



GCC ATLAS

Atlas helps companies plan their first India team.

A global capability centre (GCC) is a company's own team abroad.

Company's needs



City and provider
choices

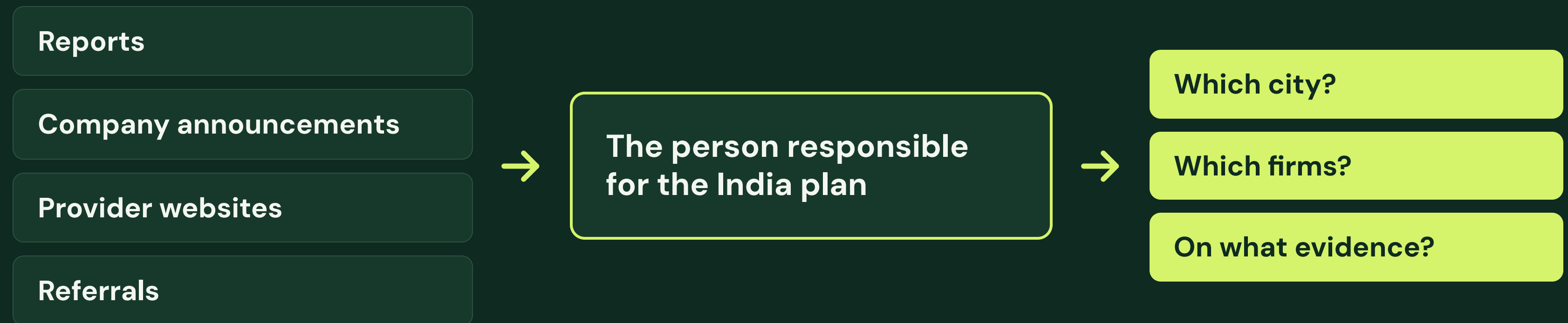


A decision brief

THE PROBLEM

Scattered information makes the first India plan hard to defend.

A company opening its own team in India must choose a city and firms to help. The evidence sits across reports, announcements and referrals, making options hard to compare and decisions hard to explain.



Unclear assumptions put budgets and hiring plans at risk.

HYPOTHESIS TO TEST

India lead

Must explain the shortlist to colleagues. The risk: rework before approval.

HYPOTHESIS TO TEST

Finance and hiring

Must challenge costs and staffing assumptions. The risk: uncertain budgets and staffing.

PROVIDER ESTIMATE

**4–6
months**

Flexiple's estimate for establishing a working entity. Not a delay caused by missing information.

Research effort and financial harm remain unmeasured.

Source: Flexiple GCC setup guide, flexiple.com/gcc/setup, read 13 Oct 2026. The two buyer risks are hypotheses to test.

TODAY'S OPTIONS

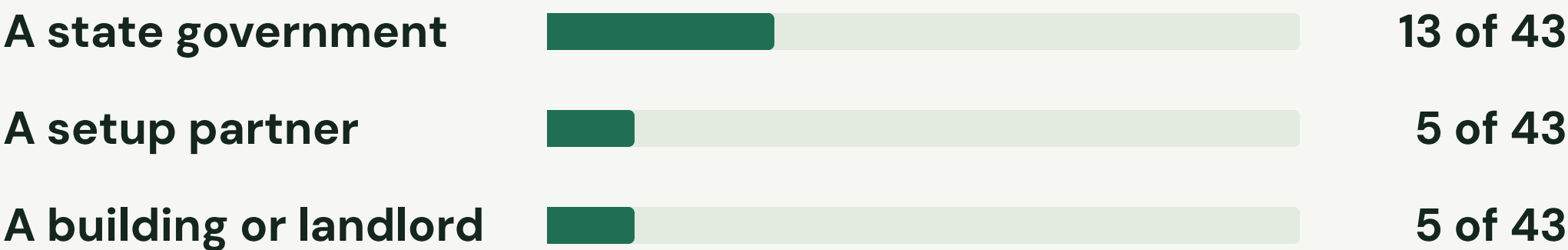
Existing sources help, but buyers must connect the pieces.

STARTING POINT	WHAT IT PROVIDES	WHAT THE BUYER STILL CHECKS
Directories and reports	Companies and benchmarks	Relevance, dates and definitions
Referrals	Someone's experience	Fit for this team
Advisers	Tailored advice	Assumptions and alternatives
Provider websites	Services and case studies	Role, results and suitability

The proposed gap: a saved decision brief the buyer can check and revisit.

Provider evidence is the thinnest part of the brief.

What 43 announcements name



Categories overlap. Selected public announcements, not a census.

In our selected sample, only 5 of 43 announcements name a setup partner. That gives a starting point for investigation; it does not prove who delivered well or who was never involved.

43 announcement records; 41 company names; 42 distinct source URLs.

Source: the announcements behind Flexiple’s new-centre list, flexiple.com/gcc/india. Snapshot 13 Oct 2026; counts confirmed in a 14 Oct reading of every article.

PRIORITIES

The decision brief is the best starting point.

Prioritise immediate buyer usefulness, available evidence and build feasibility.

ORDER	OPPORTUNITY	WHY THIS ORDER
1	City and provider decision brief	A complete buyer task using existing inputs
2	Better provider evidence	Strengthens the brief; needs source and client checks
3	New-centre and policy alerts	Useful later; needs reliable updating
4	Broader directories and benchmarks	Valuable foundation; public alternatives already exist

Start with a complete decision; deepen its weakest evidence next. This ranking is a hypothesis to test with buyers.

The first user needs a shortlist colleagues can challenge.

A strategy or operations lead at a mid-sized global company, planning its first India team. Their job: bring city options, cost assumptions and potential providers into an internal approval discussion.

TRIGGER

Planning the first India team

USER

Strategy or operations lead

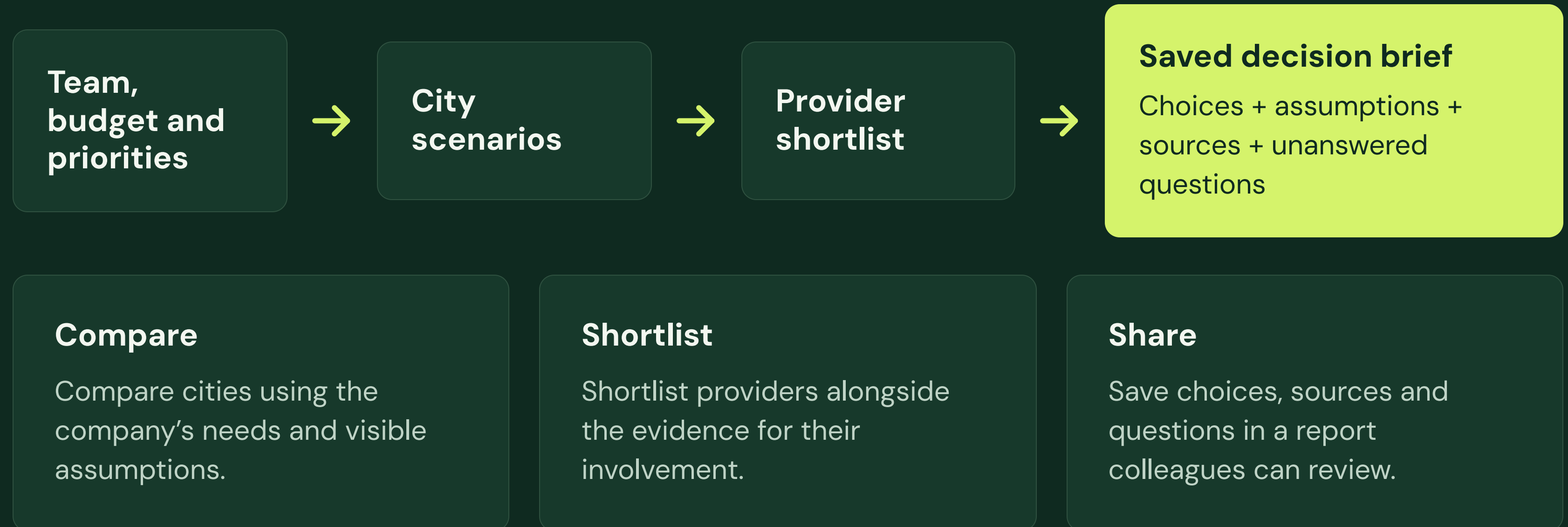
JOB

Prepare a shortlist for internal review

Initial customer hypothesis

THE PRODUCT

Atlas turns research into a decision brief.



The prototype completes a focused planning task.

Included

- Searchable source records
- Bengaluru, Hyderabad, Pune and Chennai scenarios
- Provider selection, saving and export
- Source links and labelled assumptions

Outside this prototype

- Complete national coverage
- Proven hiring or setup feasibility
- Shared accounts or booking services
- Verified provider performance

Saved plans reopen in the same browser; the downloaded brief is how a plan is shared.

A reviewer can follow the decision from start to finish.

1 · COMPARE

OUR COMPARISON

Four cities. Your priorities.

The annual budget is below the salary estimate for Bengaluru, Hyderabad, Pune and Chennai at 80 people. Review headcount or budget.

Chennai ranks first for your priorities.

80 people · ₹6.00 crore budget · 6-month target. The budget is compared with salaries, benefits and office rent. One-time setup expenses and travel, are excluded.

OPTION 1Leads this scenario

OPTION 2Compare the trade-offs

OPTION 3Compare the trade-offs

Chennai

Scenario score · demo assessments

89.0 / 100

Estimated salaries, benefits and office

₹7.87 crore

a year · ₹1.87 crore over budget

► Why this city?

Pune

Scenario score · demo assessments

79.7 / 100

Estimated salaries, benefits and office

₹9.70 crore

a year · ₹3.70 crore over budget

► Why this city?

Hyderabad

Scenario score · demo assessments

77.7 / 100

Estimated salaries, benefits and office

₹10.56 crore

a year · ₹4.56 crore over budget

► Why this city?

Open the planner and change a priority.

2 · INSPECT AND SELECT

PROVIDER PROFILE

GCC setup & operations

ANSR

Offers an operating model for building and managing company-owned GCCs, including talent, workplace and operations.

GCC strategy and designEntity setup coordinationTalent acquisitionWorkspace setupGCC operations

Coverage and verification

Bengaluru and Hyderabad offices are listed by ANSR. The Bengaluru announcement names a specific engagement; office presence does not prove every service is delivered locally.

Source-named relationship · Checked 13 Oct 2026

A named engagement establishes that relationship only. Provider marketing, setup timing and outcome claims are not independently validated here.

Official websiteContact / booking page

These links open the provider's website. Nothing is sent by this prototype.

Inspect assumptions, then select a provider and its evidence.

3 · SAVE AND DOWNLOAD

YOUR DECISION REPORT

GCC ATLAS · 14 Oct 2026

Your India city comparison

80 people · Technology · ₹6.00 crore budget for salaries, benefits and office · 6-month target.

Chennai leads this scenario.

All non-cost ratings are demo assumptions. Check hiring, setup dependencies, and current quotations before a real decision.

City	Scenario score	Salaries, benefits and office, a year	Budget check
Chennai	89.0 / 100	₹7.87 crore	₹1.87 crore over budget
Pune	79.7 / 100	₹9.70 crore	₹3.70 crore over budget
Hyderabad	77.7 / 100	₹10.56 crore	₹4.56 crore over budget

Save, reopen and download the combined brief.

Every claim carries its receipt.

SOURCED CLAIM

A named relationship and its supporting passage, with its link, date and checking status.

ASSUMPTION

A city rating or planning cost, always labelled as an assumption.

OPEN QUESTION

Evidence still needed before choosing a provider. A mention shows involvement, not quality.

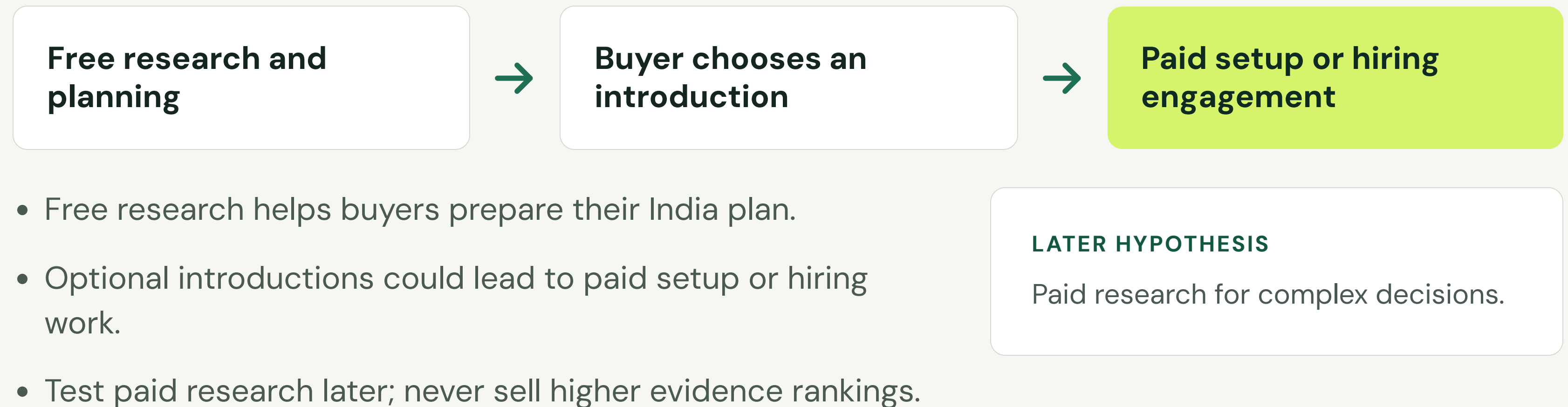
Software salary references do not cover every function or seniority.

WHY THEY WOULD USE IT

Each stakeholder gets a clearer basis for the next conversation.

STAKEHOLDER	USES TODAY	REASON TO TRY ATLAS
Entering company: operations, finance, hiring	Reports, referrals, spreadsheets	One brief with choices and assumptions
Existing India teams and advisers	Separate project research	Reusable planning context
Setup, legal, tax, hiring, payroll and office firms Future contribution opportunity	Websites and referrals	Evidence attached to a relevant buyer need
State agencies Future contribution opportunity	Policy pages and outreach	Dated information in the buyer’s context

Useful briefs could create better setup conversations for Flexiple.



Proposed model; demand and pricing untested

Success means buyers can explain and use their brief.

USEFULNESS

Briefs used in a real follow-up ÷ completed briefs

Does the brief support the next internal or adviser discussion?

UNDERSTANDING

Users separating facts from assumptions ÷ users tested

Can the buyer explain the shortlist and its assumptions?

TRUST

Unsupported claims found in review, with correction status

Track evidence errors before claiming time or cost savings.

Establish baselines before setting targets. No production analytics yet.

Demand, evidence quality and trust still need testing.

DEMAND

Buyers may prefer an adviser to preparing a brief themselves.

Test: observe a real planning task.

EVIDENCE

Public mentions may never give enough useful provider evidence.

Test: check source claims and seek client confirmation.

TRUST

Illustrative rankings and commercial incentives could undermine trust.

Test: check that users understand assumptions; disclose commercial links.

Proposed tests, not research already completed

PROPOSED NEXT 90 DAYS

Validate the decision task before expanding the product.

DAYS 1–30

Observe buyers and test the brief

Proceed if the task matters.

DAYS 31–60

Improve weak evidence and repeat the workflow

Proceed if buyers understand the evidence.

DAYS 61–90

Test introductions if buyers use the brief

Proceed if the brief supports real conversations.

Proposed sequence; dependent on findings

Open the brief and challenge the reasoning.

Compare a scenario, inspect its evidence and download the brief.

City choices + provider evidence + visible assumptions



A decision brief

Try the prototype ↗

Download the deck