



# THOLONS

Tholons Services Globalization Index™  
**2019**

INNOVATION AT SCALE  
Digital Nations & Super Cities

**TOP**  
**50**  
**DIGITAL**  
**NATIONS**

**TOP**  
**100**  
**SUPER**  
**CITIES**

**Avinash Vashistha**  
Chairman & CEO  
Tholons Inc.



"Intelligent Automation, Machine Learning, Cognitive Computing and Applications moving to cloud is transforming businesses and the services industry. Tomorrow's workforce will be a digital workforce at scale, consisting of digital workers and human beings working together."

**Fabrizio Operti**  
Chief  
Trade & Investment Div  
IDB



"IDB's human capital development programs for services exports in Latin America & the Caribbean, called "finishing schools", have been great drivers of the industry. IDB's ConnectAmericas.com platform is the first social network for small & mid sized enterprises in the Americas and includes a Global Services networking community powered by digital."

**Kerry Hallard**  
President & CEO  
Global Sourcing  
Association - UK



"A BOT is not the same as what you automated before. It is game changing. If you are going to be a sourcing professional today, you have got to have an insatiable curiosity. You've got to be reading and educating yourself, if not somebody else is going to come in and do it to you."

**Richard Jones**  
Chairman  
Proxima



"Robotic Automation could drive the next generation of BPO's. If BPO's do not embrace this new approach to automation, they could get left behind in this very competitive market."

**Kitade Y**  
Managing Director  
Global Initiative Inc  
Japan



"Digital transformation must undergo business transformation, distinctive thinking, support for innovation and modern business models. Consolidating digitisation of resources and an increased use of innovation to move forward is the priority."

**Warren Gallant**  
Founder, TPI  
Member of Board  
Tholons



"Digital transformation is a race, and as such, there's a basic parameter: speed. In this era of Big Data. Companies must respond rapidly, to the point where the market changes its behaviour, rather than to be first in market."

**Dawn Tiura**  
President & CEO  
SIG



"SIG, world's largest association representing global 1000 companies, is seeing a tectonic shift in clients adopting Intelligent Automation across their businesses. Service providers and consultants need to be strategic partners to clients helping them through their digital transformation journey."

**Debjani Ghosh**  
President  
NASSCOM



"IT industry is going to go through a process of Digital Transformation - talent, capabilities in new technologies and strategic partnerships are the three things that are going to pretty much shape the success."

**Jonathan De Luzuriaga**  
President  
PSIA/IBPAP



"The Republic of the Philippines would need to embrace developments in Technology and Innovation which includes enhancing the Start-up Ecosystem. We need to leverage our strengths in the services sector as we explore bigger opportunities in product and intellectual property creation."

**Michael Barrett**  
Professor  
IT & Innovation  
University of



"The opportunities are endless, especially with mobile base technology – a platform which allows not just the lead users to discover new application, but also for them to take to develop a new businesses around the platform on their own."

**Andrew Wrobel**  
Chief Strategist  
Emerging Europe



"Digital transformation of business is creating a significant demand for innovation, intelligent automation, cloud, analytics, mobility - skills that talent in growth markets in emerging Europe have developed over the last decade."

**Ankita Vashistha**  
Director  
Investments & Innovation  
Tholons



"Industries have been transformed and impacted by digitisation and disruptive technologies. The power and growth of future businesses across sectors will be influenced and governed by the use of digital and new technologies. Innovation is key to achieve this."



## Tholons Services Globalization Index - 2019

Tholons Services Globalization Index is the leading touchstone to benchmark the accelerated digital transformation of industries and services globally. The index evaluates ranks and provides location strategies to multinational corporations, countries, governments, multi-lateral agencies, analysts and investors. Digital is now a critical element in disrupting and transforming industries globally. Technology, Business process management companies and multinational corporations need to align with the stark reality of digital innovation and transformation. Most of the services will get commoditized for the biggest leaders in services globalization like US, UK, Canada, Europe, India, Philippines, East Europe and Latin America.

New digital technologies have given birth to a new business age—the “Age of Innovation.” The advent of new technologies of which social media, analytics, big data, mobility, IoT, cloud, intelligent automation, robotics, cognitive computing, as-a-service, artificial intelligence and virtual reality are only some, overturning incumbents and reshaping markets faster than ever. Technology is redefining industries and enabling enterprises to diversify their product and service offerings. The only means to survive this competitive business ecosystem is “to evolve.”. Businesses are leveraging sophisticated RPA solutions for scaling up business value. According to IBM Institute for Business Value, over 66% of RPA solutions are hosted by service providers; over 78% of GIC’s have implemented RPA pilots; over 69% of RPA adopters are large enterprises. Global 2000 RPA investment to slash cost and improve business metrics. The investment focus in 2019 is estimated at 28% and in 2020, it is estimated at 17%.

Tholons introduced innovation, startup ecosystem and digital transformation as key components to define its index for Top 50 Digital Nations and Top 100 Super Cities in 2017. We are excited to present our perspective on digital, and how it will change the industry, and the future of economies and growth markets. In our previous release of TSGI 2018, we included - cyber security, digital skills, scale and global competitiveness to gauge the wider aspects and impact of the digital ecosystem. This 2019 report is generated with inclusion of new attributes in digital itself – mobile phone/internet users, regulatory/compliance, digital investment and usage of AI/Cloud.



## Innovation at Scale for Enterprises

Innovation at scale for enterprises is a digital transformation process / function which brings five key elements to deliver sustainable impact:



### Consulting

Re-imagining customer experience and business, and outlining strategy for the expected business benefits is a first step. Customer Experience, Customer Engagement, Intelligent Automation and Transformation are key for future businesses.

### Transformation

The transformed solution includes data strategy, envisioning the execution roadmap, combining RPA, cloud, mobility, blockchain, AI, social media, IoT, data, machine learning and cyber security with advanced analytics to unlock new intelligence. The solutioning augments the power of humans with artificial intelligence, leverage AI and advanced analytics algorithms to sense, comprehend, act and learn across value chain at an unprecedented speed and scale

### Operation

Outlining the process and deployment of “Digital Workers” to handle a single / multiple process with the desired outcome of speed, accuracy and economic. The intelligent operation connects data, human thoughts and intelligence to generate insight-led decision making. Intelligent digital workforce (RPA) consisting of “Digital Workers” is enabling replacement of high percentage of manual work with great accuracy levels. The operations at workplace is set to have both human and digital workers, becoming an intelligent workforce completing the task / set of tasks with the power of intelligent automation, analytics and decision making capabilities while increasing the productivity and quality and cutting down the cost. In the process of intelligent workforce



operations, cognitive bots play a SME role, learning from the best. Machine learning is used for the processes that essentially require decision making of an expert.

### **Impact**

The impact is measured through real time data and analytics, producing business insights – for scale and effectiveness. It also determines the action of Digital Worker's yield, process, statistics and operational analytics. The metrics produces the comparative result - measuring the start time and stop time of a given process, before and after an RPA deployment. It measures the time consumed by human workers on a task versus digital workers completing the same task. The metrics projects accuracy rate and compliance of an accomplished task by a digital worker in comparison to a human worker.

### **Action – Insights / Decisions**

Competitive data intelligence, executive actions and business decisions are done most appropriately with the insights and assessments performed and predicted by digital workforce and its analytics dashboard.

## **Digital and Open Innovation Ecosystem – The Future**

Businesses are embracing digital technologies and platforms like social media, mobile technology, cognitive computing, machine learning, big data analytics, virtual reality / augmented reality, intelligent automation, cloud and artificial intelligence.

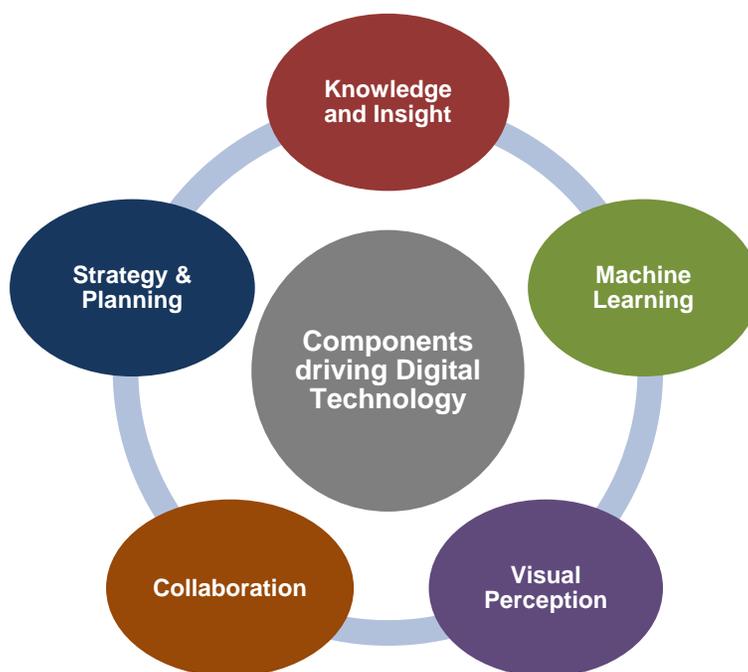
The countries and the cities are competing in the arena of digital transformation. There is a significant focus on creating an environment of digital skills, culture of innovation and entrepreneurship.

Start-ups are synonymous with the best of innovation. It becomes imperative to study start-up ecosystem of a location. Technology startups are key to development of digital talent in a city. Number of startups in a city is fuelled by government incentives to startups, availability of funds, mentors to guide, corporate accelerators and venture capitalists. Government's role in fostering innovation and startup ecosystem is vital.



## Intelligent Managed Services

Intelligent Managed Services is transforming the digitalization of core businesses and services at scale. Digital financial managed services and digital health care managed services are some of the examples that work on an intelligent technology enabled services platform. The new transformed services platforms possess workflow automation, intelligent searches, intelligent automation and exception handling. Denial management, intelligent claims adjudication, KYC, AML, trade finance are some of the examples of intelligent technology enabled services platforms.



### Components driving Intelligent Automation:

#### 1. Knowledge and Insight

The future digital workforce will be able to understand any language – ability to translate to other language, extract meaning from text – ability to identify specific words or phrases and classify them as names, organizations, places and to other categories, predict the optimal emotional response – ability to understand the emotion from the specific words or sentences.

It will be able to bring together contextual information to support handling of process and present to human as required. The future digital worker scales the digitally transformed business and empowers humans.



## **2. Machine Learning**

The digital workforce with AI technology has got ability of problem solving with ease. AI can even surpass human ability and intend to create more sophisticated intelligence. It runs on customizing algorithms that might need strong Graphics Processing Unit (GPU) systems.

## **3. Visual Perception**

The digital workforce will be able to analyze and process the images, documents and extract the content from it. It will also be able to intelligently identify and classify the images. The digital workforce will have the ability to interact and interpret screens in the same way as humans. The ability to adapt to the changes like screen resolution, application performance and changes within the application is the key challenge.

It also helps the workers to work with any type of application like Java, Mainframe and web application. The workforce will be able to interpret the data within the application based on some complex rules or by linking to the digital skills like Knowledge and Insight.

## **4. Collaboration**

Human beings, mobile systems, digital platforms and digital workers will collaborate seamlessly in the world of digital. Digital Duct Tape will be setup on a person's desktop that can perform macro recording, monitor work performance and analyze repetitive tasks. Digital workers understand the working environment and work seamlessly with the co-workers. Collaboration makes it easy for the human workers that has the ability of business processing and can also help humans with repetitive tasks.

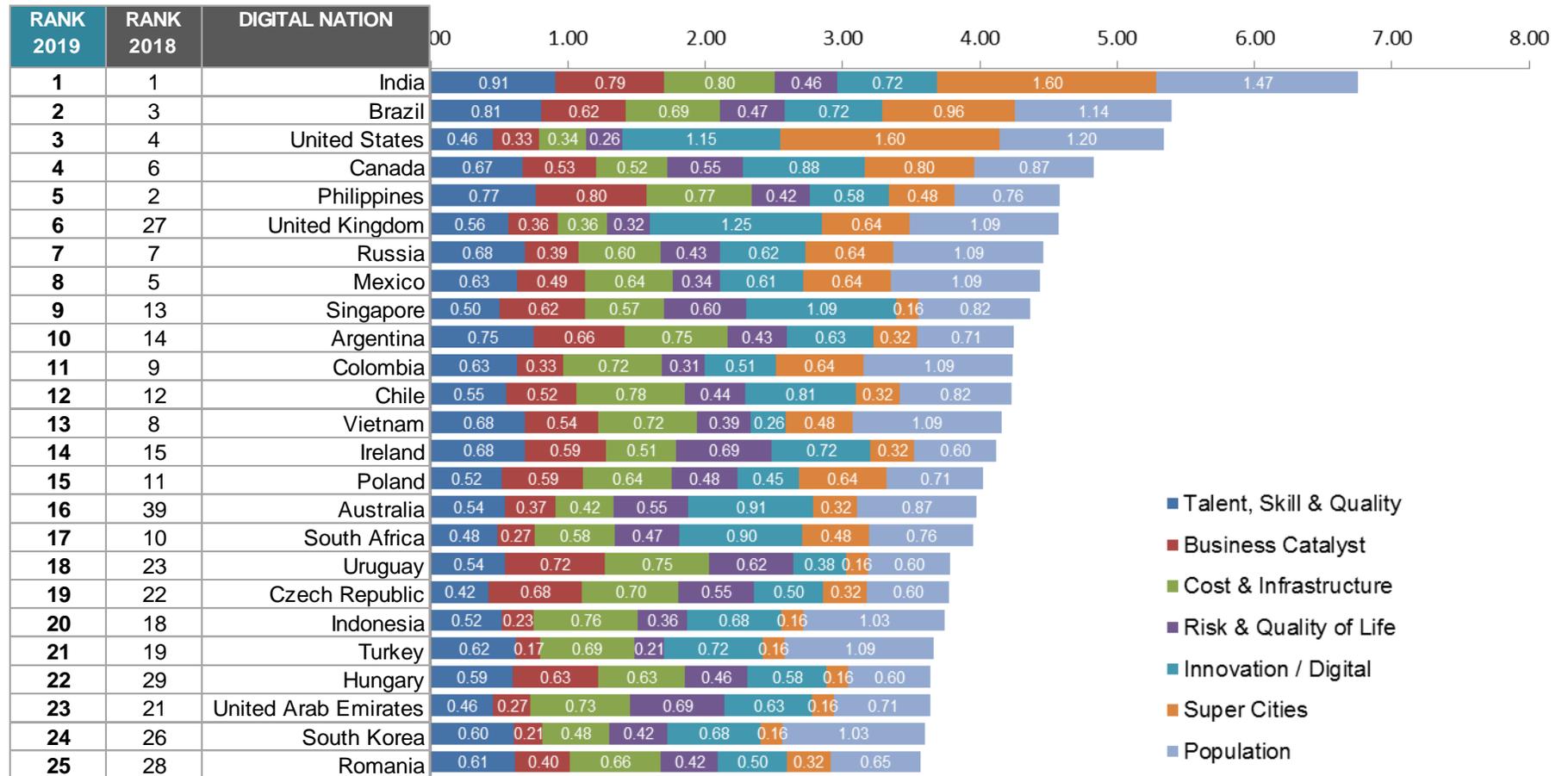
## **5. Strategy and Planning**

The digital workforce provides high performance and reliability by careful planning and sequencing. In order to achieve a specific goal, planning and sequencing skills are essential. It involves formulation, evaluation and selection of a sequence of thoughts and actions. The process is designed in a way that can be re-used. The robot can be programmed once and can be used in variety of business processes with ease. The future digital workforce will be completely self-managing.



# Tholons Services Globalization COUNTRY INDEX - 2019

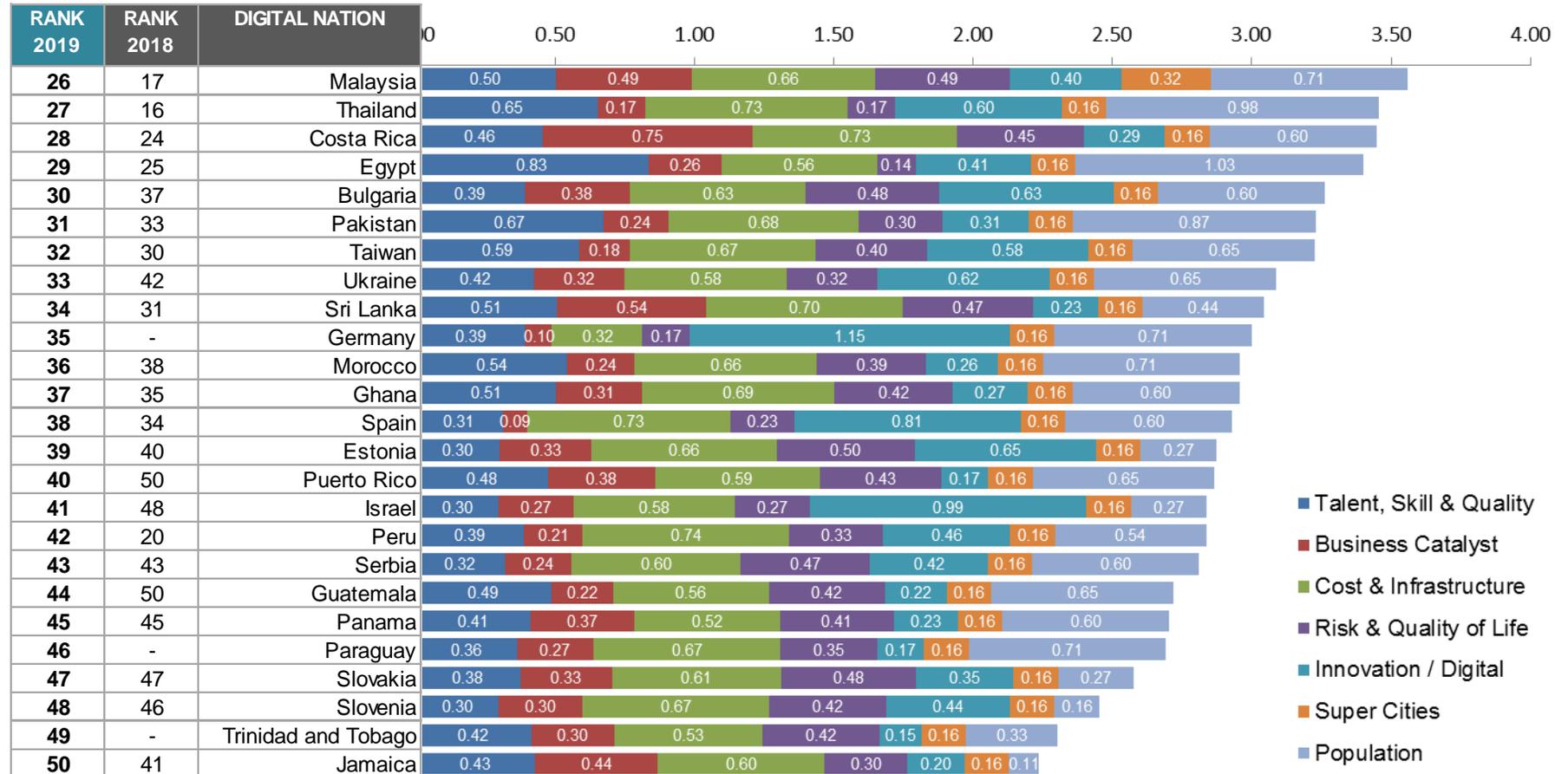
## TOP 50 DIGITAL NATIONS



- Talent, Skill & Quality
- Business Catalyst
- Cost & Infrastructure
- Risk & Quality of Life
- Innovation / Digital
- Super Cities
- Population

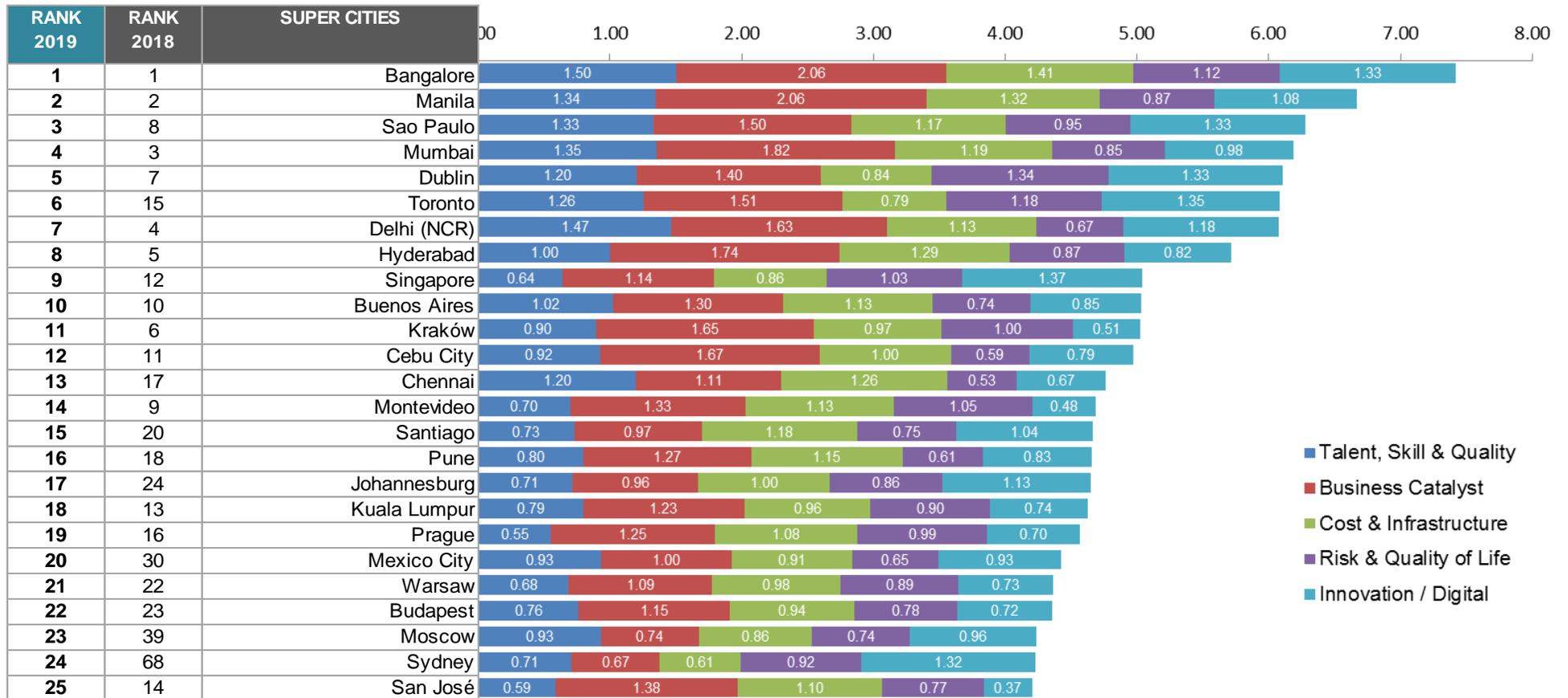


### TOP 50 DIGITAL NATIONS



# Tholons Services Globalization CITY INDEX - 2019

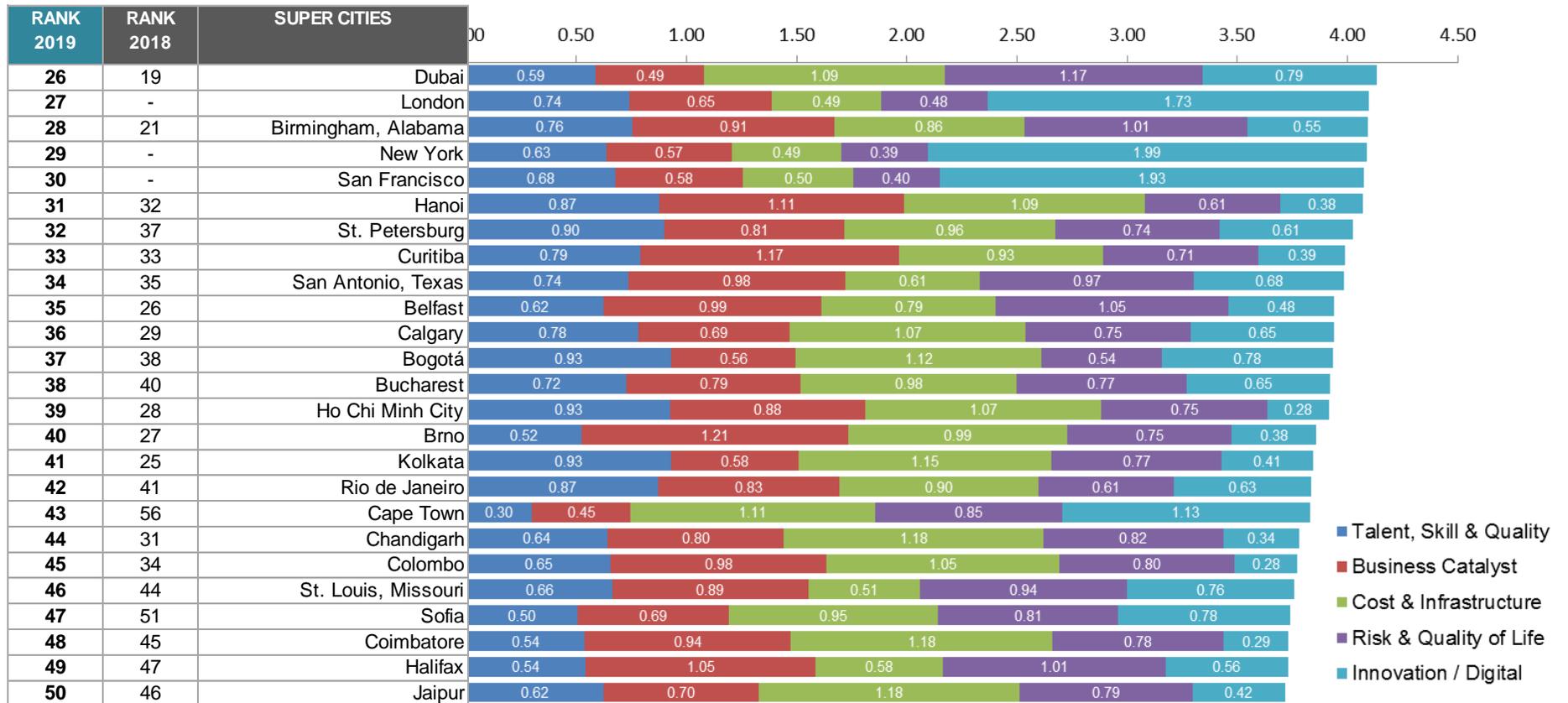
## TOP 100 SUPER CITIES



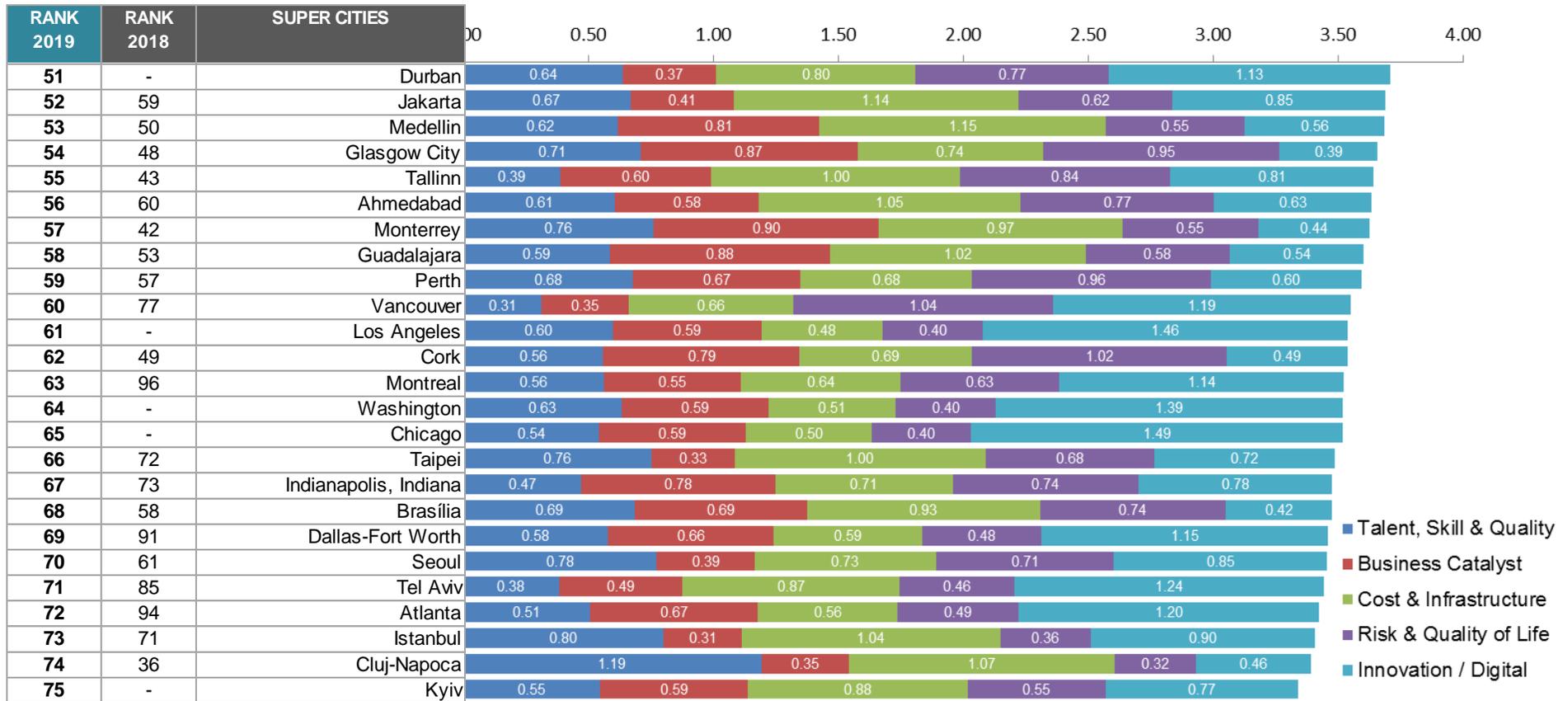
- Talent, Skill & Quality
- Business Catalyst
- Cost & Infrastructure
- Risk & Quality of Life
- Innovation / Digital



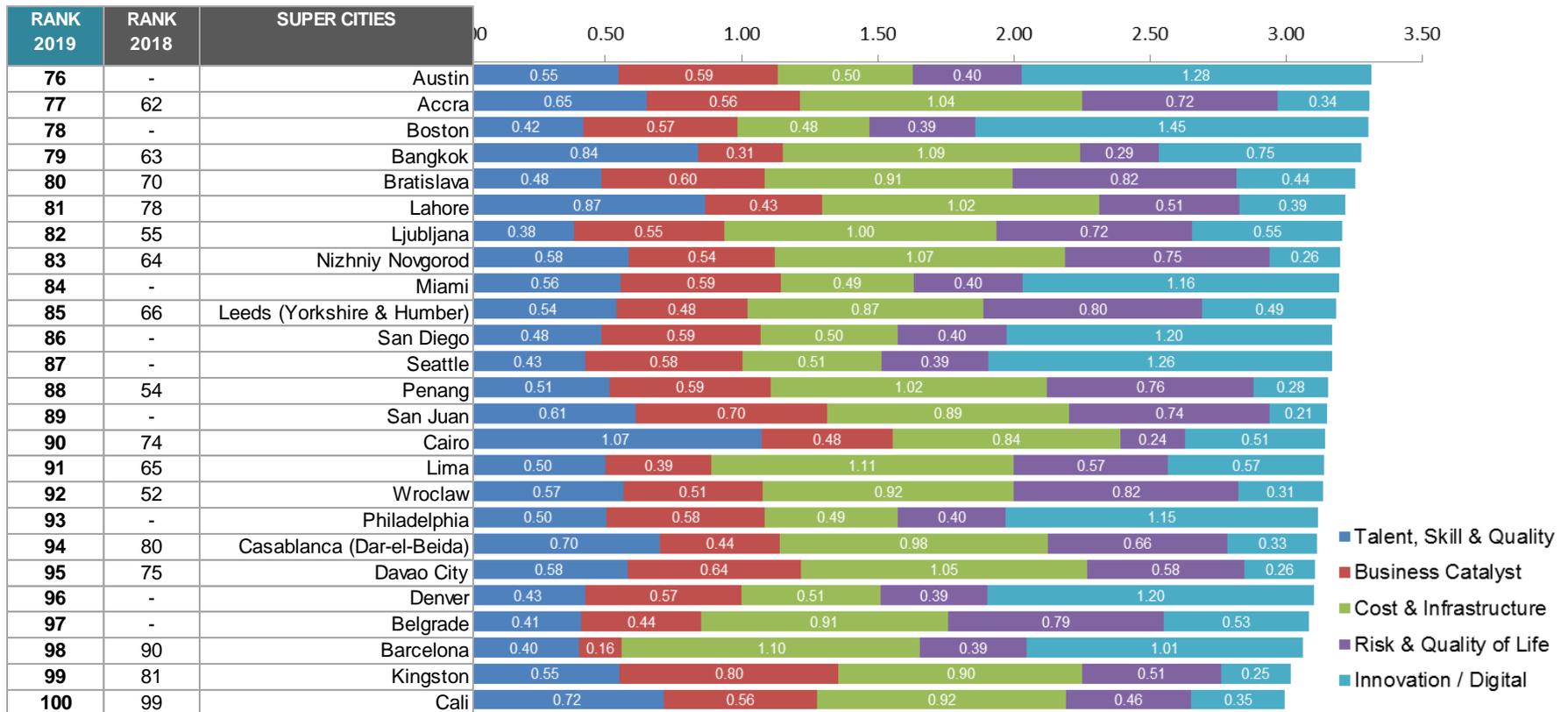
### TOP 100 SUPER CITIES



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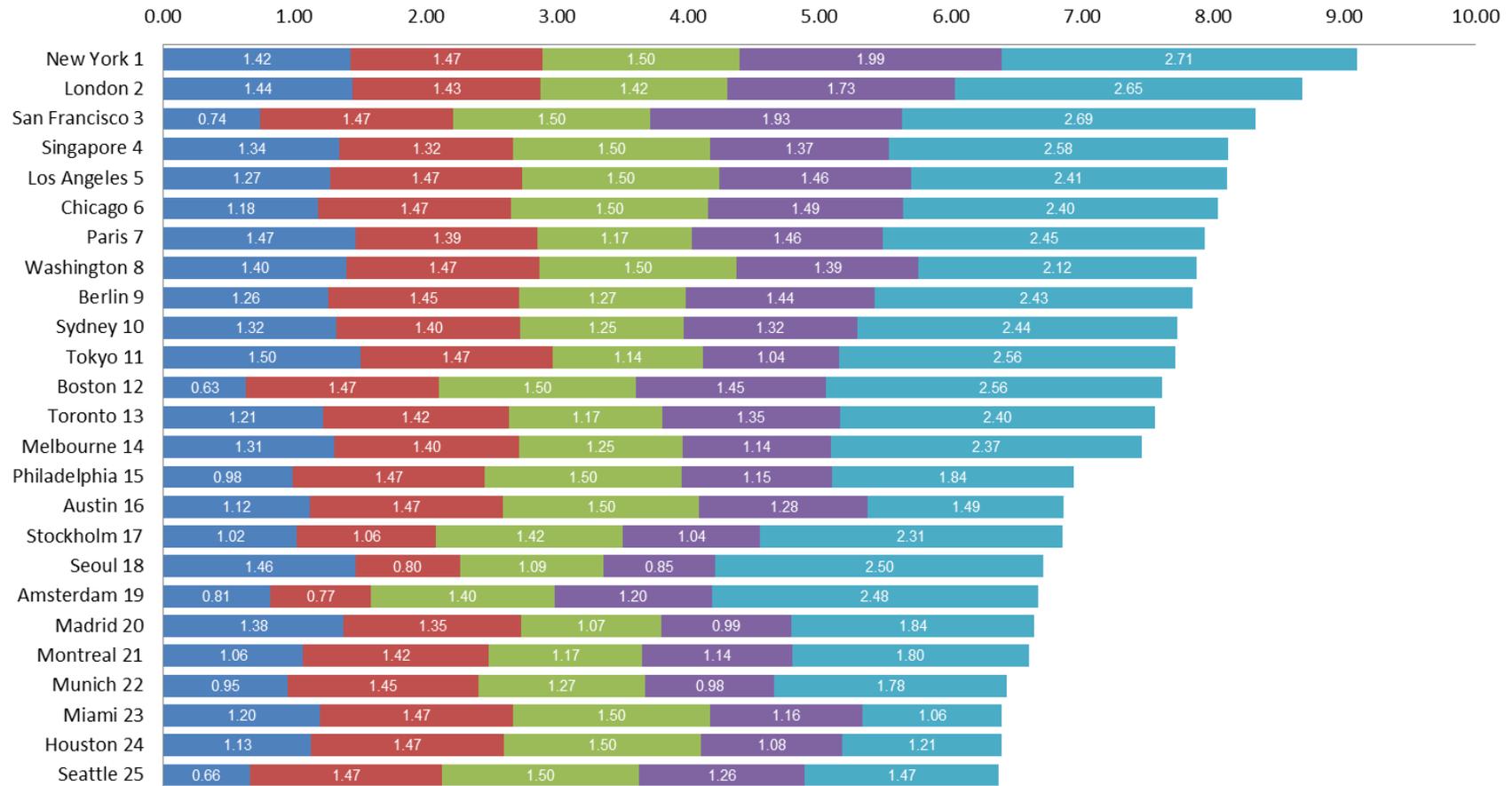
### TOP 100 SUPER CITIES



- Talent, Skill & Quality
- Business Catalyst
- Cost & Infrastructure
- Risk & Quality of Life
- Innovation / Digital



## Potential Digital Leaders



■ Digital Literacy Rate 
 ■ Digital Evolution 
 ■ Usage of AI and Cloud Computing 
 ■ Open Innovation Ecosystem 
 ■ Global Digital Competitiveness



# Tholons Research Methodology

## Methodology

Tholons Services Globalization Index is the leading touchstone to benchmark the accelerated digital transformation of industries and services globally. The index evaluates, ranks and provides location strategies to multinational corporations, countries, governments, multi-lateral agencies, analysts and investors. Digital is now a critical element in disrupting and transforming industries globally. Technology, Business process management companies and multinational corporations need to align with the stark reality of digital innovation and transformation.

Tholons location assessment methodology integrates both primary and secondary research.

- **Primary Research:** Tholons utilizes surveys and interviews with service providers and buyers. These surveys are used to determine delivery and consumption trends for globalization services in specific destinations. Primary data gathering interviews were used to determine market and labor sizes as well as expansion strategies of leading service providers. Tholons utilizes its extensive network of industry stakeholders including buyers and suppliers of services, governments, trade bodies and associations to collect and validate data and analysis.
- **Secondary Research:** Tholons utilizes secondary research methodologies to gather volumes of historical data and various statistics and economic related data from governments, global institutions & agencies, and monetary bodies.
- **Quantitative & Qualitative Analysis:** Tholons employs a combination of quantitative and qualitative analysis in developing the weighted rankings. Our proprietary ranking framework continues to evolve to align with most of the current market realities and demand. Further, qualitative analysis was implemented to provide perspective to the quantitative results of the report. Tholons carefully considered numerous variables when providing final rankings, validated by senior thought leaders from Tholons and industry leaders globally.



Following are the metrics used to evaluate location attractiveness. The relative weights of each metric are based on their importance to the location decision, again derived from client experience and industry surveys. TSGI's 2017 ranking was published with traditional factors having 80% weightage and digital with 20% weightage. TSGI's 2018 & 2019 ranking attributes traditional with 75% weightage and digital with 25% weightage.



## Talent, Skills and Quality

Refers to the overall talent pool availability in a particular location and in relation to the capability of the labor pool to meet staffing demands and fulfil outsourced services from both scale and quality perspectives. Total population, demography, labor pool size, annual tertiary graduate output, both in technical and non-technical background and skills proficiencies were among the host of related components considered when generating the Talent, Skills and Quality Score.

**Scoring:** 10 = High scale and quality 1 = Low scale and quality

## Business Catalyst

Business Catalyst measures industry-related activity as well as the degree of organizational support present in a location, which is geared to develop the services outsourcing industry. Current industry performance including the top service providers and captives, location's



headcount and revenues, etc. Number of Employees in ITO & BPO, Number of ITO & BPO Providers and ease of doing business and Policies and incentives for FDI are among the critical sub-components.

**Scoring:** 10 = *Strong business catalyst* 1 = *Weak business catalyst*

## Cost & Infrastructure

Cost includes relevant payroll and non-payroll costs in a location. Real Estate cost, basic outsourcing industry salary costs are among the factors considered to generate the Cost Score. With the internet now being indispensable, the bandwidth cost has also been included. Infrastructure refers to the availability of physical and technological platforms/systems, which are required to host outsourcing operations from a location. This considers the availability of office space, number of special economic zones or IT parks, mass transports systems, number of leased line providers, Number of Hospitals, Number of Educational Institutes and airport Connectivity.

**Scoring:** 10 = *Low cost and Capable infrastructure available* 1 = *High cost & Inadequate infrastructure*

## Risk & Quality of Life

Risk encapsulates the qualitative perceptions and measurable occurrences of natural and socio-political risks which in turn affect the quality of Life, where quality of life refers to non-operational considerations and ecosystem components that may affect living and working conditions. Risk is quantified according to the propensity of events to impact personal safety and the overall stability of a location to hosting business operations. The overall Risk and Quality of Life Score is generated from the identification of social infrastructure, non-work culture, and availability of leisure and recreational facilities, among others and from the identification of factors such as economic, political, natural, social and also cyber and digital risks in a location.

**Scoring:** 10 = *Low risk & High quality of life* 1 = *High risk & low quality of life*

## Digital & Innovation

Digital and Innovation is the lifeline of today's businesses. Businesses must embrace digital technologies and platforms like social media, mobile technology, cognitive computing, cloud and artificial intelligence to cater to the changing demands.

Following are the parameters considered for Digital and Innovation:



Open innovation ecosystem, number of startups, startup diversity and maturity, innovative policies and incentives, unicorns, cyber security, global digital competitiveness, digital literacy rate i.e. the number of people using internet, digital evolution, digital talent and high tech patent grants, business agility, usage of RPA/AI/cloud, investors.

**Scoring:** 10 = High digital and innovation 1 = Low digital and innovation

## Super Cities in Top 100

Super Cities in Top 100 refers to the number of cities from a given country that are ranked in Tholons Services Globalization City Index 2019 among the Top 100 Super Cities.

**Scoring:** Number of cities in Top 100 Super Cities Index.

## Workforce/Total Population

Workforce is a measure of the size of the workforce population in a given country and is an indicator of a talent pool available that can be skilled/re-skilled to serve cross industries in services.

**Scoring:** The total population of the country that is derived from the population of the cities present in top 100 list for a given country.

10 = High workforce 1 = Low workforce



## About Tholons

THOLONS is a Global Strategic Consulting, Digital Innovation and Investment Advisory group serving Fortune 500 / Global 2000 clients, multi-lateral / development agencies and countries. Tholons has over two decades of experience and an unparalleled network of clients, mentors, startups, system integrators, technology partners and venture funds

Tholons helps clients maximize returns on their innovation, digital transformation, business growth and global expansion. MY SPACES, the Enterprise Innovation global network, powered by THOLONS is the global leader and platform in collaborative ecosystem of Co-work | Co-innovate | Co-invest.

Tholons advisors engage with senior management of client organizations to develop strategies for global expansion. We have deep understanding of key industries like Financial Services, Banking, Healthcare, Insurance, Media and Entertainment, Manufacturing, Retail, Telecom, Education, Utility, Oil and Gas and Technology.

Tholons draws upon the considerable experience of a handpicked team, which has successfully formulated and executed globalization and digital strategies to unlock value. Service providers leverage Tholons expertise to optimize their global delivery model. Tholons advisors engage with government bodies to build compelling strategies for making countries attractive destination for technology, digital, innovation and business process management.

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