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GANESH AYYAR CEO, Mphasis

■ **Impact:** The impact has been mixed.

Many discretionary projects are getting postponed or shelved. This is leading to longer sales cycle and lower return on sales pipeline.

Our customers with long and trusted relationship are jointly planning the cost optimization. This strategy of helping customers is further strengthening business relationship.

Customers are considering all options to lower costs and as a result are more open to best shoring.

■ **Challenges:** For us some of the key challenges will be:

Optimizing operational cost: This will



enable us to further help the customers and will improve our readiness to tackle the economic meltdown challenge. Further intensifying our customer focus: This will help us to retain our customers by adding value even in such trying conditions.

■ **Changes in market dynamics after recovery:** What we see is that IT spending will recover slower than the market. While the pent up replacement demand will kick-in, the discretionary spend will grow a lot slower than the market. Smaller IT services players will struggle to thrive. Companies with a deep rooted customer and partner relationship will have a higher chance of success.