



Innovative Service Model: “Enterprise IT Shared Services Global Support Center”

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For more information, contact askus@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered.

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Executive Summary

In the past, organizations worldwide have had great success stories in outsourcing and offshoring the support and maintenance of their IT systems and applications.

Customers have been enjoying the benefits of the Global Delivery Model, pioneered by Infosys, leveraging the cost savings mainly due to cost arbitrage. Such a model indeed gave huge benefits to customers and IT services providers alike.

However, due to current economic conditions, organizations are compelled to find new ways to increase operational efficiency, reduce sustenance costs while continuing to maintain the service levels with business users. Does your current operating model give you all you want now? Do you think you have explored all possible ways to cut costs? Well Think Again.

Infosys offers an innovative IT service delivery model that can give you higher flexibility, greater predictability, scalability of operations, all coming at a much lesser cost compared to the traditional models.

Enterprise IT Shared Services

Enterprise IT Shared Services is the bringing-together of the Support & Maintenance of Enterprise Applications & Packages of multiple customers' instances to be serviced by a common pool of consultants.

Shared Services bring in additional cost savings through optimized resource utilization, efficiency of standardized tools & processes, productivity gain due to the knowledge management across multiple engagements helping to achieve about 20–30% savings in the long run.

Shared Services Delivery Model combined with the innovative Pricing Model gives you the 'best-of-both-worlds' and the much desired relief during this downturn.

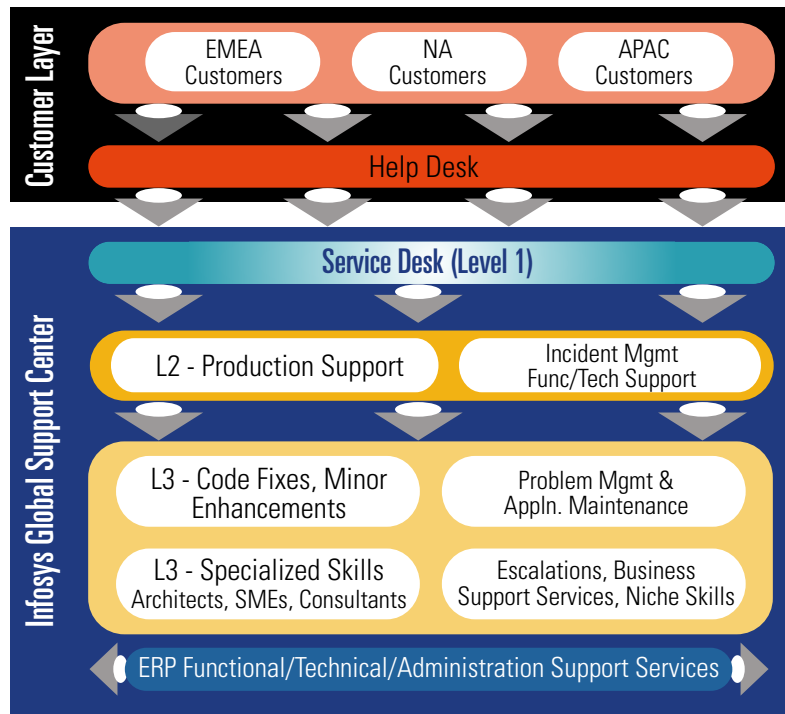
In this dynamic world of ever changing business needs and to compete in the increasingly aggressive markets, companies' executives are required to spend more time on core business functions and processes to improve their offerings to their customers while improving profitability. At the same time, they are also required to care not to dilute the importance of the non-core business activities, like IT, to keep it running.

Some of the challenges faced by CIOs on maintaining their IT applications.

- **Cost containment**
 - How can I reduce my per user support cost YoY?
 - How can I reduce the sustenance spend while maintaining the service levels

- **Risk Minimization**
 - How can I effectively balance cost reduction and risk to business?
 - Will I lose control as the resources are located remotely?
- **Predictability**
 - How can we ensure that future costs and reduction therein can be predicted?
- **Scalability**
 - Can I have a model that is scalable and allow for temporary expansion in capacity to support enhancements?
 - Can the model scaleup to provide extended coverage (24x7) but with reduced cost?

Infosys Global Support Center



- **Flexibility**
 - How can I have a dynamic cost structure that caters to the fluctuations in business demands?
- **Quality of Service**
 - I want to ensure higher customer satisfaction from higher quality of service.

Do the conventional and time-tested models solve their woes? They do have certain limitations.

- **Limited Knowledge Sharing**
 - Knowledge gained on handling a client/site remains localized
- **Duplication of effort & Redundancy**
 - Problems are repetitive/similar in nature and so are the solutions
 - Different sets of people address similar problems leading to redundancy
- **Low Opportunities for Reusability**
 - Limited Cost Savings with Time
 - Limited Economies of Scale
- **Limited Productivity Improvement Benefits**
 - Maturity of the application does not lead to cost reduction and productivity enhancement

IT Shared Services comes to the rescue

Presenting Infosys's **Global Support Center (GSC)** that provides Enterprise Application Management Services on 24x7x365 basis to Support & Maintain our customers' environments, delivering highest Quality of Services with high amount of Flexibility, Predictability and Scalability of operations.

Infosys's solution for shared services include:

- An innovative concept providing end-to-end support solutions on Enterprise Packages by a common talent pool
- Acts as a virtual extension of Customer's IT support environment
- Combined offerings of Application Support, Maintenance and Administration
- Aggressive off-shoring through 24x7 service

- Multiple levels of support L1 ~ L3
- Innovative pricing models based on service levels and to support pay-for-use concepts
- Standardized support and delivery processes based on ITIL Best practices
- Best-of-breed tools for Incident Management, Knowledge Management, Service Level Management and Customer Dashboard
- SLA based Management & Performance measurement
- Centralized Knowledge Repository to leverage the best practices and solutions enhancing productivity
- Dedicated center with robust Infrastructure mechanisms and state-of-art security features and policies
- Improved Visibility to Customers
- Intellectual Property protection policies

Our Service Offering

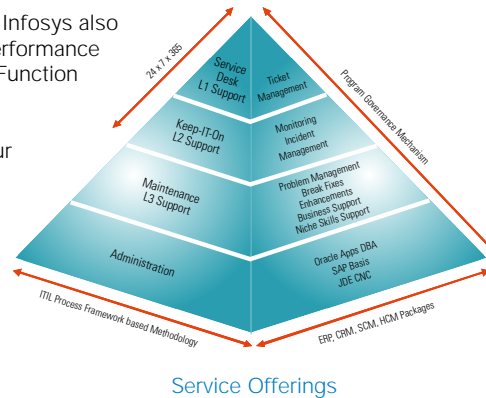
The services offered are

- **Application Support** functions including Incident Management by L1 & L2 support personnel on 24x7 basis
- **Application Maintenance** functions including build/test/deliver of Minor Enhancements and Code Fixes by L2 and L3 support personnel and
- **Application Administration** functions including Database and Basis Administrations, System Administration of Enterprise Packages & Applications

In addition to the above standardized services, Infosys also provides many value added services including Performance Management, Capacity Management, Business Function Support and much more.

Driven by Standardized Tools & Processes, our methodology is based on the ITIL framework for IT Service Management. We have Standard Operating Procedures (SOPs) for operations at each level which is followed across all customer engagements. We have a common KEDB used for Knowledge Management purposes which reduces the turn-around time for incidents.

Infosys GSC uses a ITIL based Service Delivery Automation Tool called **Essnce** for Incident/Problem Management and the entire service support processes of a project. Customers can raise tickets using this tool and can have reports generated for tracking & analysis purposes.



Innovative Pricing Model – Consumption based Pricing

Rather than dealing with a lump sum budget for the cost center, Infosys's innovative pricing model will exactly reflect the business demands for the frequency of service requests and accurately predict the cost to provide those services.

The model has a base + a variable component involved; the base is to cater to the on-going support operations and the variable is to address the seasonal demands.

The benefit in this model is that the charge is only for the effort expended for a particular customer, instead of charging a fixed price for the whole engagement. As the pricing is done for the average volume and not for peak volume, there is room to absorb periodic spikes and lows. The price also varies based on the service levels agreed upon with the customer.

Governance

A vital part of the whole operation is the efficient Governance mechanism, acting as the cog in the wheel, for effective control and management to ensure the smooth functioning of the center. Every customer gets maximum visibility into the operational aspects of the engagement via a centralized dashboard giving real-time performance metrics. Infosys has defined a set of metrics and KPIs to monitor and measure the performance of our services against the agreed upon service levels.

A Relationship Manager and a Delivery Manager will be assigned to every customer to address any issues or for any escalations.

Infosys will submit weekly/monthly status reports on the performance of the team based on agreed upon service levels and metrics.

Benefits to Customers

- **Reduced TCO** – Ability to effectively utilize and share resources across a common pool thereby driving better productivity & utilization
- **Flexibility & Scalability** – Ability to meet varying business demands giving economies of scale
- **Better Predictability of 'AMS Spend'** – Ability to plan / budget effectively based on 'Short Term' & 'Long Term' planning
- **Knowledge Retention** – Efficient Knowledge Management process to help in capturing & defining knowledge base
- **Improved Customer Satisfaction** – SLA based performance measurement
- **Standardized Processes** – Deployment of Standardized set of tools & processes across engagements
- **Leverage Best Practices** using ITIL Framework
- **Economies of Scale** – Average costs fall as we grow in size
- **Meet Unforeseen demands** – Ability to address any unprecedented spurt in demand with minimal increase in costs
- **Improved Operational Excellence** – Standardized set of tools / processes and committed / agreed SLA's
- **Improved Coverage** – Ability to provide 24 x 7 coverage with reduced spend

Moving to a Shared Services Model

Infosys follows a structured process to help customers move into this new model seamlessly without any impact to the ongoing business operations. It starts with a due diligence of the customer's landscape to ascertain the fitment for this model. Infosys can help customers understand the benefits of the move by conducting a workshop and would define the critical success factors to plan out the actual engagement. The next phase is the actual transition of the current support operations by a well-defined Methodology with pre-defined deliverables and checkpoints to evaluate the progress. In this phase we would acquire knowledge on systems, tools and process and define service level agreements.

Next comes the stabilization phase during which the tools and processes are standardized, people are trained on operational tasks and service levels are base-lined. The final phase is the Steady State where the support is taken over by the Shared Support team. Infosys Management will constantly monitor the transition and fine-tune and take appropriate actions to maintain the critical path until the support process is streamlined and stabilized in the new model. The entire process may take anywhere between 3 to 6 months depending upon customer's landscape and processes.

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Next Steps

For more information on our Shared Services offering or to partner with us, please contact es_sharedservices@infosys.com