above the letters "BPM" in a bold, sans-serif font.The Unqork logo, featuring the word "unqork" in a lowercase, sans-serif font.The OutSystems logo, featuring a red circle with a white dot inside, followed by the word "outsystems" in a lowercase, sans-serif font.The PEGA logo, featuring a stylized icon of two interlocking shapes above the word "PEGA" in a bold, sans-serif font.

To learn more contact us today at marketing@virtusa.com

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First

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