



Mphasis' SparkleLabs enables enterprises to close the corporate innovation chasm



FINALIST: INNOVATION ECOSYSTEM

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The Situation: Despite the desire to innovate by leveraging shiny new technologies and many exciting startups, Global 2000 enterprises struggle to discover, curate, and manage an innovation ecosystem. Mphasis' Sparkle Innovation Program aims to address this corporate innovation chasm.

Most enterprises are wary of the high risk of introducing new technology into enterprise environments. Many startups have exciting value propositions that are often not enterprise-ready, but they typically need to fit into a broader solution. Consequently, implementations require lengthy customizations and integration. Most startups also lack the domain knowledge and deep context required for enterprise implementations. Overall, the process takes too long, increases costs and risks, and defeats the original purpose of speed to market.

HFS selected Mphasis as a finalist for the HFS OneOffice™ award in the Innovation Ecosystem category because of its differentiated ecosystem offering leveraging innovation to give customers a holistic experience by addressing specific business challenges.

The solution: The Sparkle Innovation Program at Mphasis is designed to curate, apply, and deliver new and disruptive technologies to contextually address specific business challenges of enterprise clients

Sparkle brings together a constantly evolving and growing innovation ecosystem by partnering with incubators, accelerators, VCs, academicians, technology vendors, startups, in-house research labs, and bespoke solution studios worldwide (see Exhibit 1), helping clients reimagine their technology roadmap, apply innovation at faster scale, and lower cost and risk.

Sparkle co-creates a structured process for understanding client needs, and it provides immersive experiences designed to accelerate

meaningful results through interactive “Sparkle Days” sessions with clients’ teams. The approach combines design thinking, process mining, solution strategy, and rapid prototyping to converge and help clients quickly arrive at solutions to their most complex problems. This innovation process combines capabilities from Mphasis and its partners to enable ambitious experimentation with innovation in a controlled environment, guided by business objectives and without the costs and risks for Global 2000 enterprises.

Exhibit 1: This selection of Mphasis Sparkle Innovation partners spans the industry and the world



Source: Mphasis data 2022

The Results: Mphasis leveraged its Sparkle partner ecosystem to cater to a client's cybersecurity goals

Together with its innovation partners, facilitated by the Sparkle Innovation Program, Mphasis developed a security awareness program customized for each employee's requirements. It also built and deployed a security awareness platform utilizing multiple technologies and products from its partners, enabling integration with existing security tools and fully leveraging existing assets and investments.

It also implemented automated security awareness learning to manage the evolving nature of threats, including summary dashboards with data for specific target audiences. These reports could be group-based or individual as per the requirement, depicting the critical outcome KPIs of the program.

Mphasis successfully reduced cyber lapse incidents (malware attacks) by 99% for the client, a large fintech organization, and it reduced user infection by 83%. The program enabled the organization to provide critical insights into security risks and high-risk users. A transformative moment was when the program allowed organizations to pinpoint where and when employees were falling prey to cyberattacks, making the intrusion easier to encounter and correct. More than 90% of employees signed up for a coaching program that enabled them to reduce by 75% the time they spent on security awareness programs.

The Bottom Line: The Sparkle Innovation Program approach allows Mphasis to deliver innovation-as-a-service to its clients.

The Mphasis Sparkle Program provides easy and curated access to exciting Startups and facilitates meaningful collaboration with them to benefit clients tangibly and measurably. Mphasis leverages its domain knowledge, research, functional and tech competencies, enterprise systems experience, and best practices to develop contextual solutions meeting specific business and IT needs. Overall, it accelerates innovation assimilation at a low cost and relatively lower risk for clients, provides innovation partners with the collaborative opportunity to serve large enterprises, and helps Mphasis deliver a competitive advantage to its clients while also continuing to reinforce and strengthen its position as an innovation-centric brand.

HFS Research authors



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Saurabh Gupta is President, Research and Advisory Services at HFS. He oversees HFS' global research function managing the global team of analysts and operations across US, Europe, and Asia-Pac. He works closely with the CEO to set the strategic research focus and agenda for HFS Research, understanding and predicting the needs of the industry and ensuring that HFS maintains its position as the strongest impact thought leader for business operations and services research.



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Tanmoy Mondal is a Practice Leader at HFS, identifying global trends in engineering services from both industry & technology perspectives, tracking global outsourcing deals & investments including partnership agreements & R&D announcements in the sector and supporting the domain leads in secondary research, data analysis, PoV's and research writing.



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Hridika is working on the F&A and BPO/ Outsourcing domain and has recently joined the HFS team. She would like to gradually work on various domains across teams and build connections with clients and providers across different functions.



About the HFS OneOffice™ Awards

Organizations around the globe must now embrace a world where perfectly aligning business outcomes with their enabling technologies demands focus, nerve, and creativity. The HFS OneOffice Awards showcases those teams and organizations that have embraced change, taken decisive steps, and transformed processes and technology to take their businesses into a new era.

HFS OneOffice Awards categories:

OneOffice Mindset • Innovation Ecosystem • Diversity • Sustainability
Native Automation • People and Process Change • Data and Decisions

HFS has a proven history of providing straightforward insights based on research, data, and forward-looking trends. The HFS OneOffice Awards provides a window through which organizations can showcase successful transformation projects and where others can find inspiration and fresh thinking to help them along their journey. Our respected, resourceful, and responsive analyst team brings their experience and knowledge to bear to ensure that successful, proven results are lauded and commended.

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