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How is Sasken helping GCCs become innovation hubs?

Sasken leverages its 35+ years of deep engineering heritage and proven expertise across semiconductor, automotive, industrial IoT, and telecom domains to accelerate GCCs' transformation into innovation powerhouses.

Our comprehensive approach includes deploying specialized pods comprising solution architects, product strategists, design thinking experts, and platform engineers who integrate seamlessly with GCC teams. These experts establish Centers of Excellence in cutting-edge areas like AI/ML, GenAI, 5G/6G, edge computing, and embedded intelligence. By combining Sasken's robust IP portfolio, reusable frameworks, and accelerators with GCCs' enterprise knowledge, we enable rapid prototyping and product innovation.

Our innovative service model helps GCCs transition from cost-center operations to value creators, fostering



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patent generation, IP development, and breakthrough product innovations that directly impact their parent organizations' competitive advantage.

Which digital, AI, and embedded skills matter most for GCCs—and how does Sasken support them?

Today's GCCs are architecting complex systems that seamlessly blend embedded intelligence with cloud-native applications, requiring expertise across silicon-to-software stacks. They prioritize capabilities in AI-powered product engineering, software-defined vehicles, intelligent edge systems, and sustainable technology solutions. To deliver end-to-end products, GCCs need a mix of technical, product, and operational capabilities.

Sasken empowers this transformation through its comprehensive engineering services spanning chip design, embedded software, full-stack development, and system integration. We provide GCCs with ready-to-deploy talent pools skilled in emerging technologies, along with our proprietary methodologies that ensure first-time-right product development while maintaining enterprise-grade security and compliance.

How will India based GCCs' role in global R&D evolve?

India GCCs have transformed remarkably over 15 years, evolving

from "back office support" centers to "front office R&D" powerhouses driving critical innovation.

Over the next 3-5 years, India GCCs will own the complete "concept to cash" lifecycle - encompassing ideation, product strategy, design, development, launch, and revenue generation. Leading GCCs already operate as "mini-CEOs" with integrated teams spanning product management, engineering, design, data analytics, and go-to-market—all based in India.

These evolved GCCs now matrix directly into global business units rather than global IT, with many owning P&Ls and effectively running entire business units from India, making decisions that impact global strategy.

This shift is reflected in transformed success metrics - from operational outputs to strategic outcomes like patents filed, revenue percentage from GCC-built products, NPS of internal platforms, and architect/system designer talent density. These metrics underscore GCCs' transition from cost centers to value creators.

This evolution positions India not just as an execution hub but as the nerve center for global innovation, with GCCs becoming the primary architects of next-generation products and business strategies that define their parent organizations' competitive edge in the global marketplace. ■