

Confluence

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Innovate. Collaborate. Accelerate

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Kris Gopalakrishnan
Chief Executive Officer

The world as we see today...

- Uncertainty in global economic recovery period
- Rapid shift in bargaining power towards consumers
- Speed of innovation driving customer expectations
- Intense war for the best global talent
- Rapid rise of the emerging economies
- Inevitable patterns of demographic shifts
- Increase in “accountability” regulations

To win in this “flattening” world, companies need to shift their operational priorities



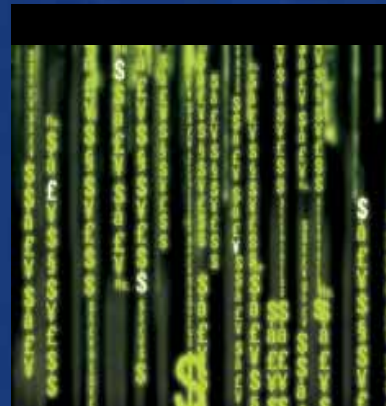
from cost as a barrier to growth to cost as a fuel for growth

1



from customer loyalty through good service to customer loyalty through rapid innovation

2



from spending money on information to making money from information

3



from winning in the straightway to winning in the turns

4

A new paradigm of business efficiency...

MAGNITUDE OF REDUCTION
IN CYCLE TIME, COST,
EFFORT, RISKS

SCALABLE VIRTUAL ACCESS
TO CLIENTS, MARKETS,
RESOURCES, CAPITAL

Design

Produce

Sell

Distribute

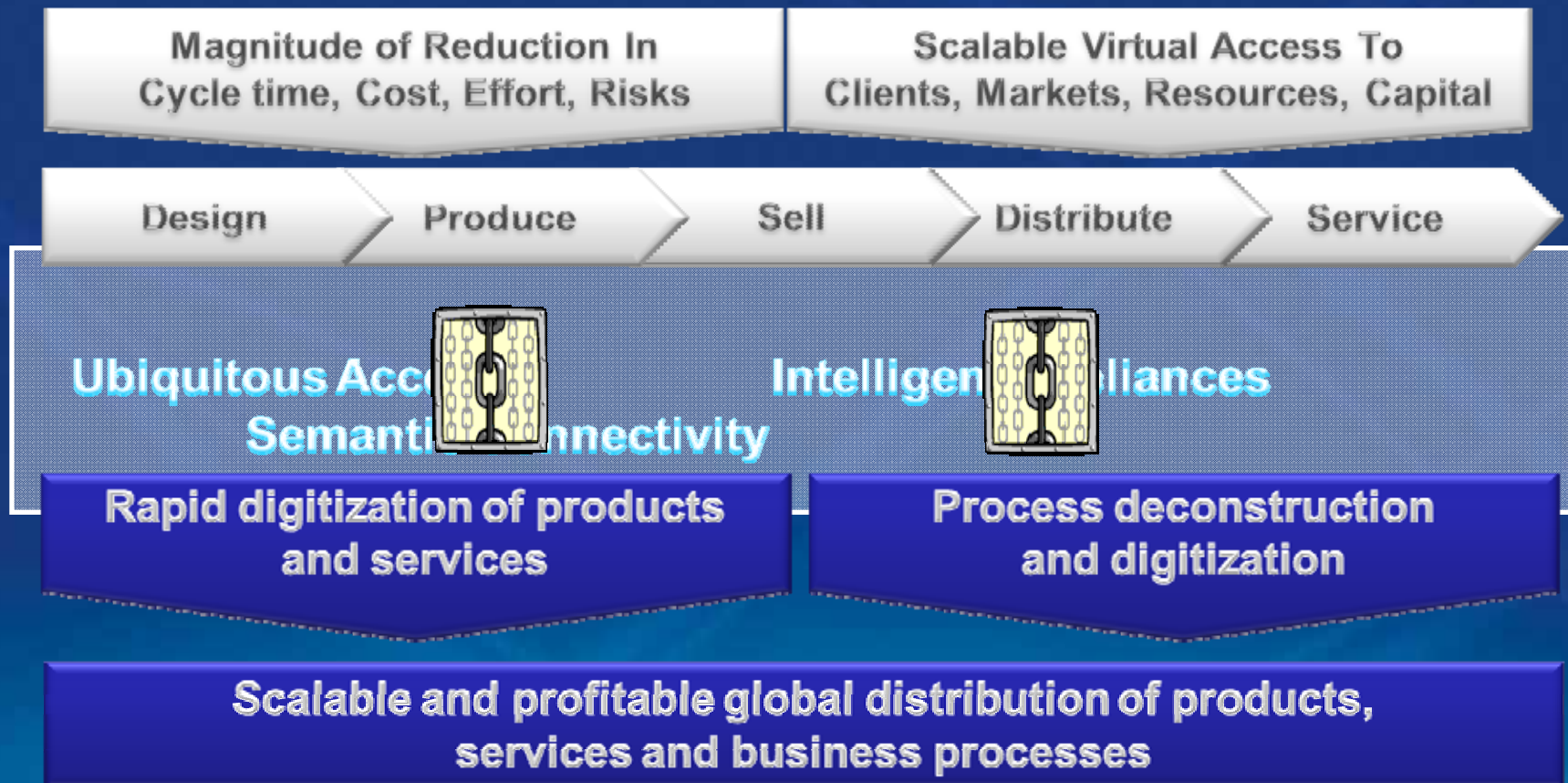
Service

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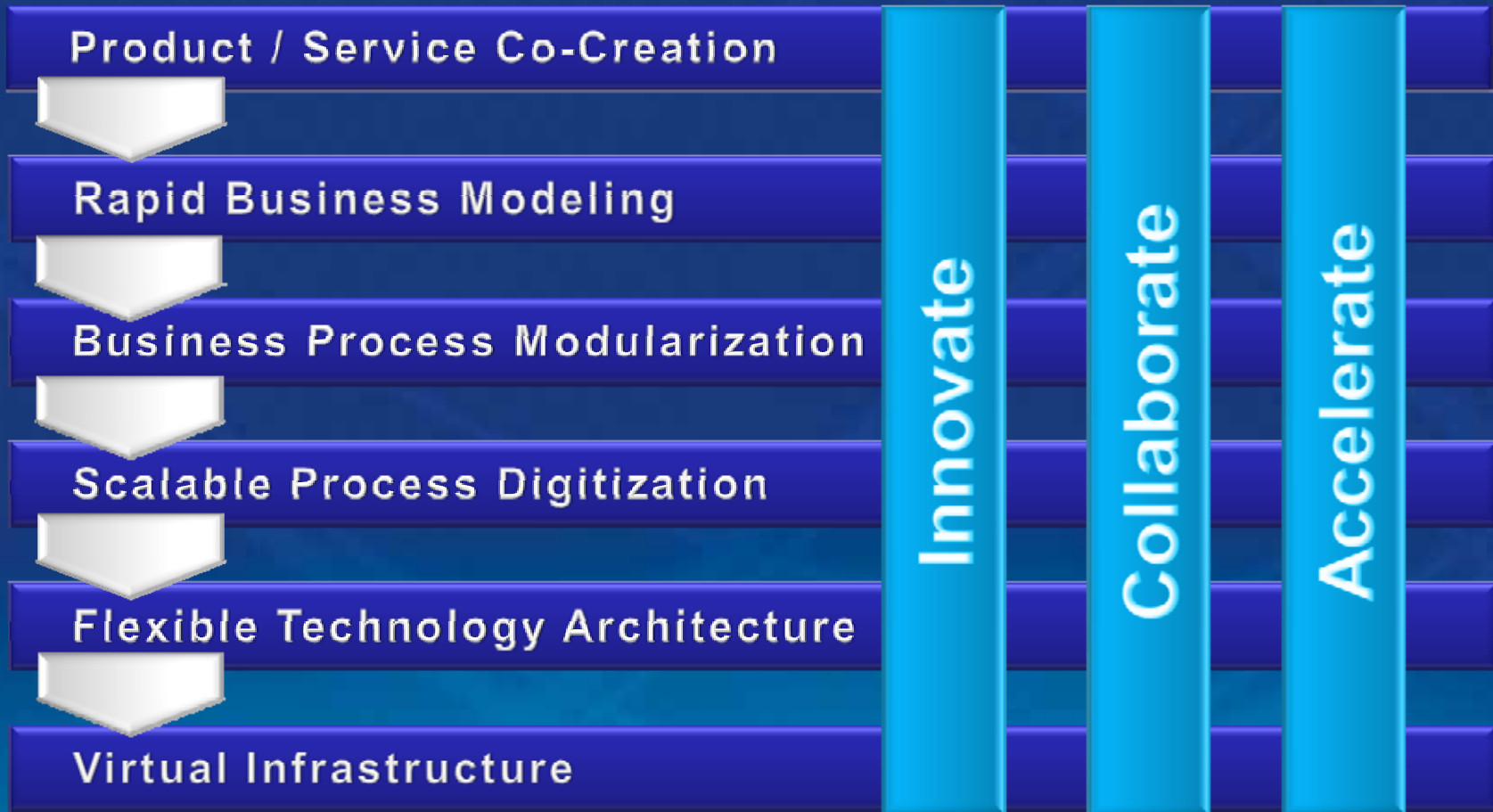
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Technology: The vital link to realize the new paradigm



The new mindsets to build competitive advantage



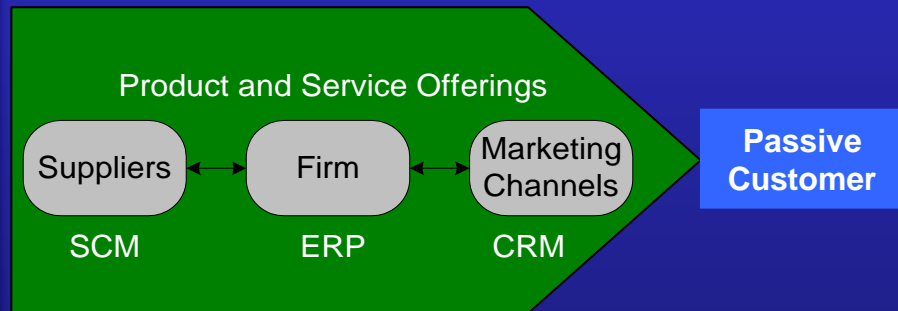
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Experience Co-creation: Collaborating beyond the organizational boundaries

Traditional Innovation Process

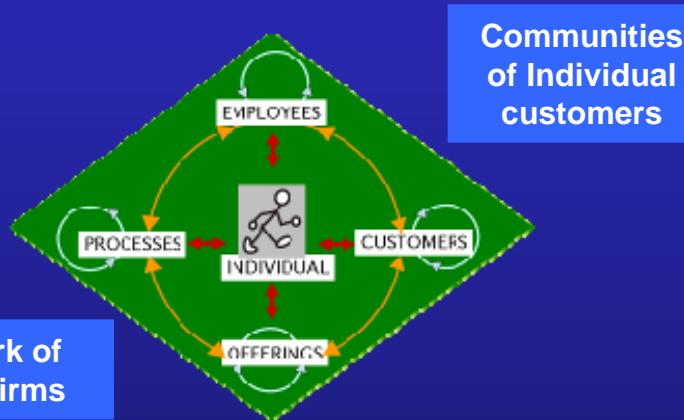


Proactively create competencies around active and networked co-creators

Create unique experience environments using the DART principles:

- Dialog
- Access
- Risk Management
- Transparency

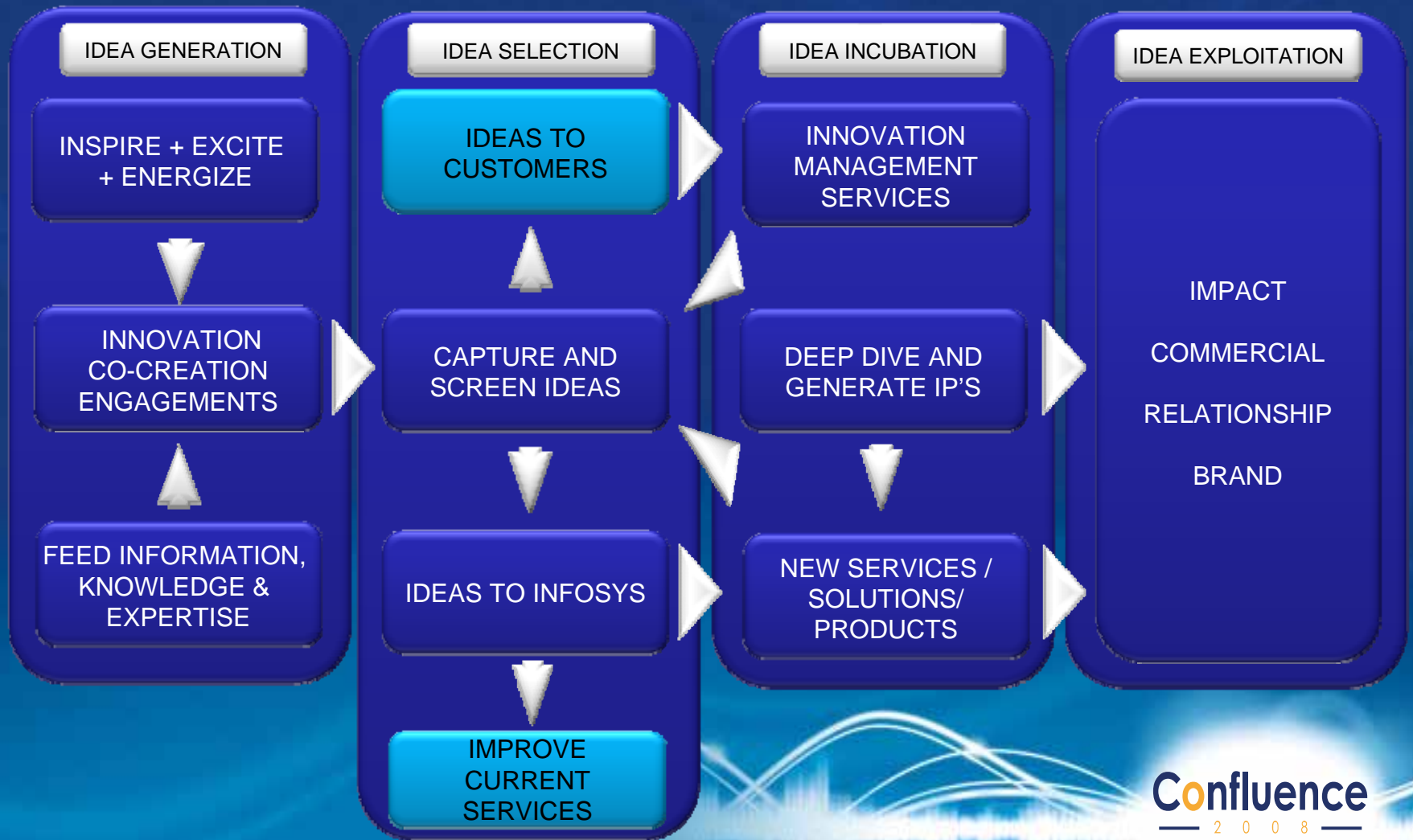
Experience Co-Creation Process



Network of nodal firms

Employ technology to enable linkages within and across experience environments

Infosys Innovation Co-Creation Platform



Infosys co-creation program was initiated in 2006 in collaboration with Prof. Venkat Ramaswamy from Ross School of Business, Michigan and Software Engineering and Technology Labs, the Research & Development arm of Infosys

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In summary...

- » Businesses need to re-architect their organizations to increase flexibility, adaptability, agility and reduce costs
- » More than ever before, it is an imperative to **innovate, collaborate and accelerate**

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Thank You

www.infosys.com