



## GBS Organization Model

The GBS organization model consists of key elements that enable it to operate effectively as a business unit and deliver ongoing value. These elements include:

### **Business Role Model:**

Defines the relationship of GBS with senior leadership, business units, and corporate functions. GBS is accountable for overall results and must meet needs on cost, service levels etc. It should see itself as a business leader focused on transforming how business is done.

### **Value Model:**

Positions GBS value proposition based on whether the company is in a strategic or commodity industry. GBS promise is new capabilities, better service, lower costs to drive higher effectiveness, efficiency and value.

### **Business Model:**

Determines if GBS runs as a corporate bureaucracy or business. Key gears are in-market client/service management, service management, and service operations. A service catalog provides a hierarchy for clarity on cost, benefit and quality.

### **Communications Model:**

Drives GBS either as a reporter or influencer. GBS should build equity through formal advertising and external validation to gain user and client trust.

### **Organization Model:**

Shapes GBS for efficiency or innovation. Critical to build centers as talent farms, not low-cost factories. Approach design by service component based on work distinctiveness and location sensitivity.

In summary, the GBS organization model enables setting up GBS as a business unit to deliver ongoing efficiency, innovation and value. It covers relationships, value proposition, operations, communications and talent. Configuring these elements appropriately lets GBS operate effectively and maximize benefits. The model equips GBS to keep improving and stay relevant to business needs.