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Shared Services & Outsourcing Week

October 20 - 22, 2025 | Bogotá, Colombia

Data-Driven Trends Reshaping Latin America's Shared Services Landscape:

From Bogotá to São Paulo, GBS Just Got Smarter

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 Shared Services & Outsourcing Week Americas

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INTRODUCTION

In a sleek operations center in **São Paulo**, data analysts monitor real-time supply chain metrics for a global food company. Across the continent in **Mexico City**, a cloud dashboard alerts a telecom firm to network anomalies instantaneously. Meanwhile, in **Bogotá**, a cybersecurity team thwarts an unprecedented wave of digital threats targeting their finance systems. These snapshots reflect a larger story: across Latin America, **shared services** and **Global Business Services** (GBS) organizations are undergoing a profound, data-driven transformation. Companies from Santiago to San Juan are racing to digitize operations, migrate to the cloud, fortify cyber defenses, and harness analytics to drive performance.

Ninety percent of GBS leaders say they already operate in Latin America or plan to within three years, drawn by a skilled workforce and an innovation wave, and **96%** of existing Latin American service centers plan to expand or maintain operations – significantly more than in other regions (auxis.com). The reason is clear: a convergence of trends – from digital transformation and cloud adoption to heightened cybersecurity and advanced analytics – is unlocking new value across industries.



**"90% OF GBS LEADERS
OPERATE OR PLAN TO
OPERATE IN LATAM"**

*– Latin America Shared Services &
Outsourcing Report Findings | Auxis Report*

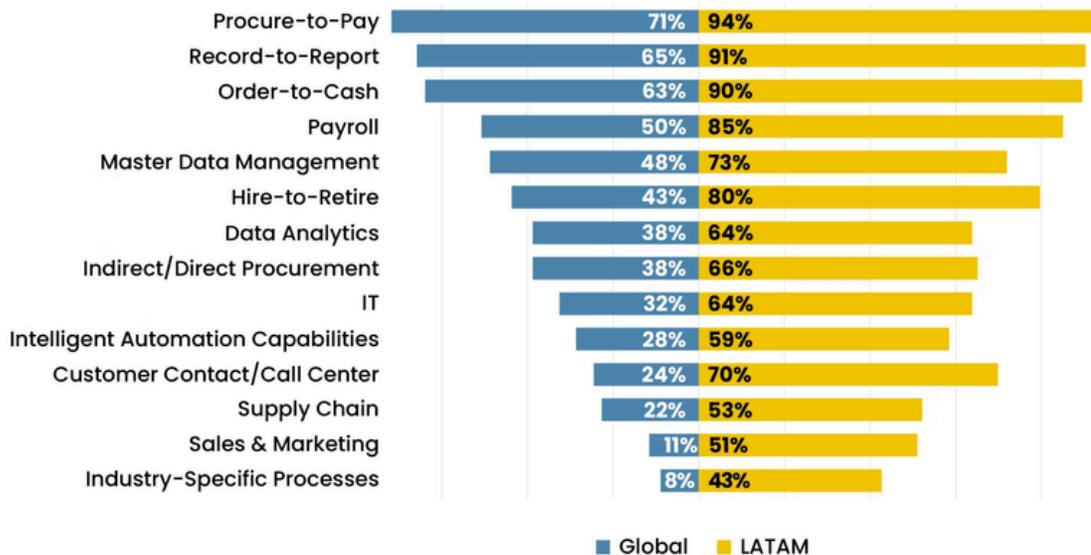
DIGITAL TRANSFORMATION: FROM TRANSACTIONAL TO STRATEGIC

Not long ago, many corporate **shared services** in Latin America were limited to transactional tasks like processing invoices or answering HR queries. Today, they are **evolving into strategic hubs** driving innovation. A wave of **digital transformation** is sweeping through back-office operations, infusing them with automation, intelligent workflows, and a mindset of continuous improvement. This shift has been accelerated by necessity – the pandemic era proved that digitizing processes isn't optional, but mission-critical, for resilience and efficiency.

One telling sign of this transformation is the **adoption of automation technologies**. Latin American service centers are enthusiastically embracing tools like robotic process automation (RPA), intelligent document processing (IDP), and workflow automation to eliminate drudgery and speed up service delivery. In fact, a recent industry survey found **technology adoption rates in Latin America's GBS hubs average about 9% higher** than in other regions for these critical tools ([auxis.com](https://www.auxis.com)).

The four most mature technologies in use include **workflow automation, IDP, RPA, and analytics**, with more than 62% of Latin American shared services already implementing or piloting such solutions ([auxis.com](https://www.auxis.com)). This outpaces global peers – for example, **59% of LATAM centers have deployed intelligent automation capabilities, compared to just 28% globally** [auxis.com](https://www.auxis.com). Clearly, Latin America's GBS teams are no longer just following global trends; in many cases, they're leading.

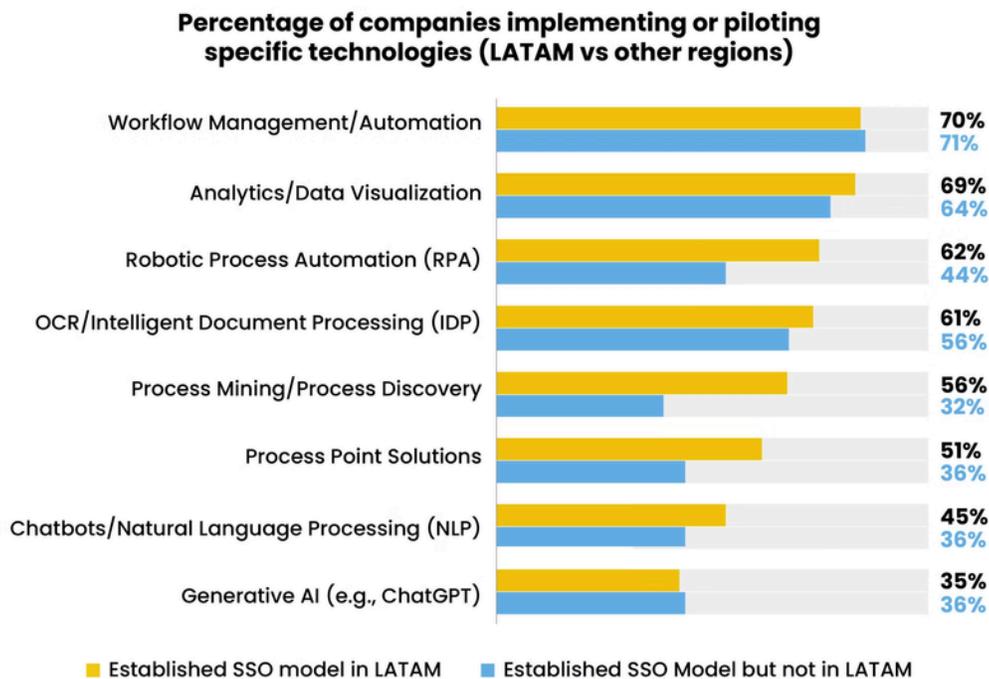
What processes are you performing from LATAM?



Source: "2024 State of the GBS & Outsourcing Industry in Latin America"

The impact of this digital drive is tangible. Organizations report faster cycle times, higher accuracy, and the ability to scale services without linear increases in headcount. Crucially, many Latin American centers have moved **beyond transactional work into knowledge-centric activities**. Processes that require judgment and expertise – such as financial planning, engineering design support, and data science – are increasingly handled out of regional hubs. For instance, **64% of LATAM shared services organizations are performing data analytics tasks, nearly double the 34% globally** ([auxis.com](https://www.auxis.com)), indicating how the region's centers are adding brainpower to balance their historical back-office brawn. This has transformed the role of Latin American GBS teams into true business partners that generate insights and drive innovation, rather than cost centers that merely execute tasks.

Adding to this momentum is an embrace of **emerging technologies**. Far from lagging, Latin American teams are exploring cutting-edge tools like **artificial intelligence (AI)** and **machine learning**. Generative AI – the technology behind ChatGPT and similar tools – is a prime example. Nearly **80%** of shared services in the region are already evaluating, piloting or implementing generative AI solutions ([auxis.com](https://www.auxis.com)). These range from AI chatbots handling internal employee queries to AI-driven forecasting models that help predict market changes.

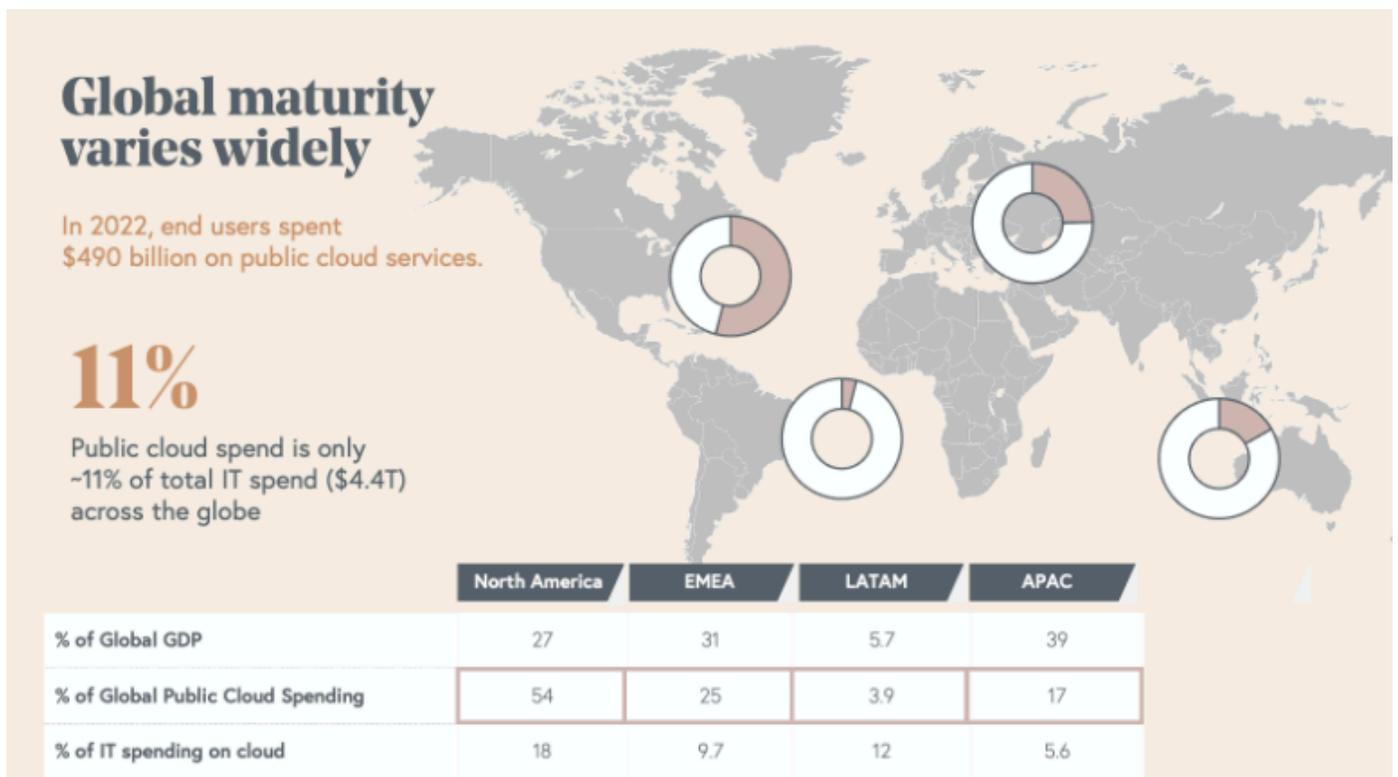


Source: "2024 State of the GBS & Outsourcing Industry in Latin America"

By being early adopters, Latin American GBS operations aim to leapfrog into higher-value services. And the investment is paying off: **42%** of organizations with automation programs report productivity gains exceeding 20%, on top of labor cost savings, thanks to these digital initiatives ([auxis.com](https://www.auxis.com)). In short, the digital transformation wave has firmly taken root in Latin America's shared services, turning what used to be back-office "cost centers" into **innovation centers** delivering agility and competitive advantage.

CLOUD ADOPTION ACCELERATING AGILITY

If digital transformation is the engine, **cloud computing** is the fuel powering Latin America's new shared services economy. Across industries, companies are rapidly moving their systems and data to the cloud – and reaping substantial benefits in the process. **In Latin America, businesses are increasingly adopting cloud computing, artificial intelligence and machine learning to support their strategic growth.** Digital transformation remains strong, with the cloud solidifying its role as a cornerstone of innovation and efficiency across industries and critical business segments [businesswire.com](https://www.businesswire.com). From global retailers to regional banks, a **“cloud-first” approach** is becoming the norm as organizations seek greater agility, scalability and cost-effectiveness.



Source: Cloud trends around the world in 2023 | [Bvp.com](https://www.bvp.com)

Such explosive growth in cloud adoption reflects the urgency Latin American enterprises feel to modernize. By moving to the cloud, companies avoid heavy upfront investments in data centers and gain the flexibility to ramp capacity up or down as needed. This agility was especially critical during the pandemic, when remote work and online customer interactions skyrocketed.

Now, in a post-pandemic environment, cloud is enabling new digital business models and **future-proofing** organizations against disruption. Sustainability is another driving factor: many firms are adopting cloud solutions that improve energy efficiency and reduce on-premises hardware, aligning with global ESG goals ([businesswire.com](https://www.businesswire.com)).

Perhaps the best way to appreciate the cloud's impact is through examples. Across Latin America, **cloud adoption has delivered remarkable gains** in both public and private sectors. Consider a few scenarios that illustrate how migrating to the cloud has optimized operations and outcomes:

Public Sector: Chile's Social Security Institute increased service capacity by 900%, and Córdoba cut tax database costs by 90%—both by moving to the cloud (americaeconomia.com)

Financial Services: Bancolombia cut IT costs by 60% and accelerated product launches after migrating core operations to the cloud. americaeconomia.com

Industry & Sustainability: Rotoplas cut 4.5 tons of CO₂ in one year via cloud adoption, while an Argentine retailer boosted productivity by 40% with cloud-based inventory management.

These real-world wins explain why cloud adoption is surging across Latin America. It's not just about modernizing IT—it's about gaining agility, breaking data silos, and supporting regional operations in real time. While concerns around data security, compliance, and talent remain, many LATAM firms are addressing them by partnering with third-party cloud experts—faster than the global average.

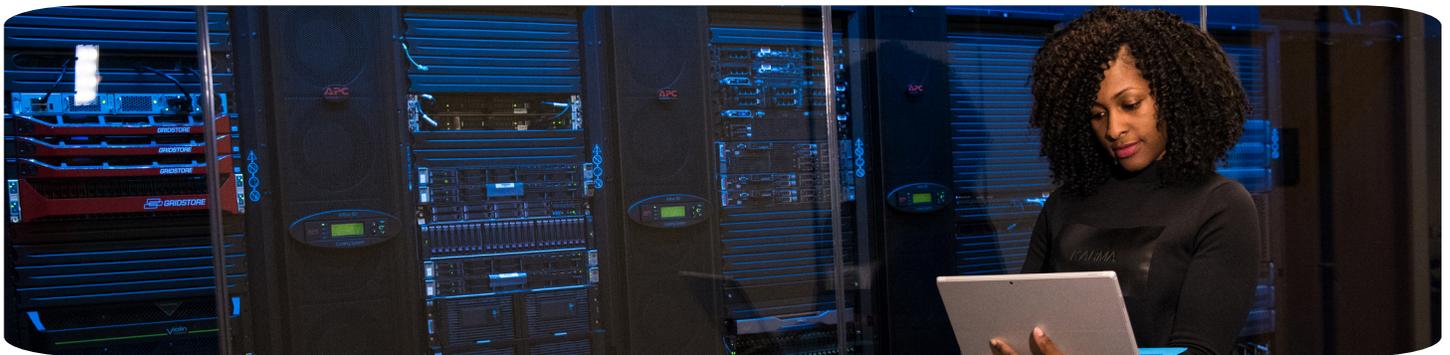
The result? A more level playing field. Today, shared services centers in Costa Rica or Uruguay can access the same cloud capabilities as global HQs. This tech democratization is driving service quality to new heights. In fact, eight of Latin America's top outsourcing destinations recently outperformed traditional hubs like India and the Philippines in remote work readiness—thanks to reliable broadband and cloud-first infrastructure.

With momentum only growing, LATAM's shared services are more integrated, agile, and future-ready than ever.

CYBERSECURITY: SAFEGUARDING THE DIGITAL FRONTIER

As Latin America accelerates its digital transformation, the cyber threat landscape has expanded just as quickly—if not faster. Once under the radar, LATAM is now a global hotspot for cybercrime. In early 2024, cyberattacks surged by **53% year-over-year**—the highest increase worldwide—with organizations facing nearly 2,700 attacks per week, 40% above the global average.

Critical sectors like banking, healthcare, and government often face up to 4,000 attacks weekly, driven by the region's booming digital economy, uneven security readiness, and even political instability. This rising risk has made cybersecurity a top priority for shared services leaders, especially as LATAM centers take on more data-heavy, customer-facing roles with global implications.



Organizations are responding with stronger defenses—boosting security budgets, investing in advanced tools, and embedding cyber resilience into their digital strategies. There's also a mindset shift: cybersecurity is now everyone's responsibility, not just IT's. Employee training, zero-trust architecture, and incident simulations are becoming standard practice.

Encouragingly, perception is catching up with reality. While many still cite security as a barrier, only 29% of companies already operating in LATAM report it as a major issue. Many shared services centers are meeting global standards with certifications like ISO 27001 and world-class security tools.[darkreading.com](https://www.darkreading.com)

CYBER THREAT SURGE IN LATIN AMERICA

 53% YoY increase in cyberattacks (2024)"

 2,700 attacks per week per organization

 LATAM = 40% higher than global average

Still, challenges remain—notably a regional shortage of skilled cybersecurity professionals. To bridge this gap, companies are turning to external partners and doubling down on resilience. For Latin America's GBS ecosystem, cybersecurity is not optional. It's the foundation that makes digital progress sustainable—and signals to the world that the region is open for business and prepared to protect it.

ANALYTICS & AI: TURNING DATA INTO PERFORMANCE

Amid this digital transformation, one trend unites it all: the rise of **data analytics** as a core competency. Latin America's shared services are becoming increasingly data-driven, using analytics to optimize performance and inform strategic decisions. Whether it's a finance hub in Costa Rica analyzing transaction trends or an HR team in Bogotá using people analytics to refine recruiting, insights from data now drive everyday operations.

This shift is powered by earlier investments in automation and cloud technologies, which have digitized processes and centralized data. With real-time visibility into operations, executives now expect shared services to interpret and act on data—not just process it. Instead of simply reporting cycle times, GBS teams are identifying cost leakages or forecasting financial scenarios.

HOW LATAM GBS CENTERS TURN DATA INTO RESULTS

1. Automation & Cloud
2. Data Centralization
3. Real-Time Visibility
4. Predictive Analytics
5. Strategic Decision-Making

To meet this demand, LATAM centers are building strong analytical talent—multilingual analysts, data scientists, and process experts—who deliver actionable insights around the clock. Real-time dashboards tracking KPIs like invoice accuracy or customer satisfaction have fostered a culture of continuous improvement, helping shared services refine processes and drive tangible business value.

Analytics has become mainstream in LATAM shared services, with nearly **two-thirds** now engaged in data analysis—**almost double** the global average [auxis.com](https://www.auxis.com). Once focused on reporting, functions like finance and supply chain now provide predictive insights, such as forecasting cash flow or identifying delivery bottlenecks. The shift marks a broader evolution from reactive reporting to **proactive decision-making**.

Nearly 2 in 3 LATAM shared services are engaged in data analytics—nearly double the global average.

Sourced: Auxis



This momentum is amplified by **AI and machine learning**, which help Latin American teams uncover patterns across vast datasets. From e-commerce personalization to predictive maintenance in manufacturing, companies are applying AI to drive efficiency and innovation—locally, and with market-specific insight.

Generative AI is also gaining traction. LATAM GBS teams are piloting tools for automated reporting, multilingual customer support, and internal knowledge retrieval via large language models. These early applications point to a future where AI becomes a routine collaborator—streamlining analysis and unlocking higher-value work.

The focus on analytics and AI isn't just about flashy tech – it fundamentally ties back to **performance optimization**. By measuring more and analyzing more deeply, companies are identifying inefficiencies and improvement areas that went unnoticed before. A procurement center in Uruguay might discover through spend analytics that consolidating vendors could save millions.

HOW LATAM GBS TEAMS ARE USING AI TODAY

-  Predictive Maintenance – In manufacturing operations
-  E-commerce Personalization – Localized consumer targeting
-  Automated Reporting – Speed and consistency in finance
-  Multilingual AI Agents – Enhancing employee and customer support
-  Spend Analytics – Vendor consolidation and cost savings

A customer service hub in Panama might use text analytics on support tickets to flag a product defect trending across markets. Armed with such insights, GBS leaders can drive changes that directly impact the bottom line or customer satisfaction. In essence, analytics turns the shared services model from reactive (process a transaction when asked) to **proactive (recommend actions based on data)** – a shift that elevates the value proposition of these centers.



It's worth noting that a number of multinational companies with a presence in Latin America's SSOs are at the forefront of this data-driven push. From **consumer goods giants like PepsiCo and Hershey**, who analyze supply chain and sales data to keep shelves stocked and preferences met, to **pharmaceutical leaders like Roche and Bayer**, who rely on analytics in their regional service hubs to streamline everything from clinical data management to finance, to **tech and entertainment firms like AT&T and WWE**, leveraging data insights to enhance customer experiences – the breadth of industries harnessing analytics in LATAM is impressive.

Their shared services teams are not only executing tasks but also informing strategy with the stories the numbers tell. And with cloud data warehouses and visualization tools readily accessible, even mid-sized firms are empowered to join this analytics revolution.

CONCLUSION

In summary, **Latin America's GBS organizations have transformed into analytics powerhouses**, using data as both microscope and telescope: a microscope to scrutinize day-to-day operations for improvement, and a telescope to spot trends and guide strategic decisions. As the data volumes grow and AI tools mature, we can expect this trend to deepen, with Latin American centers increasingly becoming the "brains" of their global enterprises. It's a virtuous cycle – the more data competence these teams demonstrate, the more high-value work flows to the region, further solidifying Latin America's role in the analytical and AI-driven future of shared services.



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Continue the Conversation at this October Shared Services & Outsourcing Week Latin America

Why LATAM Leads in Shared Services

LATAM is at the forefront of the global conversation on automation and shared services...

Leaders from Central and South American regions converge at events like the Latin American Shared Services & Outsourcing Week to discuss **regional challenges and opportunities**. This collaboration opens the door to benchmark trends and network with global professionals, enhancing the ability to optimize business processes through shared services strategies.

Speakers You Don't Want to Miss:



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MASTER DATA
NOKIA



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GBS PEOPLE SERVICES
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