



## Gartner Recognizes Virtusa in its 2017 Magic Quadrant for CRM and Customer Experience Implementation Services

March 29, 2018

SOUTHBOROUGH, Mass.--(BUSINESS WIRE)--Mar. 29, 2018-- [Virtusa Corporation](#) (NASDAQ GS:VRTU), a global provider of digital engineering and IT outsourcing services that accelerate business outcomes for its clients, today announced that Gartner, Inc. has positioned Virtusa in the Niche Player quadrant of the 2017 Magic Quadrant for Customer Relationship Management (CRM) and Customer Experience (CX) Implementation Services. The report, published on January 8, 2018, evaluated Virtusa along with 21 other companies in CRM and Customer Experience Implementation Services.

According to Gartner, "The CX and CRM implementation service market continues to grow in line with the growth in spending on CRM and customer-facing technology. By 2020, the CRM application software market will overtake the data management market, thus becoming the largest of all software markets." Gartner adds, "Those providers that traditionally targeted and served IT leaders have had to evolve toward selling directly to and supporting the sales, marketing and customer service leaders. Service providers have changed radically in the last decade as they have added digital design skills to the mix, and they will continue to make many acquisitions over the next decade in this area."

Virtusa's Digital Group leverages proven platforms and solutions, strong industry experience, jump-start kits and partnerships with some of the leading technology vendors to help enterprises implement CRM and Customer Experience solutions to deliver differentiated experiences to their customers, expand their addressable market and transform their businesses. The company takes a consulting-led approach in helping clients use CRM/CX solutions to create marketplace differentiation. Virtusa's Enterprise Digital Maturity Framework, a diagnostic and maturity model playbook, encompasses Business Innovation, Operational Excellence and Customer Experience. It evaluates "readiness" and identifies the "roadmap" for an enterprise's digital transformation. This Framework has helped many global enterprises in their digital transformation journey.

*"We're helping our clients and partners deliver the differentiated customer experiences that are critical for success in today's marketplace," said Frank Palermo, EVP and global head of digital solutions, Virtusa. "Our engagements are consulting-led and leverage our strengths in digital solutions, our accelerators to tackle industry specific challenges within varied industries, and our data to enable transformational experiences and improve decisioning based on predictive and proactive analysis. We're proud to be recognized by Gartner for our approach and framework for accelerating the customer journey."*

To access the Gartner report, *Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide*, please visit <http://ww2.virtusa.com/virtusa-gartner-cx-crm>

To learn more about Virtusa's CRM and Customer Experience Implementation Services, please visit <http://www.virtusadigital.com/>

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### About Virtusa Corporation

Virtusa provides end-to-end digital transformation and information technology (IT) outsourcing services to Global 2000 companies. Using a combination of digital engineering services to create distinctive digital storefronts, and a unique platforming methodology to rationalize IT application infrastructure, Virtusa helps clients successfully execute end-to-end digital business transformation initiatives.

Virtusa accelerates business outcomes for its clients by providing cost-effective solutions through a global delivery model, using advanced methods such as Agile DevOps and gamified CICD, and applying disruptive innovation through its labs and Digital Innovation Center. As a result, its clients are simultaneously able to drive business growth through digital-first customer experiences, while consolidating and modernizing their IT application infrastructure to support digital business transformation.

Founded in 1996 and headquartered in Massachusetts, Virtusa has operations in North America, Europe, and Asia.

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