



The Future of Business Operations – Global Capability Centers

Published on Alvarez & Marsal | Management Consulting | Professional Services

(<https://www.alvarezandmarsal.com>)

July 01, 2024

The competitive marketplace requires companies to operate at unprecedented levels of efficiency to remain relevant. At the same time, business leaders, investors and regulators are mandating greater value, business support, and insights into business performance and opportunities. To meet these unprecedented demands for greater business value for less, companies are increasingly leveraging newer operating models, e.g., global capability centers (GCC), and technologies, e.g., machine learning and artificial intelligence.

Companies are embracing GCCs to establish end-to-end business operations to achieve greater levels of customer satisfaction and business value, while reducing operating costs. GCCs help companies improve back-office operations, for example, through fully integrated and centralized operations while reducing costs often by leveraging lower-cost locations, such as India, Philippines, Malaysia, Poland and Romania. While leveraging offshore, lower-cost operating centers is not new (it has been happening for over two decades), what is new is that companies are taking a step back and looking at their end-to-end operations in a more holistic way across geographies, time zones and companies, e.g., business process outsourcing (BPOs). GCCs can help mitigate the risks associated with those more complex operational environments.

Learn how to build a successful GCC with expert guidance on strategic planning and technology integration. Access the full article by clicking the button below to unlock actionable strategies for your organization.

[READ THE FULL ARTICLE](#)

HOW ALVAREZ & MARSAL CAN HELP

Setting up a GCC is complicated, and success depends on careful planning and execution. For a new entrant to the desired country, leveraging an established service provider via a BOT structure could help position the program for success. The BOT needs to meet each company's unique requirements and address key environmental and operational design considerations, some of which are listed above. Alvarez & Marsal supports clients through this process, as it develops and implements a roadmap to drive best-in-class operations, quickly and cost effectively.

Contact our experts today to ensure your GCC meets your unique requirements and achieves optimal performance.

[CONTACT US](#)

Source URL: <https://www.alvarezandmarsal.com/insights/the-future-of-business-operations-global-capability-centers>

© 2025 Alvarez & Marsal Holdings, LLC. All rights reserved.

Note: Alvarez & Marsal employs CPAs but is not a licensed CPA firm.

ALVAREZ & MARSAL