

MARKET NOTE

Infosys Microsoft Business Applications Practice: Building Smarter and Resilient Enterprises for the New Normal

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Infosys Microsoft Business Applications Practice: Building Smarter and Resilient Enterprises for the New Normal

Leveraging a host of Microsoft technologies, solutions/intellectual properties (IPs), and services, Infosys' Microsoft Business Applications (MBAS) practice is at the forefront of helping customers create resilient and live enterprises for customers and their ecosystems amid the pandemic disruptions. This document discusses the key takeaways from IDC analysts who recently attended a briefing from Infosys' MBAS team.

Key Takeaways

- Application SPs in Asia/Pacific (excluding Japan) (APEJ) are recalibrating their value propositions to meet customers' immediate challenges. The Infosys MBAS team has underpinned its go-to-market (GTM) approach under the "Platform of Possibilities 2.0" theme, which aims to create a "Resilient and Live Enterprise."
- Infosys has improved its efforts to help navigate enterprises stress tested by the COVID-19 pandemic, especially as they return to work with a host of Microsoft technologies and proprietary frameworks.
- Infosys aims to achieve its vision by delivering transformational outcomes through various forward-looking strategies focusing on customer experience (CX).
- Infosys has also launched a comprehensive cloud strategy with Infosys Cobalt, a set of services, solutions, and platforms acting as a force multiplier for cloud-powered enterprise transformation. Infosys' MBAS offerings are now part of Infosys Cobalt.

Source: IDC, 2020

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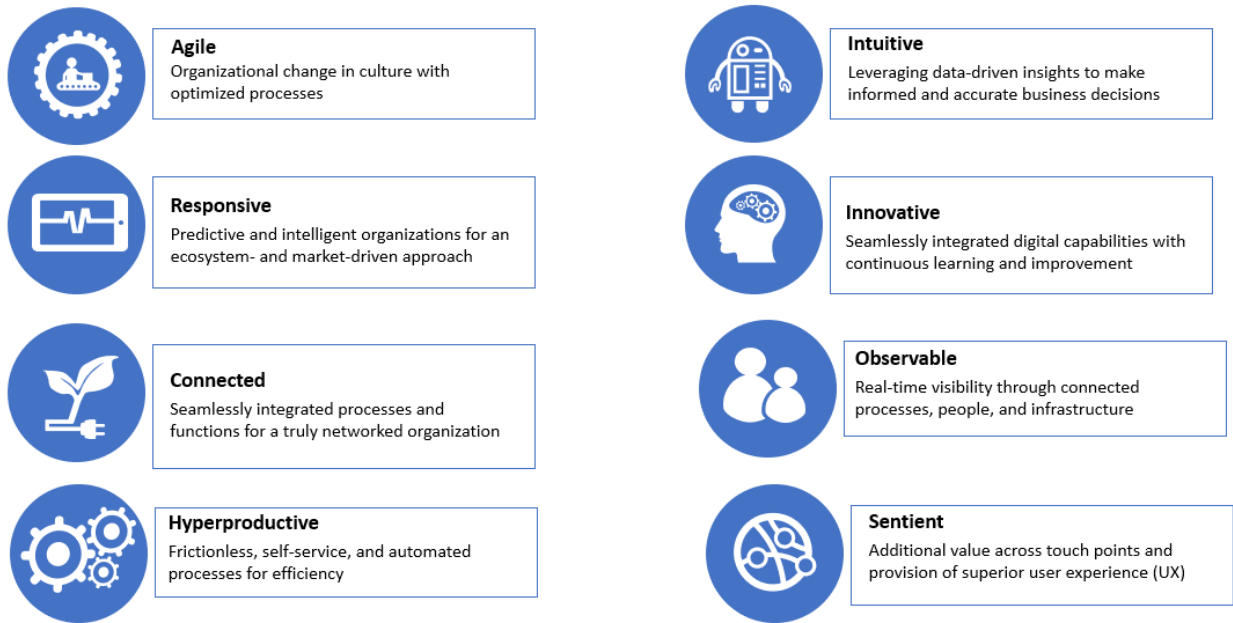
Last August 2020, IDC analysts interacted with the Infosys Microsoft Business Application (MBAS) team. This market note provides a quick overview of how Infosys MBAS practice is accelerating toward building a smarter and resilient enterprise with its "Platform of Possibilities 2.0" theme and how it is gearing up to capitalize growing opportunities amid COVID-19 disruptions.

Building a Resilient and Live Enterprise

The Infosys MBAS team has underpinned its go-to-market (GTM) strategy under the Platform of Possibilities 2.0 theme, which aims to create "Resilient and Live Enterprises" that can effectively respond to market disruptions and deliver core business goals by reimagining its digital capabilities to continuously evolve, learn, and innovate. Infosys' view of Live Enterprises touches multiple dimensions outlined in Figure 2.

FIGURE 2

Infosys' Resilient and Live Enterprises



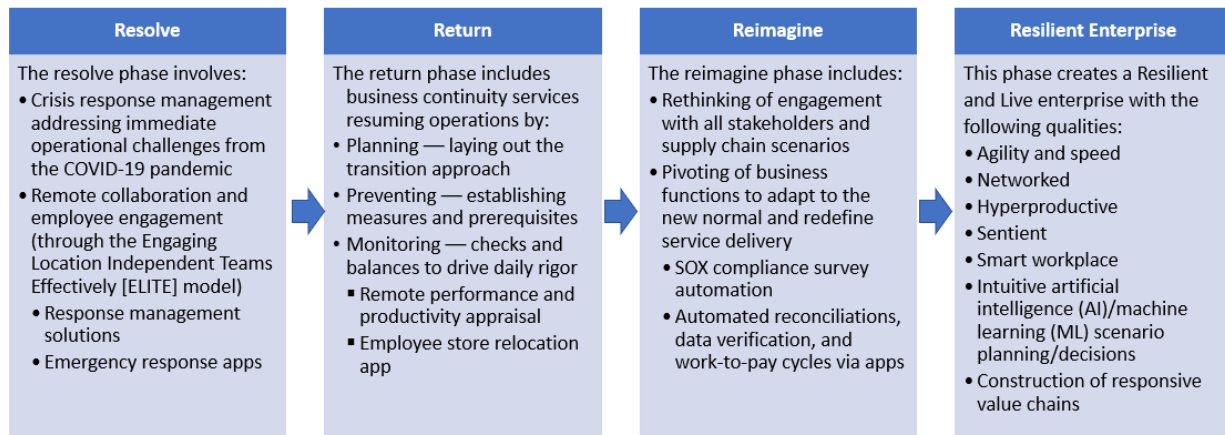
Source: Infosys, 2020

Navigating the COVID-19 Crisis

Infosys has improved its efforts to help navigate enterprises stress tested by the COVID-19 pandemic, especially as they return to work. Infosys' MBAS team aims to unlock the Microsoft platform's full potential to answer the crisis' immediate challenges, followed by establishing a business continuity service to resume operations and help enterprises pivot business functions and adapt to the new normal. Figure 3 outlines how Infosys is guiding organizations through the COVID-19 business life cycle, enabling their return to work and leveraging MBAS and redefined service delivery.

FIGURE 3

Infosys' Return-To-Work Approach



Source: Infosys, 2020

Gearing Up for the Future

Infosys aims to achieve its vision of creating a Resilient and Live Enterprise by delivering transformational outcomes through various forward-looking strategies focusing on customer experience (CX). IDC has briefly described some of Infosys' focus areas:

- **Creating exceptional CX.** Infosys aspires to provide differentiated CX through its strategic investments in people and intellectual property (IP), such as SmartMove application modernization frameworks and tools, to accelerate client transformation journeys during the pandemic. Additionally, Infosys plans to leverage Microsoft Power Platform, which consists of Microsoft Power BI, Microsoft PowerApps, Microsoft Power Automate, and Microsoft Power Virtual Agents, to help organizations build rapidly deployable solutions addressing the need for managing communications throughout an organization. Infosys relies on its Power Platform Center of Excellence (COE) to conceptualize and deliver best-in-class experience for clients using Microsoft Power Platform solutions backed by common data services. The company also deployed some notable solutions during the crisis, such as a rapid response registration solution for a leading healthcare provider, which helped healthcare staff and nurses recruitment and onboarding; an emergency response app, which empowered a major telecommunication provider to enable connectivity, disseminate information, and track work/leave status; a virtual justice solution, which helped run virtual courts that leveraged Microsoft Power Platform and Microsoft Teams; and a self-diagnosis support system for a major hospital, which helped track and support patients after discharge.
- **Moving beyond table-stake capabilities.** Infosys is shouldering concerted efforts to drive differentiation in the market by extending its capabilities and breadth of services beyond table stakes. According to IDC's *2020 IDC Asia/Pacific (Excluding Japan) Enterprise Services Sourcing Survey*, the key differentiators customers look for in their implementation partners include the ability to demonstrate strong industry capabilities, visibility to product partners, and drive to deliver key business outcomes. In this regard, Infosys leverages solutions built on its Reference Organization Model (REFORM) framework, a preconfigured reference solution

tailored to industries or lines of business (LOBs), using end-to-end process flows and best practices enabling key business outcomes for clients.

- **Developing a crisis management framework with the ELITE model.** Digital workplace service technologies, especially those enabling remote working capabilities, have sharply risen amid the COVID-19 pandemic. As such, Infosys has developed Engaging Location Independent Teams Effectively (ELITE), a remote working model leveraging Microsoft tools, best practices, and controls to address five key challenges: high face-time needs, business stakeholder involvement, team colocation, right talent in real time, and data security and protection.
- **Using new engagement models.** As enterprises enter the pandemic's recovery phase, they will demand new engagement and pricing models that are closely tied to cost management and value realization. Infosys has positioned new engagement models as a key element in its GTM strategy and complemented Microsoft's vision of measuring customer success from partner-enabled key business outcomes.
- **Employing hybrid agile methods of project delivery.** In the new normal, enterprise customers will no longer spend months building black-box solutions not showcasing up-front value. Consequently, Infosys continues to bolster its agile implantation methodologies and productize service offerings in industry verticals to accelerate client transformation journeys with solutions delivering value early in the implementation cycle.
- **Driving digital learning enablement.** COVID-19 disruptions have accelerated organizational drive to reinvent how workforces are trained and engaged. In fact, many organizations are already moving to online channels for their workforces' training and development because of the high degree of personalization and convenience. The company has created an integrated learning platform using Wingspan, a training and development platform, and Microsoft Dynamics 365 to help drive digital learning enablement for clients not just IT skills but also in other areas, such as service representatives, finance, design, languages, and other domain- and process-related topics.
- **Maintaining industry focus.** Infosys' GTM approach is also pivoted around industry-focused solutions and offerings, helping their customers become a Live and Resilient enterprise. The solutions and innovation that leverage consulting offerings and the Microsoft stack have helped bring greater benefits on the edge and in ecosystems (e.g., in the field-service transformation of a large integrated SP in Asia/Pacific). Additionally, they have also modernized legacy estates with state-of-the-art products from the MBAS arsenal, which has aided the entire financial, supply chain management (SCM), and human resources (HR) functions of a large Asia/Pacific-based telecommunication company. Infosys' solutions and offerings have also managed compliance (e.g., with a cross-border tool at a large multinational financial services company that enabled relationship managers to be more effective) and talent recruitment and onboarding for the government (e.g., through a leading workforce SP). With these, Infosys has helped expand market and services with numerous partners.
- **Building cloud-first capabilities.** Recognizing that clients operate in hybrid and multicloud environments, Infosys launched Infosys Cobalt, bringing together a set of services, solutions, and platforms under one umbrella for enterprises to accelerate their cloud journey. With Infosys Cobalt, regulatory and security compliance and technical and financial governance come with every delivered solution. The MBAS practice has developed multiple offerings — all part of Infosys Cobalt — to help companies create seamless experiences in public, private, and hybrid cloud environments.

IDC'S POINT OF VIEW

Although IDC surveys have indicated that enterprises are reprioritizing spend on technology and associated services, focus on application modernization remains largely unchanged. In fact, according to IDC's *2020 IDC Asia/Pacific (Excluding Japan) Enterprise Services Sourcing Survey*, 30% of respondents indicated that they plan to increase spending on application modernization services. It is interesting to note that in addition to providing differentiated CX, customers are also associating new business outcomes, such as high-level resiliency, better time to value, and agility, to their application modernization initiatives. Overall, Infosys' MBAS team has successfully integrated these changing customer business requirements into its GTM approach. Aside from the ELITE framework enabling transformational service delivery, customers will benefit from accelerated time to market enabled by the REFORM industry and LOB solutions. They will also have better ROI from agile implementation methodologies, which have become their differentiation's centerpiece. IDC also find that Infosys' decision to wrap its transformative services with new engagement models will resonate well, with clients expecting their service partners to have more skin in the game. Additionally, as Microsoft focuses on measuring customer success as a key performance indicator (KPI) for partners, new engagement models hinged on outcomes will be Infosys' added advantage to increase its credibility in the partner community.

IDC believes that approaching customers should be an ecosystem effort to strengthen relationships laying the foundation for growth. Although Infosys is collaborating with the local systems integration (SI) and ISV partner ecosystems to expand its regional footprint, a well-defined plan for joint market approaches with Microsoft — pre- and post-pandemic — will benefit Infosys. In this regard, the company must more prominently showcase its ongoing co-innovation efforts with Microsoft in its customer approach to ensure them that it can provide visibility to product partners.

LEARN MORE

Related Research

- *What Are the Top Capabilities Enterprises Find as a Differentiator and as Essential in a Customer Relationship Management and Enterprise Resource Planning Implementation Partner?* (IDC #AP46758520, August 2020)
- *Asia/Pacific (Excluding Japan) Application Management Services Market Shares, 2019: IDC's Top 10 Vendors* (IDC #AP45396320, June 2020)
- *Asia/Pacific (Excluding Japan) Application Management Service Forecast, 2019-2023* (IDC #AP45395920, March 2020)

Synopsis

Leveraging a host of Microsoft technologies, solutions/intellectual properties (IPs), and services, Infosys' Microsoft Business Applications (MBAS) practice is at the forefront of helping customers build smart and resilient enterprises amid the COVID-19 pandemic disruptions in Asia/Pacific (excluding Japan) (APEJ). This document discusses the key takeaways from IDC analysts who recently attended a briefing from the Infosys' MBAS team.

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