Chapter III
INDUSTRIAL PROFILE AND COMPANY PROFILE
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3.1. INDUSTRY PROFILE

This chapter includes the industrial profile of Information technology and Information technology enabled services sector.

3.1.1. Introduction

Information technology industry plays a key role in putting India on the global map. It is one of the most significant growth contributors for the Indian economy. It has played a significant role in transforming India’s image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. Information technology industry has made tremendous impact on the lives of millions of people who are marginalized and poor, living in rural and far flung topographies. The industry has not only transformed India's image on the global platform, but also led to the increase of economic growth by energizing the higher education sector. It has employed 10 million Indians and hence, has contributed a lot to social transformation in the country. Further, Indian firms, across all other sectors, mainly depend on the IT & ITES service providers to make their business processes efficient. The manufacturing sector in India has the highest IT spending followed by automotive, chemicals and consumer product industries. Information technology is seen as a change enabler and a source of business value for organizations. The business process outsourcing sector in India continues to grow to the peak, witnessing high levels of activity both onshore as well as offshore. The Indian IT and ITES industry includes four major segments: IT services, business process management, software products
and engineering services, and hardware. ITES industry comprises the BPO and the KPO sectors. The BPO sector includes customer support services, technical support services, sales and telemarketing services, customer relationship management, administrative support, finance and accounting and human resources and training.

3.1.2. Market Size

According to Manufacturers’ Association of Information Technology, the growth in the Indian information technology industry is expected to 30 per cent and the overall sales are projected to touch US$ 17 billion in 2015. The Indian market for security infrastructure and services is expected to grow US$ 1.40 billion by 2017. The Indian IT sector is expected to grow at a rate of 12-14 per cent for 2016-17. The sector is expected triple its current annual revenue to reach US$ 350 billion by 2025. India’s internet economy is expected to touch Rs.10 trillion by 2018, accounting for 5 per cent of the country’s gross domestic product. India ranks third among the global start-up ecosystems with more than 4 200 start-ups. India’s internet user base reached over 400 million by May 2016, the third largest in the world, while the number of social media users grew to 143 million by April 2015 and smartphones grew to 160 million. Public cloud services revenue in India is expected to reach US$ 1.26 billion in 2016. The public cloud market alone in the country was estimated to treble to US$ 1.90 billion by 2018. Increased diffusion of internet and rapid emergence of e-commerce are the main drivers for the growth of data centre co-location and hosting market in India. The healthcare information technology market in India is valued at US$ 1 billion currently and is expected to grow 1.50 times by 2020. India's business to business e-commerce market is expected to reach US$ 700 billion by 2020, while the business to consumer e-commerce market is expected to reach US$ 102 billion by 2020.
3.1.3. Investments in the IT Sector

Indian IT’s core competencies and strengths have attracted noteworthy investments from major countries. Indian computer software and hardware sector attracted cumulative foreign direct investment inflows worth US$ 21.02 billion between April 2000 and March 2016. Indian start-ups are estimated to have raised US$ 1.40 billion across 307 deals in quarter ending March 2016. The medium and small businesses present a lucrative opportunity worth US$ 11.60 billion in 2015, which is expected to grow to US$ 25.80 billion in 2020.

3.1.4. Government Initiatives

The Government of India plays a key role with public funding of a large, well-trained pool of engineers and management personnel who could forge the Indian IT industry. The Central Government and the respective state governments are expected to collectively spend US$ 6.40 billion on IT products and services in 2014, an increase of 4.30 per cent over 2013. The major initiatives taken by the government to promote IT and ITES sector are: The Government of India plans to reduce the requirement of the built up area from 50000 square meters to 20000 square meters and capital conditions for FDI from US$ 10 million to US$ 5 million for development of smart cities. It has allotted a sum of Rs. 7060 crore in the current fiscal year for the project of developing one hundred smart cities. The Government of India also plans to launch a pan India programme ‘Digital India’ with an outlay of Rs. 500 crore. The government has promised to support the growth of domestic information technology capabilities in both hardware and software which focuses on enabling the timely delivery of citizen services and creating new jobs opportunities in rural areas. India has also plans to set up industrial parks in the pharmaceutical and information technology sectors in China to buildup India-China trade and investment ties. More
than 20 small and medium enterprises in the IT sector have recently received land allotment letters from the Government of Punjab to set up their units with an investment of Rs. 500 crore. IT companies in India have initiated over 600 delivery centers across the world and are engaged in providing services with presence in over 200 cities across 78 countries.

3.1.5. IT & ITES Industry in Tamilnadu

Tamilnadu was the first Indian state to announce an IT Policy in the year 1997, which was helpful in bringing the information technology revolution to Tamilnadu. IT & ITES industry is a main contributor to the service sector in Tamilnadu. Chennai has 1780 IT units, employing about 400000 professionals approximately. Tamilnadu accounts for more than 10 per cent of the total IT exports carried out from India, because of the existence of IT giants like Tata, Wipro, HCL, Cognizant, IBM, Sutherland, Hexaware, Accenture, Honeywell Technology, Infosys, Mahindra Tech, Syntel, WNS Global Services, etc. This state is the fourth largest software exporter in India. The service sector has been contributing to 60 per cent of the state’s GSDP since past decade. According to Software Technology Parks of India, Chennai, the number of registered software units in Tamilnadu has increased from 1114 in 2004-05 to 1780 in 2012-13. The total cumulative FDI inflow in Tamilnadu for the period 2000-14 has been USD 16 billion. LP Cube Systems Private Limited in Singapore is the top investor accounting for more than 57 per cent of the total FDI received in IT & ITES Sector in Tamilnadu. The intention of the state in the 11th Plan period is to withstand this momentum and emerge as the most favoured destination for ICT investments.
3.2. PROFILE OF THE SELECT ITES COMPANIES

The brief account of the select ITES companies is given under:

3.2.1. UST Global Services

UST Global is a multinational provider of IT services and solutions, headquartered in Aliso Viejo, California. It was found in 1998 in Laguna Hills. Its regional offices are located in USA, India, Mexico, UK, Malaysia, Philippines, Singapore, and Poland. UST Global specializes in healthcare, retail & consumer goods, banking & financial services, media & entertainment, insurance, transportation & logistics and manufacturing & utilities. In March 2012, UST Global acquired Andare, a company engaged in developing mobile solutions for the CRM applications of large enterprises.

UST Global has tied up with Centro Fox, presidential library and learning centre in Mexico, to make easy entry into Latin America. The company has three "engines of innovation". The Apple Tree Lab is an innovation gym where professionals are invited to experiment without fear of mistakes, 'Eureka' is UST’s idea management system and 'Open Minds' is a collaboration space on the web. Forrester Research, in its maximizing innovation from ERP service providers, insights from NASSCOM 2010 report noted that companies like UST Global let their employees to spend part of their time in a research lab, developing user cases for new technologies. UST Global has won the ‘Most Innovative Emerging Corporation Award’ at the International Business Awards 2012 held in New Delhi. UST Global Services are located at Thiruvananthapuram, Kochi, Chennai, Bangalore and Gurgaon.
Vision

- To be the best IT services company in the world.

Mission

- Setting the new standard in global sourcing and delivery.
- Transforming lives.

Services

UST Global offers services in engineering, Printed Circuit Board and hardware development, embedded engineering product development, consulting, tech build, application development, infrastructure, e-commerce, business intelligence, data management, social media solutions, and BPO services.

UST Global Colors

The UST Global Colors program is recognized as a truly unique undertaking, allowing them to work together with their clients and business partners to fulfill its mutual corporate values. This has benefitted the clients by creating an environment of innovation and collaboration and has increased customer satisfaction with greater quality and speed in their projects. The program has seven colors, with each color representing an organizational dimension. Each color sets specific goals each year, quantifying their contributions towards their respective dimension. Rewards and recognition for contributions to colors are initiated on a regular basis and ratings are determined by the contribution made by each individual. The combined objective of all colors incorporates the improvement of integrated processes, the application and development of industry’s best practices, and increasing domain expertise.
Purple: It stands for people satisfaction. A sustainable business success and continued growth of every enterprise needs a highly motivated and inspired workforce. The mission is to develop the work culture and its goal is to help UST Global be selected as the best place to work. The success of the organization is contributed by the combined effort and intensive action of satisfied and engaged employees.

Indigo: Indigo represents industry expertise. With the motto “commit to collaborate, collaborate to succeed,” its aim is to transform UST Global through integrated processes and collaboration, and its goal is to improve industry practices and domain expertise. To achieve this, Indigo offers a Six Sigma Green Belt Certification Program.

Quartz: It represents quality and speed. Quality, speed, and continuous improvement to expand both individual and organizational growth are the trademarks of Quartz, and its vision is to reduce the cost of quality. Quartz knows that quality comes with better customer satisfaction and members routinely share best practices, quality tips, and process flow improvements.

Green: It positions for company and career growth. Green is on a task to facilitate growth. This team is extremely enthusiastic about its dual goals of contributing towards the UST Global business and the skills of UST Global associates.

Gold: It deals with group image and branding. With a plan to promote the UST Global brand within the company, with their clients, and across the communities, its goal is to support sales and close new clients. It encourages employees to be a brand ambassador, everywhere they are and in everything they do.
Orange: It is a catalyst for organizational development. On an operation to ensure that UST Global is the most efficient IT services company in the world, Orange’s objective is process improvement. Orange teams up with other groups and organizes a range of organizational initiatives to promote these qualities in UST Global employees.

Rose: It works toward relationships along communities, clients and employees and also cares for the environment. Demonstrating relationships at the community, client, and employee level, its mission embraces all corporate social responsibility efforts, both social and environmental. Its goals are measured in numbers, such as volunteer periods, donation to charity, and trees planted. Rose encourages UST Global employees to keenly give their personal time to support secular, non-political community activities focused on both health care and education for women and children

3.2.2. HCL Technologies

HCL is the short form of Hindustan Computers Limited. HCL Technologies is one among the four companies under HCL Corporation, the second one being HCL Infosystems. HCL launched HCL Healthcare on February, 2014. HCL Talentcare is the fourth and latest venture of HCL Corporation. HCL Technologies started as the research and development division of HCL Enterprise, a company which was a contributor to the growth and development of the IT and computer industry in India. On 12 November 1991, HCL Technologies was whirled off as a separate unit to provide software services. HCL Technologies was initially incorporated as HCL Overseas Limited and its name was changed to HCL Consulting Limited on 14 July 1994. The company was renamed as HCL Technologies Limited for a better indication of its activities on 6 October 1999. HCL Technologies Limited has its
headquarters in Noida, Uttar Pradesh. It is one of the top 20 largest publicly traded companies in India with a market capitalization of $22.1 billion as of May 2015. The company, with its subsidiaries, had consolidated revenue of $6 billion as of August 2015.

Operations

HCL Technologies operates in 34 countries, including its headquarters in Noida, India. It has its establishments in Australia, China, Hong Kong, India, Indonesia, Israel, Japan, Malaysia, New Zealand, Saudi Arabia, Singapore, South Africa, United Arab Emirates and Qatar. It covers Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Sweden, Switzerland and the United Kingdom across Europe. It also has offices in Brazil, Canada, Mexico, Puerto Rico and the United States. In the world of technology, HCL Technologies offers wide range of software and hardware services and solutions including enterprise and applications consulting, research and development technology services, remote infrastructure management, IT hardware, systems integration, distribution of technology and telecom products. A new entrant in healthcare, HCL intends to provide innovative medical services, products and training to meet the growing demand for quality healthcare in India.

Vision

- To be the technology partner of choice for forward looking customers by collaboratively transforming technology into business advantage.

Mission

- We will be the employer of choice and the partner of choice by focusing on our stated values of employees first, trust, transparency, flexibility and value centricity.
Awards and Recognitions

- Aecus Innovation Award for implementing an operational control center for Unilever in 2015.

- Best Governed Company by the Asian Centre for corporate governance & sustainability in 2014.

- Outstanding Company of the year at CNBC-TV18’s India Business Leader Awards in 2014.

- One among the top 10 Indian brands by Brand Finance in 2015.

- One among the world's most influential companies by Bloomberg Business week in 2015.


3.2.3. Teamware Solutions

Teamware Solutions, a business division of Quantum Leap Consulting Private Limited, provides cutting edge industry solutions for deriving business value for clients’ IT initiatives. Providing deep domain expertise in Banking, Financial Services and Insurance, Oil and Gas, Infrastructure, Manufacturing, Retail, Telecom and Healthcare industries, Teamware also offers its service in professional consulting services and skills augmentation. With over 1700 professionals deputed across India, USA, Middle East and APAC, their major clients include Captive IT units in India, Product Companies and IT Services firm.

Vision

To be among the top 10 largest global Professional Services firm in the Information technology Planetary; They aim to achieve this by 2023, when they
complete 20 years. They strive to achieve their vision by making process as the key foundation of their service offerings. Their processes would be designed and structured to enable speed, accuracy and scale, the three most important elements that customers expect from services. Their products and services include

**Enterprise Solutions and Services:**

Most Enterprise Implementation Projects face the threat of a poor implementation due to lack of understanding project scope, risks, subject-matter and domain knowledge. Their service emphasizes on providing subject-matter experts, functional consultants, technical consultants, warehousing consultants for facilitating enterprise implementation projects.

**Internet and Web Services:**

These include migrating /decoupling legacy applications to multi-tiered web-based solutions, enhancing enterprise content management, creating internal and external enterprise front-end enterprise portals, integrating smartphones and other mobile devices into enterprise web solutions.

**Enterprise Infrastructure Support Services:**

As patterns, platforms and technologies change with growing number of vendors, managing infrastructure becomes a formidable challenge for every business. Teamware Support Consultants are well equipped to manage these challenges and complexities in customer’s infrastructure.

**Testing Services:**

Quality control is one of the critical elements in optimizing software development life cycle that requires extensive and intensive functional and technical
testing of units, modules and application systems. Teamware offers testing engineers with the right skills in both functional and technical testing using modern tools and techniques.

**Engineering & Industrial Services:**

Teamware offers skill sets to meet the challenging requirements and to enhance engineering product development. Teamware’s expertise concentrates on providing skills right from basic design to detailed design, covering cross-functional as process.

**Banking Financial Services and Insurance (BFSI) Industry Solutions:**

Every major bank has their own support centers spread across the globe and Teamware Solutions is actively involved in providing technology solutions to these centers with the right kind of skillsets and support. Teamware recognizes the business and the technologies that drive them in the BFSI space and offer a large pool of skilled consultants who can meet customer’s requirements, end-to-end.

**Oil and Gas Industry Solutions - Capital Projects:**

Teamware Solutions provides a comprehensive industry solution to manage capital projects from the initiation stage to the ultimate hand-over stage and integration to onward asset management and maintenance/inspection.

**Infrastructure Industry Solutions**

Infrastructure Development is the key of most developing economies. Infrastructure contractors strive continuously to improve their performance in implementing large scale projects. Teamware Solutions is fully conscious of the complexities and offers solution that will enable them derive direct project benefits that are related to time, cost and quality.
Manufacturing Industry - Product Life Cycle Management

Manufacturing industries have to continuously take business action related to the competitive market place, changing customer demands. They have to constantly reduce their time-to-develop, produce and market, and continually strive to develop their entire product development life cycles. Teamware is fully conscious of the comprehensive tools that are engaged in the process of product development.

Retail Industry Solutions

With the dawn of internet and e-commerce the retail world has changed including highly complex and competitive environments. Customers demand a great variety and supply chain gets challenging as products are now reaching the global corners. Further new customer acquisition and customer retention become key drivers for every retailer. The priority is to sustain their overall growth in the new markets and create an enhanced customer satisfaction. Teamware fully realizes this challenge and offers solution to the retail businesses focusing on their core and support process through effective and efficient integration.

3.2.4. Vertex

Vertex is a call centre that deals with a variety of other business process outsourcing and customer management outsourcing services. Initially the back office services operated inside UK utility company, United Utilities. Vertex was spun out as a separate company in 1996. In 2007, United Utilities traded Vertex to a consortium of investors for £217 million. From the time of its formation in 1996, it has developed as the market leader in customer experience solutions for North American utilities. They have built a satisfied and loyal customer base of more than 50 electric, gas, water and wastewater utility companies that serve over 30 million customers. By
constantly increasing their offerings, they make sure that utilities have access to affordable, world-class customer experience solutions. At present, Vertex is recognized as a leading provider of customer experience and CIS solutions for utilities of all sizes. The set of cloud-based customer experience and billing solutions, analytics as a service, and BPO services enable their clients to more efficiently manage operational costs, develop efficiencies, and deliver a superior customer experience.

**Mission Statement**

- To continually evolve, expanding our knowledge base, service offerings and expertise, enabling us to serve our customers with increasingly innovative solutions.

**Services**

The list of the various services offered by Vertex includes Business process outsourcing, Customer management, Finance & accounting, HR outsourcing, Software, Offshoring, Debt management and Telecom.

**BPO Solutions**

Vertex offers a comprehensive range of BPO solutions which are as follows:

- **Contact Centers**: Vertex operates 12 customer call centers across the U.S and Canada that offers service to more than 8.5 million consumers. They offer an exceptional customer experience at reduced costs.

- **Customer Service**: With complex programs and increased consumer expectations, multiple channels and jurisdictions, customer service has never been more challenging. Its specialized experience and core capabilities make it easier and more efficient for the clients to do business.
Bill Print, Presentment and Remittance: Vertex associates with industry-leading providers to offer a cost-effective suite of utility billing services for branded bill print and presentment. They make it cool to capture, compose, personalize, generate and distribute bills, statements, invoices and letters by mail or electronically. They also make it easier to pay with new channels and quicker processing times. Their remittance solution portfolio supports clients to accept, integrate and deposit customer payments across multiple channels.

Multichannel Optimization: In present, customers expect to interact with their utilities across multiple channels. Their multichannel platform helps the customers interact by their preferred means. They gain customer preferences for proactive communications on outages, service orders, sales and marketing, and credit and collections. These proactive communications diminishes costs for incoming calls and increase customer satisfaction.

Customer Satisfaction and Quality Management: This organisation designs, measures, analyzes and continuously monitors customer satisfaction by direct and indirect customer interactions. Its quality management program views the compliance of all critical processes and all channels of customer interaction, to ensure superior experience.

Acquisitions and Sales

In 2008, Vertex made a move into the US by obtaining the utilities outsourcing business from Alliance Data. The outlay was $50 million. Vertex acquired domestic Indian call centre operator and BPO provider Shell Transource Limited in 2010. From 2011, Vertex has sold off multiple business units:
• Vertex sold their UK private sector business to Capita Plc. for £40 million in September 2011.

• Local managers bought out the Australian call-center business in December 2011.

• Vertex sold their UK public sector business to Serco for £55 million in June 2012.

• In July 2015 Capita Plc. acquired Vertex Financial Services, a UK mortgage software and services company, for £35 million.

3.2.5. MMC Infotech Services

MMC’s full form being Mass Mailing Center (MMC) was established in August 1990 as a bulk-mailing services provider to handle the printer-to-postal cycle for clients. It was the first in south India to provide such services. It entered into the domain of banking support services when one of the major client launched the first credit card in India and selected MMC as their partner for handling customer services for their customers. In the next few years, MMC was providing services across the breadth and span of credit card operations and so as to better represent its capabilities, it was renamed as MMC Infotech Services Private Limited in May 2000.

Quality Policy

MMC Infotech Services is an ISO 9001:2000 accredited organization with the quality policy being. Its quality policy is to achieve, sustain and enhance customer satisfaction by providing services that exceeds the expectation of its clients through its full dedication to continual process improvement and teamwork.
Services

Banking & Insurance: In the last 25 years, MMC has established itself as a high quality and trustworthy service provider in the utmost demanding banking sector. MMC provides services in the banking, financial and insurance verticals with strong specialization in credit card related processes. They touch almost every aspect of a credit card such as application processing, applicant verification, welcome calling, customer care, post-issuance maintenances, cross-sell and sales, chargeback and dispute resolution and retention across their clients.

Customer Support: Customer support is a specialized task where it provides on time and accurate solutions and response to customers on its client’s behalf. Customer support is its passion, and takes great pride in the fact that it acts as a bond between its clients and their customers. The services offered are: customer support across business segments; cross functional customer complaint handling across e-channels, voice support services and paper mail; investigation assistance and back-end support services to branches, call centers and other support centers; segmentation of customers and ability to provide preferential treatment to premium and sensitive customers; and investigation support for legal/regulatory complaints. These are handled with an end to end tracking, and provide appropriate solution to customers, again through multiple channels. They deal over 1.5 million customers every year, across various channels and business segments. MMC’s heritage in customer support is well known and its quality standards are uncomparable. While handling customer complaints and providing them solutions with passion and empathy is one half of what they do, their difference is in adding value to its client by providing critical inputs and suggestions to reengineer its client’s processes for continuous improvement.
Voice Operations: It touches almost every aspect in the banking and financial services industry and these include contact point verification and address verification as per KYC norms; credit risk mitigations in line with AML principles; portfolio actions including selling loans on phone, up-sell and cross-sell; value added services; customer acquisition; anti-attrition; data enrichment activities; insurance sales support; welcome calling; collections calling and support; customer satisfaction surveys; and mystery shopping as a part of its voice operations support. Since technology is a key enabler in providing superior voice support services in the BPO industry, it has invested, developed and implemented a complete customer interaction management application which is the core of its entire voice operations.

Transaction Processing: Operations are the backbone of any industry and it is felt more when it is not strong. Operations and transaction processing team has been a main contributor to the success of business. This team is capable of handling huge volumes efficiently with almost 100% accuracy. Its strong systems, data validation processes and continued focus on adding value to the process through process reengineering and automation help them process more than 12 million financial transactions annually with unmatched quality standards. Back-end processing and account maintenance, including financial and non-financial transactions; application processing, credit policy checks, de-duplication, verification, post-verification checks and archival; email campaign management; dispatch of welcome kits, cheque books and credit/debit cards with a comprehensive tracking and follow-up mechanism of return to origin cases; statements dispatch/tracking and redirection; customized designing and letter generation; and in-executables on banking and related financial services due to any discrepancy are some of the operations that they perform.
**Chargeback:** Chargeback operations are an area of its specialization. They handle the end to end tracking and resolutions of charged disputes on transactions incurred using credit/debit cards, and manage the entire cycle from copy request to arbitration in line with the universally accepted guidelines specified by MasterCard and Visa Associations. This includes analysis, interpretation, investigation, follow-up and action of disputed charges based on specified guidelines and timely resolution of credit card and debit card disputes. This aids in arresting potential financial losses to the client and amicable resolution of the dispute raised by the customer. MMC is one of the very few BPOs in India with the ability to provide expert chargeback services.

**Account Opening:** MMC has the knowledge to set up and handle the core activities required to process applications from prospect customers such as receipt and reconciliation, data capture, policy checks, verification, post-verification checks, and archival. They presently handle the end to end processing of unsecured loan applications for a multinational bank, and can offer similar services for processing of other products like insurance, bank account opening, credit card application processing, mobile/landline connections, etc.

**3.2.6. Omega Healthcare**

Omega’s origin includes a story of personal experience. Cofounders, Mr. Gopi Natarajan and Anurag Mehta, have 50 years of combined experience in the medical billing and healthcare industry. This experience includes running a billing company of over 1000 people. After various tenures in the US healthcare industry, they identified a major problem in the industry which was the lack of support for the medical billing and healthcare payment systems. Embracing an entrepreneurial mantra, they decide to begin their own company to solve the pain points of healthcare billing companies.
Eleven years later, Omega Healthcare has risen to become the number one solution for US healthcare billing and revenue cycle management companies.

**Vision**

- Our vision is to be the global leader and provider of choice for healthcare business and knowledge process outsourcing services.

**Mission**

- Be an ally to third party revenue cycle management companies, by never selling directly to physicians or hospitals.
- Improve the bottom line for our customers. Your success is our success.
- Focus on healthcare verticals only, to become the best at what we do.
- Respond proactively to change, in order to be an agile and cutting-edge organization.
- Ensure our growth is planned and predictable by using robust planning tools and methodologies.

**Services Offered by Omega**

**Medical Billing:** Omega’s significant investments in information technology have enabled them to adapt any practice management software use. They have experience with approximately 100 market leading software platforms such as EPIC, GE Centricity, Advanced MD, Medical Manager, NextGen, Kareo, and numerous other mainstream and proprietary platforms. This experience permits them to quickly and seamlessly replicate client processes. Omega provides a number of highly personalized revenue cycle management services to meet client needs.
**Revenue Cycle Management:** Omega can tackle virtually all aspects of the revenue cycle process. They can do client work either by function, or clients can trust them to effectively handle the end-to-end revenue cycle management of billing company. The demographic information has to be entered into the system correctly. This process involves collecting patient demographics from clinics and hospitals. Omega’s team is skilled to process, verify, and validate demographic information into the billing system. They have extremely trained staff that performs eligibility verification of benefits in order to avoid delay or error in insurance coverage. Then the team verifies coverage on any primary or secondary payers by utilizing payer websites, automated voice response systems, or by making phone calls to payers. Real-time pre-authorization services for walk-in patients are also offered. Its team of expert medical coders then starts to abstract and assign the appropriate coding on the claims. They allocate the appropriate codes in order to facilitate accurate claim submission downstream in the process. Once all the charges are posted into the system, they submit the electronic claims to the respective payers. They work on all clearing house denials by providing proper feedback with suggestions to reduce the number of claims that do not pass the clearing house. A detailed report will be sent to the client on a daily, weekly, monthly, and yearly basis. Insurance payments are posted to patient accounts from EOB’s into the client’s software systems, with a turn-around-time between 24-48 hours. They also generate secondary claims and mail them to the correct insurance companies. Daily payments are posted into the system where they are reconciled with the bank’s deposit sheet. Most insurance carriers have to pay the claim or provide a denial in writing within 30 days of receipt. One of the most challenging areas to the staff in a revenue cycle management company is the patient interaction function. With their new operations center in Manila and Philippines they
will be able to smoothly and effectively handle in-bound patient statement calls and outbound patient balance calls.

**Medical Coding:** Omega’s continuous efforts to improve its coding and compliance through education, audits, and industry updates separate it from the competition. With its dedicated team of experienced medical coders, they can provide the best quality professional and facility coding services. Their coders function at a rate of 95% or better accuracy across the organization. Above 8% of the yearly emergency department visits in the US are coded by Omega. Moreover, its team is proficient with CPT, ICD-9, HCPCS, and DRG coding across various specialties, etc.

**Data Management:** Omega’s constantly high scores from the extensive audit programs of its customers are evidence to its quality. Entering information quickly and accurately is vital to ensure clean claims, which is the initial step towards securing accurate and quick reimbursement. Omega’s data entry teams work in several areas: the first step in getting a clean claim is ensuring that demographic information is entered into the system correctly. Charges from an encounter form or coded visit are entered into the software by the staff. Once the payments come back from the insurance companies, they accurately and quickly apply payments back to charges in the system. Current technology allows companies to scan information and then use Optical Character Recognition to populate data fields into various systems. Omega’s data validation team checks to ensure that the information is complete and accurate.

**Accounts Receivable Management:** The Omega Healthcare medical billing team categorizes accounts receivable management into three distinct functions for its physician and hospital revenue cycle management clients which are: denial processing, claims follow up, and customer service. Correspondence and denied
claims are handled in daily batches by its team of experienced billing personnel. Unpaid claims are first sorted and ordered by financial class. Then, employees in this part call on the appropriate insurance companies or self-pay patients to aggressively resolve any non-payment issues. An extremely skilled set of agents is assigned to manage both the incoming and outbound patient phone calls. The new Philippines operations center is designed to handle this sensitive area of the receivables management process. Accents in the Philippines and US are very similar and the availability of skilled nurses and clinicians to address specific patient questions allows them to provide the clients with a highly effective patient call handling service.

Omega Medical Coding Academy: The Omega Medical Coding Academy spreads this healthcare expertise into education by proposing world class training. Its focus is to link the knowledge-gap and provide students with a strong foundation. With an OMCA certification, students can immediately benefit from quick employment, stable income and potential growth. It provides benefits such as certified trainers with hands-on industry experience, latest materials & training methodologies, industry acceptance, 100% placement guarantee and full refund of course fee.

3.2.7. Accenture

Accenture is a multinational management consulting services company. Its headquarters have been in Dublin, Ireland since 1.9.2009. It is the world's largest consulting organisation as measured by revenues and is a Fortune Global 500 company. As of 2015, the company reported net revenues of $31 billion, with more than 373000 employees aiding clients in more than 200 cities in 120 countries. In 2015 Accenture had about 130000 employees in India, more than in any other country, about 60000 in the US, and about 50000 in the Philippines. In 2015, Fortune magazine titled it as the world's most admired Information Technology Services Company.
Mission

• Helping our clients create their future.

Vision

• To become one of the world's leading companies, bringing innovations to improve the way the world works and lives.

Services and Operations

• Accenture Strategy provides business strategy, technology strategy and operations strategy services.
• Accenture Consulting provides business, management and technology consulting.
• Accenture Digital provides mobility services, digital marketing and analytics.
• Accenture Technology focuses on technology solutions, implementation, delivery, and research & development.
• Accenture Operations focuses on an "as-a-service" model of service delivery. This includes business process outsourcing, IT services, cloud services, managed operations, security and infrastructure services.

Awards and Honours

• The firm was placed 9th in the top 50 companies for diversity by Diversity Inc in 2013.
• The firm was placed 12th in the top 50 companies for diversity by Diversity Inc in 2014.
Corporate Responsibility Magazine placed Accenture 15th in their top 100 Best Corporate Citizens, in 2014 marking the fourth consecutive year the company ranked in the top 25.

In 2014, Accenture was placed at 339 on the Forbes Global 2000 list.

In 2015, the Ethisphere Institute nominated Accenture as one of the World's most ethical companies for the 8th time.

The firm was entitled by Fortune Magazine as one of the top 100 companies to work for from 2009-15.

In 2015, the firm was placed 15th in the top 50 companies for diversity by Diversity Inc.

In 2015, Accenture was placed at no. 48 in the top 100 Best Corporate Citizens by Corporate Responsibility Magazine.

In 2016, the Ethisphere Institute designated Accenture as one of the World's most ethical companies for the 9th time.

The firm was named by Fortune Magazine as one of the top 100 companies to work for from 2009-16.

In 2015, Accenture was placed at rank 322 on the Forbes Global 2000 list.

In 2015, Accenture was ranked No. 374 on the Fortune Global 500 list.

3.2.8. Scope Technologies

Scope Technologies is a prominent supplier of IT software and hardware products in bulk and small quantities, to meet the requirements of customers. They are supplying to numerous reputed companies, industry wise and have achieved
substantial business on repeat order basis, catering towards customers’ requirements. Their emphasis is mainly on customer satisfaction to provide them with the best.

Vision

• Our vision is to be the first choice in the software industry and provide our customers with excellent service, credibility and thereby create better values, building a community of growth and prosperity in the world of technology and build a customer friendly relationship.

Mission

• “We make your digital world safe” is our statement of mission, by providing totally reliable, distribution of high-priority items and timely delivery. Our mission is to exceed the expectations of our customers, whom we define as guests and partners in our progress. We will accomplish this by committing and achieving the highest levels of customer satisfaction.

Core Values

• Put the customers first, people make us who we are and only when we encourage teamwork, involvement, responsibility and respect this is possible.

• Customer delight is really the crucial test of all our efforts and measure of success. Clients and partners recognise our effectiveness, flexibility, integrity and transparency.

Operations and Services

Scope Technologies is a prominent sub distributor of Microsoft software and all antivirus brands. They deliver installation service depending on customer needs. They offer installation at the customers’ doorstep with additional charges. Scope
Technologies is the reliable and official dealers for all computer and laptop products. Apart from sales and installation they also offer hardware product services. They provide customers with the best competitive pricing and service possible from its skilled computer professionals.

3.3. Summary

The information technology sector is one of the fastest budding sectors in the country, envisioning dimensions of growth and globalization, achieving new milestones over the last decade. Indian IT companies have globally established their power in terms of cost advantage, availability of skilled manpower and the quality of services. One of the main factors that have helped India to make its mark on the world map is its booming IT industrial sector. The contributions being made by the IT industry towards the country's GDP has headed to a steady growth of the Indian economy. India's IT industry is viewed as a hub of innovators providing world class technology solutions across the globe. Various international companies have set up their offices in India like Google, Accenture, etc. India is the topmost offshoring destination for IT companies across the world. Having established its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now suggest an entire new range of opportunities for top IT firms in India. In this chapter, the profile of the select ITES companies is discussed elaborately.