



INFOSYS POP 2.0: HOW HIGH-TECH ENTERPRISES CAN BUILD RESILIENCE WITH A FUTURE-READY DIGITAL PLATFORM

2020 was one of the most challenging years in business history. However, it also laid the foundation for fundamental changes. The digital transformation of companies that was in a nascent stage was accelerated during this time, and it brought about a better understanding of what it takes to build an enterprise that can be resilient in the face of unpredictable shifts.

One thing that the pandemic brought to light was the need to swiftly adapt in response to unforeseen changes. Companies adopting scalable and flexible models were able to adapt, and those that didn't, needed to improvise quickly.

Two imperatives were also recognized – the need for building robust customer relationships and the need to reinforce the supply chain with modern solutions.

Resilient enterprises recognized that it wasn't prudent to invest in digital solutions on the fly. They prioritized sustainable digital capabilities to manage disruptions in the future. By 2022, resilient digital enterprises will be 50% better prepared to address shifts and gain a competitive advantage than those focused on point solutions¹.

A few years ago, when semiconductor original equipment manufacturers (OEMs) realized that their margins were shrinking due to the distribution model, some enterprises developed e-commerce portals allowing them to connect with customers directly. Distributors, on their part, displayed resilience by promising value-added services to businesses that source equipment directly from them. E-commerce marketplaces with API-based architectures and easy search capabilities were born, where customers address their semiconductor sourcing needs from multiple OEMs on a single pane of glass. It demonstrates how semiconductor enterprises that operate in different stages of the supply chain have always been quick to respond to market conditions and ensure business continuity.



Intelligent operations for business longevity

Digitization is the hallmark of a live, resilient enterprise. More than 57% of C-suite executives believe that an investment in technology is a long-term strategic move toward differentiating themselves in a competitive market².

Progressive enterprises are driven by robust platforms that accelerate decision-making, intelligent operations, and dynamic business models. Infosys Platform of Possibilities (PoP) 2.0 is a solution that helps businesses remain resilient in a cloud-based economy by leveraging modern, unified, intelligent, and adaptable solutions.

Underpinned by the Microsoft Business Applications ecosystem, Infosys PoP 2.0 is a framework through which high-tech businesses can address their most pressing digital needs and transform into live and resilient enterprises. This integrated open platform allows organizations to opt for what they need – conversational assistants, advanced authentication, process automation, cognitive services – without worrying about what’s ‘under the hood’.

Some classic use cases that demonstrate the capabilities of Infosys PoP 2.0 include:

- **Purposeful innovation to drive exceptional experiences:** A majority of consumer durables and information technology (CDIT) OEMs and

distributors face issues such as stagnant product design, incompetent trade promotion management, limited visibility into supply chain management (SCM) processes, and above all, inconsistent user experience. Infosys PoP 2.0 empowers operations with intelligent supply chain, end-to-end analytics, and metrics tracking, along with partner management.

- **Smarter insights:** Semiconductor manufacturing is dominated by legacy processes, which challenge enterprises to respond to market needs for innovative product design. With the help of digital twin technologies, semiconductor OEMs can distill insightful information from their assembly lines, monitor and subsequently enhance key performance indicators (KPIs).
- **Rapid acceleration for assured outcomes:** Bound by stringent market timelines for the rollout of 5G services as well as limited field personnel, multinational organizations (MNOs) and telecom operators are looking for ROI from their capital investments. Infosys PoP 2.0 can help MNOs and telcos embrace field service automation, thereby replacing manual tasks such as work order allocation and order fulfillment with profit pools.

Conclusion

Markets will continue to be unpredictable, with paradigm shifts occurring unexpectedly. Businesses need to be able to create a balance of adaptability, flexibility, and scalability in their operations. Enter Infosys Platform of Possibilities 2.0, a digital catalyst. In reimagining the organization’s digital capabilities to evolve, learn, and innovate continuously, Infosys PoP 2.0 sheds the ‘survival mode’ of thinking. Looking ahead, with predictive insights and versatile solutions, enterprises can respond to market disruptions effectively, consistently deliver on business goals, and create faster go-to-market strategies



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