



## When did you last measure the business impact of your technology investments?

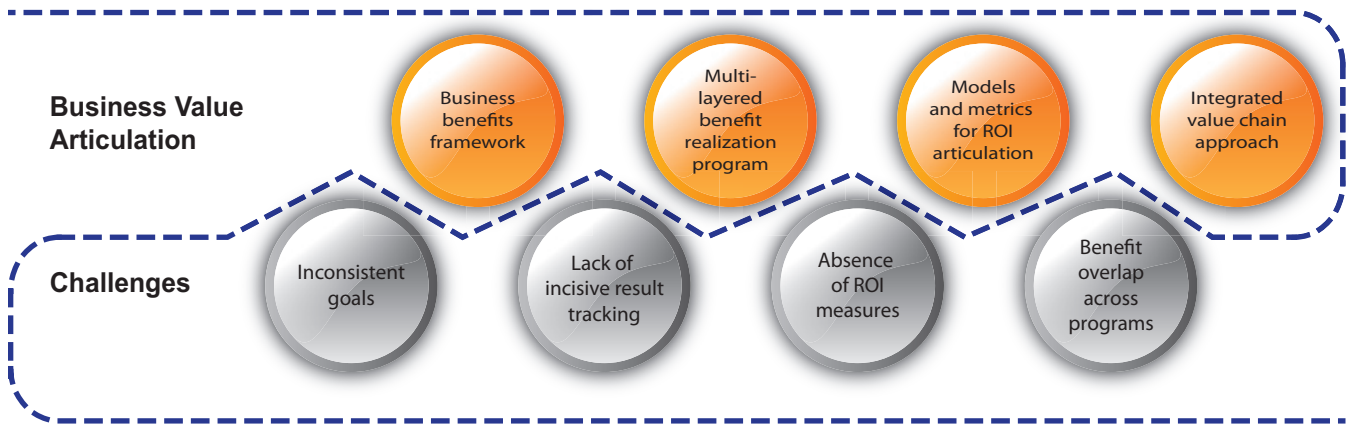
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Managing costs effectively can only take your business so far. What your enterprise really needs is accelerated growth. Whether it's entering new markets, introducing innovative new products, or initiating transformational process changes, you need to aggressively unlock the key value levers of your business. Very powerful waves of change are creating new opportunities. The advent of the digital consumer, smarter organizations simplifying their operations, and the emergence of the Cloud are some significant examples.

Interestingly, IT is inextricably linked to these emerging trends driving business growth. However, there is merit in exercising caution here. Often, technology investments do not deliver the business returns that enterprises expect. In fact, *when did you last measure the **business** impact of your technology investments?*

For too long, enterprises like yours have not been able to understand the true business impact of software implementations, technology purchases and consulting. Business value is rarely ever defined and even when it is, it overlaps across programs and is viewed differently by the critical stakeholders.

## Business benefits can be made readily visible



Infosys, a global consulting and IT services leader, is laser focused on delivering actual business value. If you have ever struggled to justify ROI or to define and track real business outcome, rest assured that we are built from the ground up to solve that for you. Whether it's a typical 'business-as-usual' engagement or handling your largest, most complex projects, Infosys helps you derive the measurable business value that you have always been looking for from business and IT investments.

## We deliver measurable business value in 3 ways

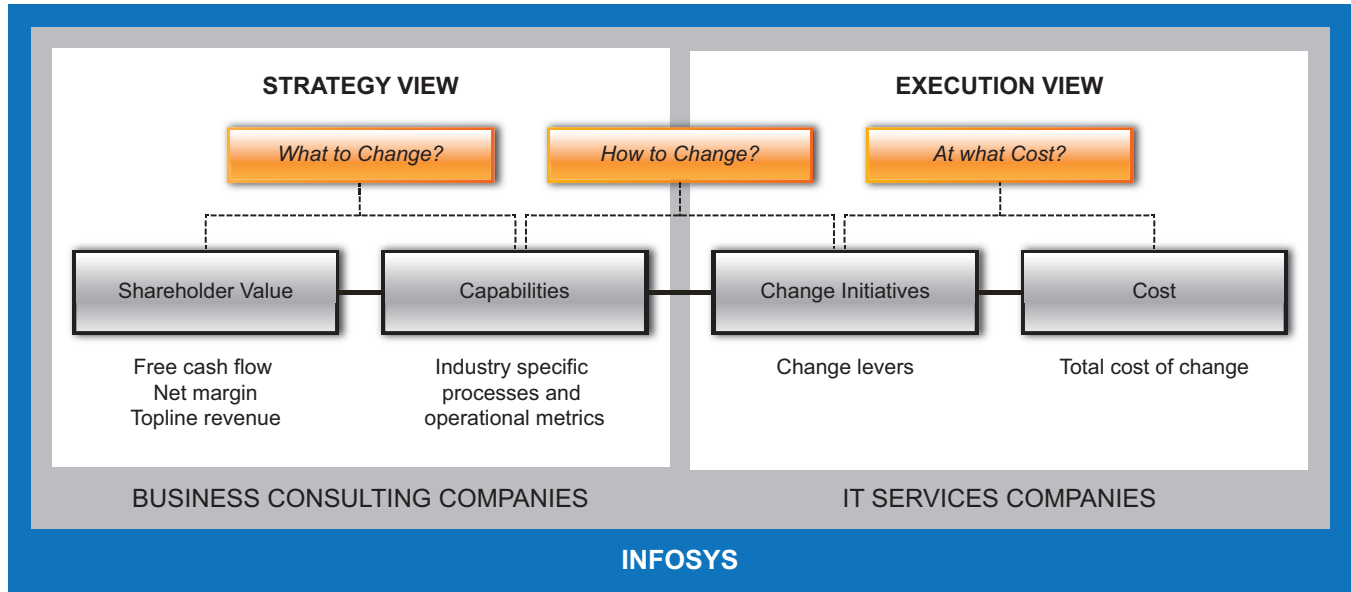
Infosys can solve your complex business challenges and help your enterprise derive measurable business value from 3 focus areas:

1. **Business Transformation:** Consulting-led approach to identify critical shareholder-value levers and drive growth through tightly linking business consulting with enterprise solution delivery
2. **Accelerating Innovation:** Powerful research arm that can be leveraged as a co-creation engine to harness opportunities created by emerging business trends
3. **Efficient Operations:** Proven best-practice approach to efficiently run small or large portions of your business and free up resources for transformation and innovation-led growth projects

### *Business Transformation*

Infosys has developed a world-class business consulting model to ignite technology-led transformation for enterprises. Our team is led by senior consultants with extensive experience in business strategy development. Organized around business verticals, such as banking, retailing and telecom, these consultants and their teams ensure that our solutions are enriched with all the advantages that deep domain expertise brings.

## Integrated approach to delivery of business results



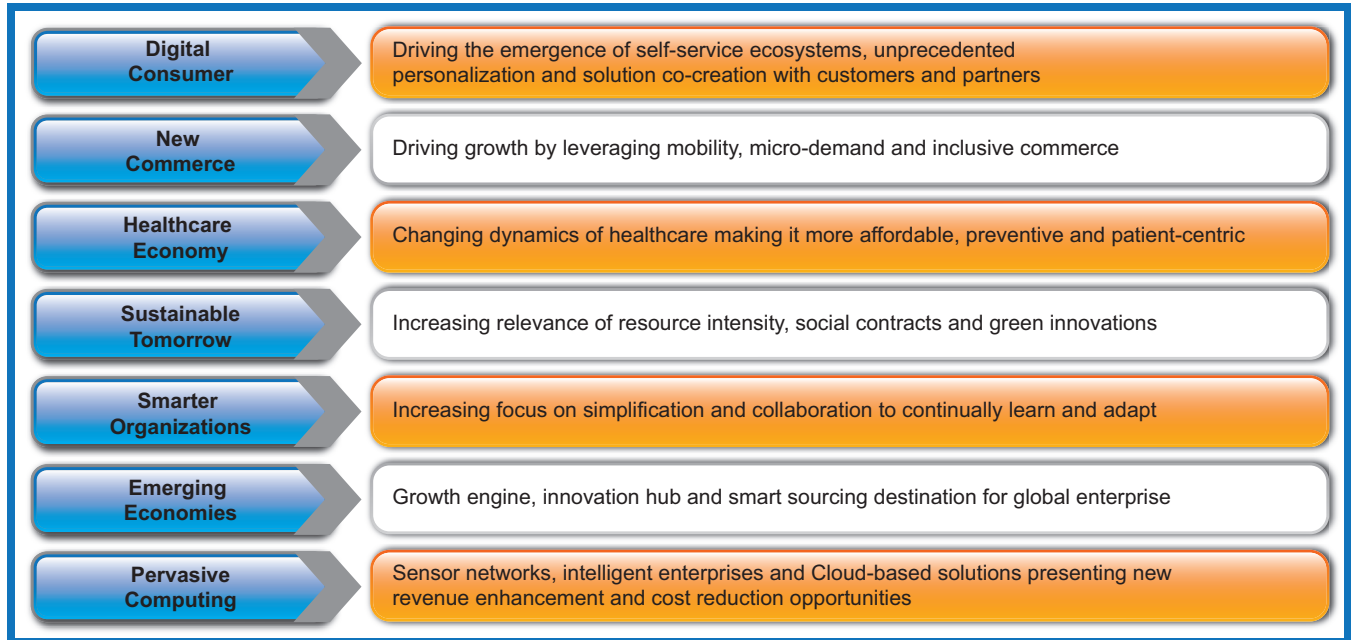
Unlike early generation consulting models, Infosys tightly integrates business consulting with enterprise solutions delivery. Our teams are trained to understand the linkages across functional groups and manage the impact of change on cost and performance across the value chain. From imagination to realization and all the way through to sustainment – by partnering across the entire spectrum - Infosys delivers real business return on investment from your large consulting and IT projects.

Infosys has developed cutting-edge proprietary modeling and simulation tools that enable our teams to have clear line of sight to the impact of change initiatives on shareholder value and drive towards optimal solution delivery. Our proprietary value realization model brings to your transformation journey proven best-practices to minimize the cost of change while steadily growing your business.

### *Accelerating Innovation*

As you partner with Infosys to leverage new business growth opportunities, our emphasis is on accelerating innovation by delivering path breaking solutions or co-creating it with you. With so many rapidly changing technologies to consider and potentially adopt, our approach is to give you access to the many innovations stemming from Infosys Labs, our award-winning research and development facility. We make you more competitive by injecting into your business the technology prowess to enter new markets and break into new product categories. As the hub of our innovation engine, Infosys Labs is powered by over 600 experts focused on 7 game-changing trends that offer the greatest potential for IT-led innovation.

## Where IT-led innovation truly pays off



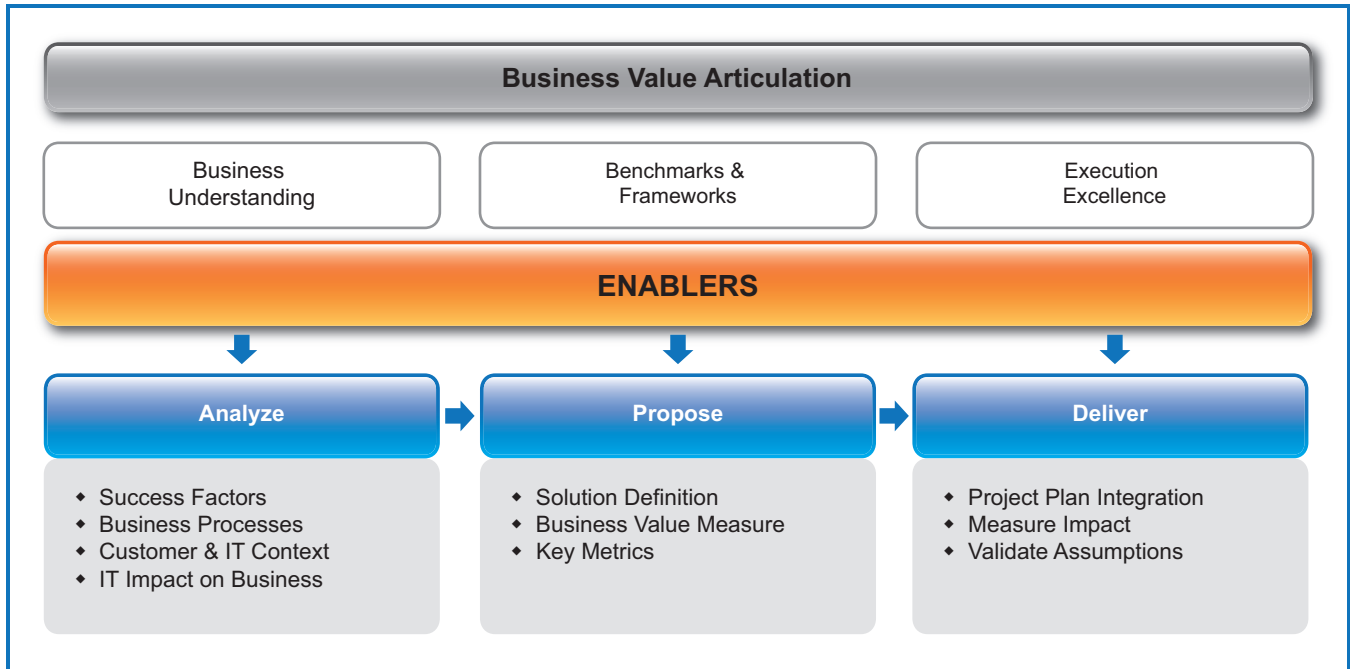
We are also firm believers in the merits of co-creation. We routinely engage with customers and partners to set up joint innovation centers to co-develop solutions for complex business problems. Spanning across diverse industries and enterprise platforms, we offer deep domain and technology strengths that you can harness as a starting point to build and customize a solution – significantly accelerating its impact and time-to-market.

### *Efficient Operations*

At Infosys, we pioneered and perfected the global delivery model, introducing to our customers the ability to move technology work to different locations where talent is readily available and quality is both impeccable and cost competitive. Over the years we have applied this model to a full range of services - both technical and business. Our IT services such as application integration, testing, maintenance and infrastructure management ensure your operations are fully optimized. Our business process outsourcing and management services, such as customer service delivery, human resource outsourcing and procurement handling, drive down process costs while greatly enhancing their efficiencies. Most importantly, as part of our strategic sourcing approach, these services free up resources that can then be deployed to drive transformation and innovation initiatives.

Infosys delivers a trusted Cloud ecosystem for its clients. Our offerings address all aspects of Cloud adoption backed by a best-in-class partner ecosystem. We take complete lifecycle ownership of your Cloud initiative providing you with a single point of accountability. Our industry-leading services in the Cloud enable several line-of-business functions such as sales, marketing and human resources along with industry functions such as banking. We host, operate and manage these services on a subscription-based pricing model providing you with rapid time-to-value.

## Proven framework for business value articulation



Complementing our operations capability is our associated Business Value Articulation methodology. Built on the pillars of analyze-propose-deliver, it guarantees that you can review the ROI of your engagement with us and are well-positioned to justify the business value of any aspect of the project in clear measurable terms.

Our relentless service execution capability draws strength from world class teams that are unusually well-trained. Our employees undergo an intensive 24-week training regimen at our world-class training facility before engaging with a customer.



For more information, contact [askus@infosys.com](mailto: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](http://www.infosys.com).