

TREDENCE

Accelerating GCC Value with

AGENTIC AI & ADVANCED ANALYTICS



*Bridging the last mile between AI capability
and business value*



AI

A Founder's Note ✨

The innovation epicenter: Redefining the global enterprise

We are living through a fundamental reset in the global enterprise operating model. The narrative of the Global Capability Center has irreversibly shifted. No longer are GCCs viewed merely as offshore delivery engines optimized for cost. Today, they are the central nervous systems of global Fortune 500 companies, architecting enterprise AI, driving data modernization, and owning core business outcomes.

At Tredence, we have always believed that the true value of AI and data is only realized when it crosses the “last mile” into the hands of the business user. As GCCs transition into global transformation hubs, they face this exact challenge: scaling innovation from local pilot to global adoption.

This playbook is our blueprint for that journey. It distills our deepest domain expertise, our most advanced AI solutions, and our proven methodologies for helping GCCs accelerate their mandate. We are not just vendors; we are co-innovators. Together, we will build the next generation of intelligent enterprises.



Shub Bhowmick

CEO & Co-founder,
Tredence



A Leader's Note ✨

From scale to value: The GCC transformation mandate

India's GCC ecosystem has reached a genuine inflection point. With over 2,100 centers now operating, the conversation in boardrooms has fundamentally evolved. Global parent companies are no longer asking their Indian counterparts, "How efficiently can you run our operations?" They are asking, "How fast can you reinvent them?"

This shift from cost arbitrage to strategic value creation requires a new breed of partnership. The traditional IT services model built on resource augmentation and passive order-taking, is ill-equipped to support the modern, AI-first GCC. Mature centers need thought partners who bring deep domain context, advanced data engineering, and decision intelligence.

Tredence was designed precisely for this moment. We bridge the gap between strategy and execution, deploying proprietary accelerators that compress transformation timelines from years to weeks, ensuring our partners deliver measurable ROI back to their global headquarters.



Rakesh Sancheti

Head of GCC Business,
Tredence



A Strategic Shift ✨

The Indian GCC landscape is undergoing its most consequential transformation to date, one driven not by cost pressures, but by the imperative to generate strategic value. Several macro forces are converging to define this next chapter.

AI as the new mandate



\$200B+

Combined CapEx in AI infrastructure (2024-2025)



37% CAGR

AI marketplace software growth through 2030



5-10x

Agent deployments vs. traditional AI projects

The Reality Gap: Where Agentic AI Gets Stuck ✨

Despite the GCC momentum to become AI-native, a persistent gap remains between the promise of Agentic AI and its enterprise-scale realization. At Tredence, we see this play out across five dimensions:



Domain Orientation: Generic AI models lack the industry context and business rules that govern real operations. A retail AI that suggests markdowns violating MAP pricing agreements is worse than no AI at all.



Business Process Integration – The Last Mile: AI outputs exist in isolation. A supply chain agent that predicts a stockout but cannot auto-create a PO in SAP has not solved the problem.



Adoption & Change Management: Frontline workers don't trust outputs they can't audit. Without governance, departmental agent sprawl erodes confidence in the entire program.



Data Connectivity: An Agent is only as good as the data it reasons on. Fragmented, siloed, or poorly governed enterprise data pipelines mean models trained in one context fail when deployed in another.



Ecosystem Integration: Legacy systems were not built for real-time AI access. Industrial manufacturers lose decision accuracy when demand planning relies on yesterday's shop-floor data.

Tredence aims to close this last mile gap between AI capability and business action.

Closing the Last Mile in AI with Tredence ✨

Building enterprise intelligence for the agentic era

Tredence is a data and AI solutions company purpose-built to help enterprises cross the last mile gap, transforming AI capability into business action. Founded on the belief that AI's true value is only realized when it reaches the business user, Tredence, brings together deep industry expertise, advanced engineering, and a relentless focus on measurable outcomes.



Retail: Unify shopper intelligence across Customer 360, Retail Media Networks, Agentic Commerce, and Supply Chain, turning fragmented data into decisions that drive revenue and margin.



CPG: Protect margin and strengthen retail partnerships with Prescriptive Revenue Growth Management, Inventory Control Tower, and Shopper Insights solutions that surface the right category intelligence at the right time.



Banking & Insurance: Deploy AI where it matters most, from Hyper-personalization and Operational Risk & Control to Financial Crime & Cyber, with explainability and governance built in from the ground up.



Healthcare & Life Sciences: Unify patient intelligence, automate prior authorization, and apply predictive models to enable value-based care, while life sciences teams leverage Digital Twin Manufacturing and Supply Chain Control Tower to optimize speed and quality of operations.



Travel & Hospitality: Scale Revenue Growth Management, Agentic Commerce, and Customer Loyalty at commercial speed, automating high-frequency pricing and experience decisions in real time.



Telecom, Media & Tech: Accelerate the shift from manual to intelligent operations with Autonomous Self-Optimizing Networks, Intelligent Document Processing, and Network Optimization solutions built for enterprise scale.



Industrials: Simulate, optimize, and de-risk operational decisions before they reach the shop floor, with Industrial AI, Financial Intelligence, and Digital Twin Manufacturing purpose-built for asset-intensive enterprises.

Deep engineering experience to solve high-impact business problems

FUNCTIONAL CAPABILITIES

Business Solutions for High-Impact Outcomes.

- STRATEGIC ADVISORY
- INTELLIGENT SUPPLY CHAIN
- CUSTOMER EXPERIENCE MGMT
- MARTECH & REVENUE GROWTH



CORE CAPABILITIES

Accelerating Insights & Autonomous Decisions.

- GENAI SOLUTIONS & AGENTS
- AI-OPS & OBSERVABILITY
- DATA SCIENCE
- ADVANCED INSIGHTS & ANALYTICS



ENABLING CAPABILITIES

Building a Scalable, Governed AI Foundation.

- DATA ENGINEERING
- AI PRODUCT ENGINEERING
- AI MANAGED SERVICES



4500+

Tredencians globally



160+

Industry specific Agentic AI accelerators



94%

NPS across 1,000+ projects



50%

Faster time to market

Trusted by leading global brands



adani



Unilever

MARS

Novelis

Lilly

ECOLAB

amadeus

NCLH
NORWEGIAN CRUISE LINE
HOLDINGS LTD.

Casey's

THORNE

Walmart

BAYADA

BIOMARIN

The GCC Shift to Value Centre

The role of the GCC has fundamentally changed. Once measured by cost efficiency, GCCs are now strategic growth partners to their global headquarters, owning outcomes, driving innovation, and shaping enterprise strategy. **This shift is transforming Global Capability Centres into true Global Value Centres.**

The AI mandate

With the expectation to deliver business value, GCCs are accelerating their transformation from AI-ready to AI-native. Agent deployments are projected to grow 5–10x over traditional AI projects, and the centres that move decisively will define the next era of global enterprise value. The question is no longer whether to become AI-native, it is how fast.

Partner for your journey to AI-native

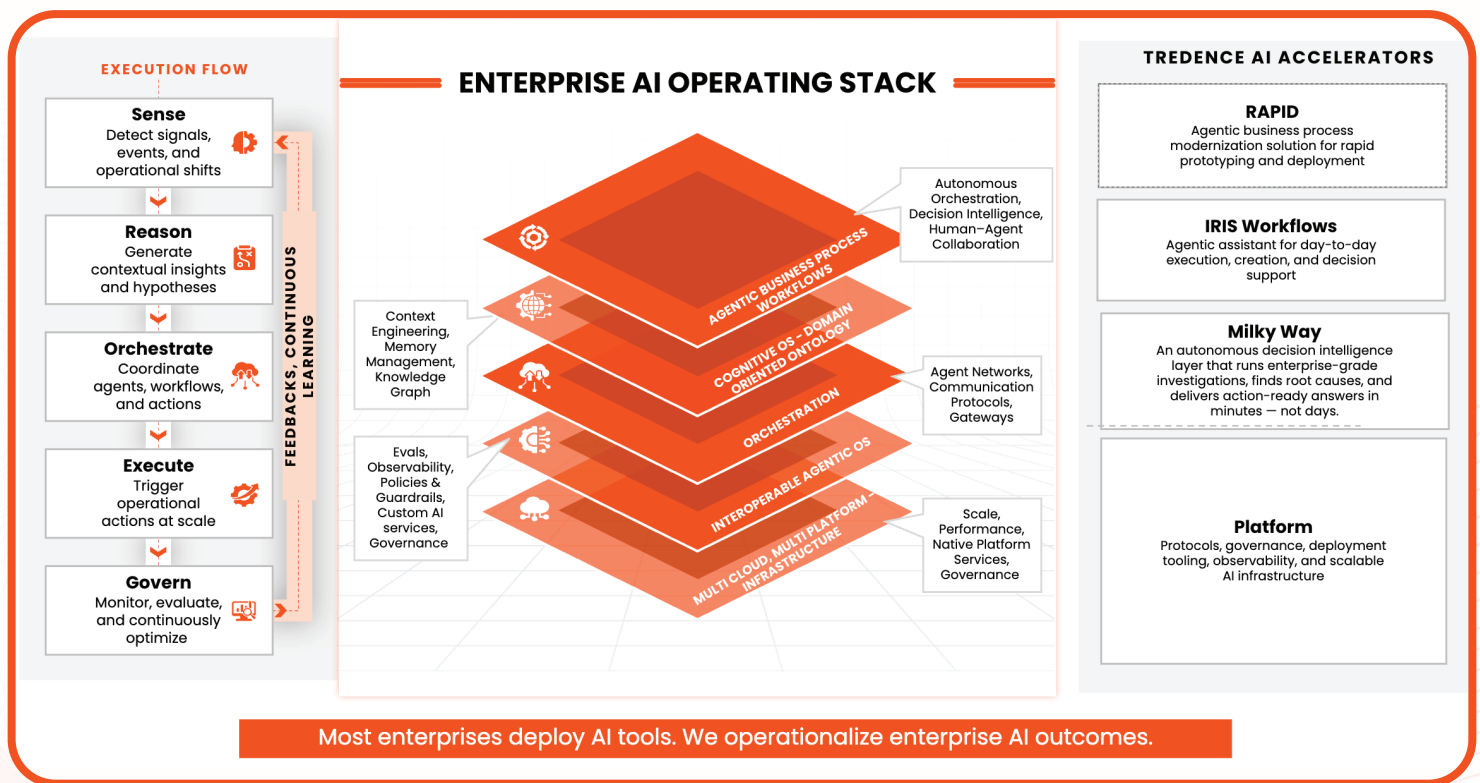
Every great GCC transformation begins with a shared vision and the right partner to bring it to life. We **co-design** the roadmap, **co-innovate** on the hardest problems, **co-build** the solutions your enterprise needs, and co-scale them until they deliver value globally.

Whether we are working shoulder to shoulder in the early stages of an AI program, leading execution with your team anchoring direction, or running end-to-end agentic delivery at enterprise scale. The spirit of the engagement never changes. **We enable you to drive the business value your global headquarters are looking for.**

Operationalizing the AI-Native Enterprise for the Agentic era ✨

Tredence's GCC practice is structured around four core offerings that span the full AI lifecycle from establishing the foundational infrastructure, to scaling decision intelligence across the enterprise, to continuously evolving with the business.

Becoming AI-native is more than just Agentic AI projects. It requires an Agentic foundation, that reads signals (Sense), generate contextual insights (Reason), coordinate with multi-agent network (Orchestrate), trigger action (Execute), and monitor the response for continuous improvements (Govern). Each layer of this framework includes specialized agents playing their designated role. This execution flow framework, we call AI Operating Stack is what allows us to generate the value you want to deliver.



'PACE' your AI-native journey with Tredence

Becoming AI-native demands a partner who can move with you at every stage. PACE is Tredence's four-pillared offering, purpose-built to take GCCs from foundational AI infrastructure to enterprise-scale decision intelligence, at speed.



Platform engineering for the AI world

Enterprise AI at scale demands a platform foundation that is cloud-native, governance-ready, and engineered for speed.

Tredence's platform engineering practice helps GCCs design, build, and operate the technology backbone that makes AI deployments production-grade and sustainable.

This spans product strategy and UX, multi-channel decision applications, enterprise-scale GenAI solutions, API-first architectures, cloud-native infrastructure, DevOps, and FinOps.



AI Centre of Excellence (AI CoE)

Struggle to scale AI into an enterprise-wide decision engine?

Tredence helps establish and operate AI Centres of Excellence that transform these centers from execution units into strategic innovation engines.

Our approach combines deep domain expertise with industry-specific solution accelerators and a robust governance framework that covers talent development, use case prioritization, and continuous value delivery. We embed ourselves in the GCC, running alongside your teams until the capability is self-sustaining.



Connected insights, powered by Milky Way

Data without actionable insight is infrastructure without a purpose.

Our offering, anchored by our proprietary Milky Way platform, deploys a constellation of specialized agents that simulate and scale the work of an expert analyst team.

Milky Way is built on Tredence expert traces, industry-specific unified data models, a curated Hypothesis Bank, and deep domain ontologies. It empowers enterprise functions to generate high-quality, persona-tailored insights at 5X speed and 50% lower cost.



End-to-end process agentification

The most transformational AI implementations don't automate existing processes, they reimagine them.

RAPID, which is our AI-led business process transformation engine helps GCCs move beyond incremental improvements to enable future-ready workflows.

Our methodology spans the full reengineering lifecycle: identifying high-impact process candidates, enabling scalable AI integration, ensuring data readiness and governance, managing change and adoption, and embedding continuous improvement loops that allow the operating model to evolve with the business. This helps fasttrack experimentation and prototyping by 70% enabling faster validation capability is self-sustaining.

The Innovation Focused Ecosystem: ✨ Our Core Differentiator

Our innovation ecosystem is the structural reason our clients consistently outpace the competition in AI deployment timelines and ROI realization.

AI-ready data foundation for agentic deployment at scale

Every AI model is only as strong as the data beneath it. Tredence's data modernization practice helps enterprises build a unified, governed, and AI-ready data foundation that supports today's use cases and scales to meet the demands of agentic deployment across the enterprise.

80% Improvement in dataset provisioning timeframes

50% Faster time to market



Real-time actionable insights

Tredence Studio: The AI flywheel

At the center of our differentiation sits Tredence Studio, our 150-member AI Innovation unit based in Bengaluru and solely dedicated to building accelerators, frameworks, and verticalized solutions. The Studio spans four disciplines:

Design thinking

Product engineering

Pre-built asset factory

Channel partnerships with leading hyperscalers and data platforms

ATOM.AI: The integrated accelerator ecosystem

ATOM.AI is Tredence's flagship integrated accelerator platform, designed to fast-track prototyping and production-grade scaling across the full AI solution lifecycle. Its 14 pre-built solutions, 100+ ML notebooks, 20+ curated data models, and automated CI/CD pipelines give GCC teams a genuine head start.

80% Reduction in architecture & design efforts

40% Reduction in development efforts

50% Faster use case deployment

RAPID: Rapid agentic process integration & delivery

A platform for prototyping and industrializing agentified business processes. From business requirements to a visualized, integrated agentic network in a structured, repeatable workflow. This includes ingesting business context, mapping to domain ontologies, and integrating with downstream source systems for end-to-end process efficiency.

Faster iteration cycles from idea to prototype

Increased solution maturity

Increased ROI due to process efficiency gains

Reduction in business process execution time

Milky Way: Democratizing decision intelligence

Milky Way is our Agentic Decision System that handles "What, Why, and How" questions across a multi-turn workflow: defining the problem, generating and prioritizing hypotheses, validating and mapping data, exploring through multi-turn analysis, and delivering validated insight reports.

5X Faster persona-tailored insights

50% lower cost to insights



Ease of use with chat with your data capability

Last Mile Impact Stories ✨

Standing Up a Digital Product Analytics CoE with a Global Retailer's GCC

A leading global retailer's GCC faced a critical challenge, customer data across clickstreams, campaigns, and transactions sat in separate silos, standardized tagging was absent across web and app and building a real-time data pipeline while shifting the organization toward a test-and-learn culture was no small undertaking.

Working with the GCC team, Tredence co-built a Digital Product Analytics CoE, spanning analytics instrumentation, real-time data engineering, and use-case specific measurement frameworks.



Real-time business insights and RCA through self-serve dashboards

40%

Improvement in experimentation through rapid test-and-learn

25%

Higher conversion rate through omnichannel personalization

Transforming AI Across Operations for a Global Industrial Conglomerate's GCC

The client's GCC was tasked with replacing manual, fragmented processes across energy, mining, and enterprise operations with intelligent, automated systems at the scale that critical infrastructure demands.

Working alongside the GCC team, Tredence co-delivered a portfolio of interconnected agentic AI solutions, spanning GenAI analytics for coal and copper operations, a multilingual analytics assistant integrated with Power BI, solar forecasting, AI-driven route optimization, and LLM-enabled index forecasting.

97%

Reduction in query TAT

10X

Faster Power BI insights with root cause analysis and continuous learning

90%

Reduction in solar deviation penalties

>98%

Accuracy in daily index number forecasting

Enabling Natural Language Analytics for a US Retailer's GCC

A leading retailer's GCC was constrained by traditional SQL-based data querying, business users could not explore data freely, reporting was slow and inconsistent, and growing data volumes were making legacy approaches increasingly unscalable.

Tredence together with the team, built a GenAI-powered Natural Language Querying platform that enabled business users to query structured data conversationally, standardized SQL generation through LLMs for consistent and reliable reporting, and automated repetitive engineering workflows.

Accelerated time to market

Decisions grounded in reliable data

Improved operational efficiency

Building a Scalable AI-Ready Operations Platform with an Industrial Conglomerate's GCC

A global industrial conglomerate's GCC was tasked with modernizing a fragmented legacy infrastructure, wrestling with analog hardware, strict multi-tenancy and security requirements across diverse stakeholders, and stringent regulatory compliance that made scaling and automation time intensive.

Working alongside the GCC team, Tredence co-developed a unified, self-service operations platform that integrated all stakeholders into a single multi-tenant system, automated deployment, and enabled easy customization with minimal coding.

~80%

Increase in productivity



AI-ready ecosystem across all business processes

Accelerating Drug Discovery to Market for a Global Biopharma's GCC

Compounding bottlenecks across tech transfer, deviation management, document review and batch release cycles, and line efficiency due to fragmented data and manual, time-intensive processes were slowing critical operations.

Working alongside the GCC team, Tredence co-built and deployed a suite of purpose-built Agentic AI solutions, introducing AI agents as digital co-workers to augment human expertise, reduce rework, and accelerate critical manufacturing workflows.

60%

Reduction in tech transfer cycle time

1.5X

Increase in batch release throughput

30%

Improved compliance & product quality through exception-focused review

Building a Unified AI Ecosystem for a Fortune 50 CPG Enterprise's GCC

A Fortune 50 CPG enterprise's GCC was operating with a fragmented AI landscape. Multiple business units had independently built solutions across forecasting, retail execution, document intelligence, etc., with no standardized deployment, monitoring, or governance in place. Access to 300,000+ enterprise documents and structured databases was limited, productionization was inconsistent, and leadership had no visibility into model performance, AI adoption, or cost consumption.

Working alongside the GCC team, Tredence co-developed a Unified AI Platform Ecosystem spanning a full AI lifecycle management layer, enterprise-grade GenAI capabilities, Text-to-SQL for natural language data access, and centralized observability across model performance, adoption, cost, and reliability.

~60%

Reduction in time required to deploy new AI use cases



Improved decision making and reduced insight generation cycle



Improved auditability and compliance



Standardized monitoring and controls

Voice of the Customer ✨



ECOLAB®

Tredence has been a long-standing, trusted partner in transforming our supply chain analytics through deep domain expertise, data engineering, ERP data integration, self-service analytics, and robust BI and data warehousing solutions. Their work has unlocked significant cost efficiencies across our operations. We are now working together on new capabilities around Generative AI to be future-ready.



Sudhakaran Selvaraj

Delivery Head - Data Engineering & Data Science, Ecolab Digital Center



Unilever

We have built an AI capability with Tredence, and this helps us a lot in accelerating our journey towards cost saving. It benchmarks our product cost components, the supply chain cost components across Unilever and it applies AI to identify the opportunities on increasing the material productivity.



Saurabh Verma

Digital Supply Chain Director, Unilever



Honeywell

PRIM is a highly strategic engagement for Honeywell, serving as a foundational initiative that enables data-driven decision-making and scalable transformation. Tredence has been a trusted partner, demonstrated incredible commitment in navigating the inherent complexities of a multi-tenant platform to drive outcomes that contribute directly to Honeywell's long-term digital vision.



Manas Patnaik

Director of Product Management, Honeywell



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The IFDP platform has significantly enhanced our approach to commodity trading. By integrating classical ML with GenAI, and partnering with Tredence, we can now make real-time trading decisions with remarkable accuracy. We have transitioned from manual forecasts and individual-driven pricing to an automated, explainable, and responsive AI-driven system. This transformation isn't just a solution; it's a strategic advantage.



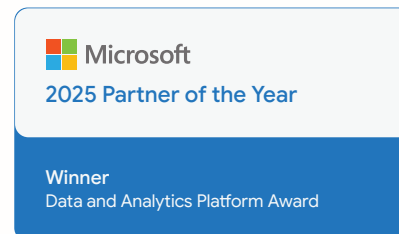
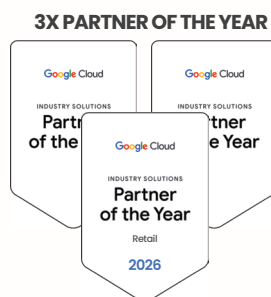
Srinivas Gutta

Chief Digital Officer, Adani Enterprises Limited



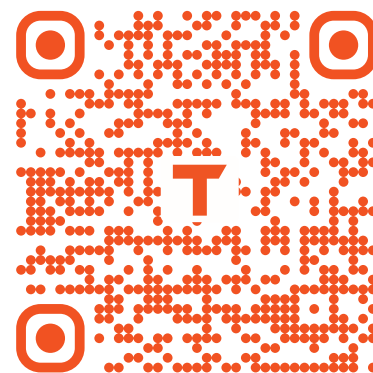
Our Growing Galaxy of Accolades ✨

Endorsed by partners & leading independent analysts



SCHEDULE A 1:1 MEETING

with our AI experts and Explore
What's Next in AI with Tredence



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