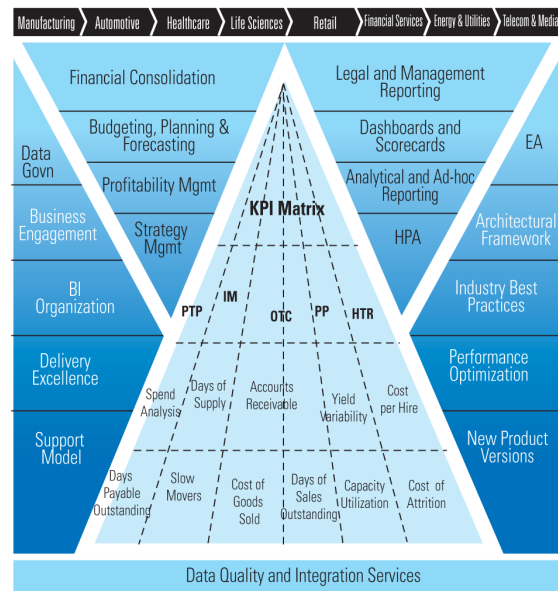


Enterprise Analytics and Performance Management

For the last five consecutive years, CIOs have rated Business Intelligence (BI) applications as their top priority (source Gartner CIO Survey) and no one will be surprised if the trend continues for the next five years as well. Such is the importance of BI in these competitive times. In our view, it is thus also important to ask yourself if your investment in BI is making a positive impact on your company's bottom-line? In essence, from a business perspective – are your key decision makers getting and using action-oriented and future focused information at the right time? and from a technical perspective – is your organization using the best-in-class tools, that improve user experience and efficiency, for your BI needs?

At Infosys, we consider that a BI implementation is not just about producing reports in silos. Instead, it is about looking beyond reports to build a unified performance management solution (Fig. 1) that:

- Considers your **industry domain** and its processes and nuances
- Provides a **KPI (Key Performance Indicator) framework** with analysis trails across your key business functions
- Provides for action oriented, forward looking, intuitive and high performance **analytics** across operational, tactical, management and legal compliance requirements
- Ensures a **closed loop** performance management such that execution at all levels is aligned with management strategy
- Considers the best in class **architecture** and technology roadmap that aligns with your enterprise architecture and IT strategy
- Considers a strategy for **data governance** including data integration and quality as well as metadata management
- Provides for a strong and pragmatic **program governance** including organization structure, business engagement, delivery excellence
- processes and robust support model From our experiences, we also firmly believe that:
- A BI implementation is **not a pure technical implementation**; active management and business buy-in and participation is critical for its success



Multiple SAP and non-SAP Transactional System
 EA: Enterprise Architecture, HPA: High Performance Analytics, KPI: Key Performance Indicator, PTP: Procure to Pay, IM: Inventory Management, OTC: Order to Cash, PP: Production Planning, HTR: Hire to Retire, BI: Business Intelligence

Fig 1: Infosys Unified Performance Management Solution

- It should be executed as a **strategic program** and optimized year-on-year to provide better business benefits and move up the **BI maturity curve**.
- A central **design authority team** with a 360p view of the implementation improves the long term strategy and usability of the implementation
- A suitable **layered and scalable architecture** should be deployed to ensure reusability and control the redundancies
- A strong **support model** that is tightly integrated with the implementation is required to ensure better **BI usability**

Infosys Service Offerings in Business Intelligence

Infosys has a vast BI experience with 550+ successfully executed projects and 250+ active customer relationships. We are a group of 5500+ dedicated professionals working on Datawarehousing (DW) and BI projects, 1400+ of these are focused on SAP NetWeaver (NW) Business Warehouse (BW) and Business Objects (BO). Amongst the Indian System Integrators, we have the largest pool of consultants in the SAP BW platform as reported by Forrester in its article 'To BW or not to BW', May 2009, this coupled with our growing strength in Business Objects (including Information Delivery, Information Management, Enterprise Performance Management and Governance Risk and Compliance) positions us as a strong partner of choice for our customers.

Our service offerings (Fig. 3) include the entire gamut of services right from BI strategy to application support. These are in the below areas with especially strong focus on the relatively newer areas of BO reporting and EPM.

- Business Objects (BO) – Explorer, Xcelcius, WebI, Crystal
- Enterprise Performance Management (EPM) – SSM, BPC, BFC, PCM, SPM, SCPM, FIM

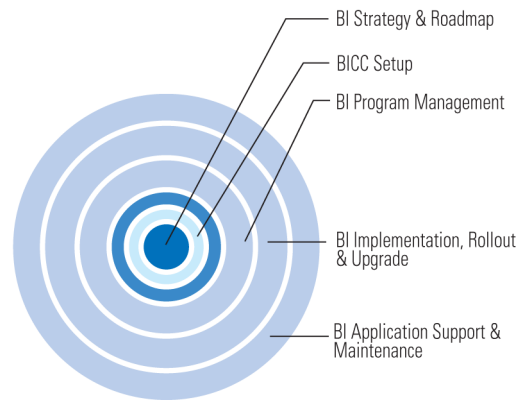


Fig 2: Infosys Service Offerings

Business Object Center of Excellence

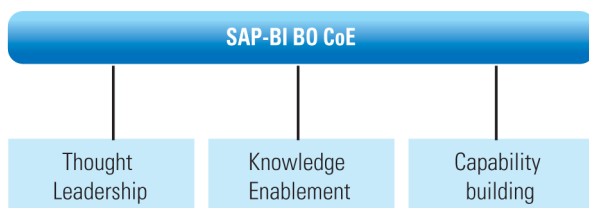
SAP's acquisition of Business Objects (BO) and its subsequent integration with SAP's BI platform provided an enhanced capability for all enterprises running SAP BI to integrate and exploit the offerings of the BO suite. Some of the differentiated offerings that the BO integration provided to SAP's BI platform were:

- Enhanced ad-hoc reporting capabilities
- Improved visualisation via dashboard based solutions
- Enterprise search capabilities
- Easier integration with non-SAP sources

While these offerings were extremely exciting for the SAP BI ecosystem but it also brought to fore a set of questions in the mind of enterprises running SAP BI or considering to adopt SAP BI, like:

- What is the direction in which the integration is headed?
- Will the current integration support all my needs?
- Should I start adopting BO right away or wait for a few years?
- How do I balance my reporting needs between BEx and WebI?

At the Infosys SAP BI BO CoE we strive to provide necessary guidance to our customers in order to help them make the right decisions so as to maximise the returns on their investments on the SAP BO suite



EPM Center of Excellence

Your CxOs may be faced with a multitude of questions:

- What are your key business goals & how are you tracking the progress?
- How well is your planning process controlled?
- How long and effort intrinsic is your close cycle?
- Is your present costing approach accurate?
- Do you know how much your company is spending on what and whom?
- What are your supply chain goals and how do you measure success?

SAP EPM solutions enable closed loop strategy to execution and provide your CxOs with optimal control, increased agility and greater context by:

- Delivering on corporate strategy with enterprise-wide alignment
- Streamlining planning, budgeting, forecasting
- Eliminating bottlenecks for a faster close
- Managing organizational costs and optimize profitability
- Maximizing savings, reduce supply risk
- Improving supply chain effectiveness



Benefits to our Customers

Process	Technology and BI Domain
<ul style="list-style-type: none"> Reduction in 25-45% cost using the global delivery model 15-20% faster time to market with extended work days across time zones Higher quality with better predictability – 96% projects delivered with zero defects and an average of 0.026 defects per Function Point (FP) delivered 24 X 7 availability of services by de-risking project environments – 99.96% up-time for systems maintained by Infosys Scalability and flexibility of resource ramp up and down Best skills, experience and talent across the globe 	<ul style="list-style-type: none"> Enterprise Datawarehouse implementations with a layered and scalable architecture that ensures 25-30% reusability across data marts Tools and utilities that automate manual activities or gaps in the SAP BI platform, these help improve productivity of projects by 8 - 10% Reusable design best practices and guidelines that can be used to ensure a robust and performing application and reducing project set-up and research efforts Technology and domain centers of excellence (COEs) that support prototypes, point of views, industry trends and product roadmap know-how

- For one of our large global customers in the manufacturing space we have built the BI organization with business representation at a regional and country level together with a central core team. The regional leads have been able to save millions of dollars by reusing 70-80% of reports built for a region with some localization.
- For one of our energy customers a support model has been built where any problem that repeats more than 5 times needs a root cause analysis and resolved either through a workaround or a permanent fix. Over one year the ticket volumes have reduced by 20% with high savings on maintenance costs.
- One of our leading life sciences customer implemented SAP BI as its EDWH following a layered scalable architecture (LSA) and best practices as suggested us. The implementation today houses >3 TB of data and 2000 users including senior management. The robust architecture has laid a strong foundation for future growth.
- A leading Pharma customer was provided with YTD KPI tracking, weekly regional sales forecasts and P&L forecasting by region. As per the business director “The BI solution provides standardization of reporting and how analysts and top management looks at the business, it also eliminates emails and multiple versions of reports, decreases errors and gives a clear ‘screenshot’ of business performance. Data is now available within seconds and the business saves more than 70 hours a month.”

Analyst Speak

FORRESTER

“Infosys is one of the top India-based consultancies in the SAP space. Its strategy and consulting services continue to grow, making it able to compete and win business against the largest multinational providers. Infosys has strong vertical expertise particularly across manufacturing, life sciences, CPG, and utilities. Infosys offers many compelling pricing and delivery models across implementation as well as ongoing support and maintenance of SAP.” Source: The Forrester Wave™: SAP Implementation Providers, Q3 2009 by Liz Herbert, August 10, 2009, Forrester Research Inc.

Infosys® | Building **Tomorrow's** Enterprise

For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.