

## Infosys and WPP unveil the first comprehensive cloud-based platform that simplifies digital marketing - Infosys BrandEdge™, in partnership with Fabric, a WPP company

*Three leading Global 200 companies are leveraging the platform to accelerate digital engagement*

**Bangalore, London, New York: April, 23, 2012:** Infosys, the global consulting, outsourcing & technology leader, and WPP, the world's largest communications services group, today unveiled Infosys **BrandEdge™** in partnership with Fabric, a WPP company. This first-of-its-kind comprehensive cloud-based offering simplifies digital marketing by bringing together integrated marketing and technology expertise on a single unified platform. It transforms the full spectrum of digital marketing activities including creation and management of digital properties, data management, coordination with multiple partners, and campaign execution.

The platform was launched by **S. D. Shibulal, Chief Executive Officer and Managing Director, Infosys** and **Sir Martin Sorrell, Chief Executive Officer, WPP** at the newly inaugurated Infosys Experience Center in London.

Digital marketing has become extremely complex and fragmented given the nature of campaigns that are executed today. High quality of consumer analytics is critical for faster decision making and seamless campaign execution - across multiple geographies and languages, working with multiple agencies and targeting consumers across channels. Infosys **BrandEdge™**, in partnership with Fabric, a WPP company, is designed to provide a single, flexible solution for large-scale organizations to simplify this complexity.

Powered by an underlying **BLUE framework**, the platform comprises four modules that enable marketers to efficiently **BUILD** digital assets, effectively **LISTEN** to and **UNDERSTAND** target segments and easily **ENGAGE** consumers across a wide array of digital channels.

- **BUILD:** Helps marketers create, manage, and reuse digital properties efficiently. It brings together internal and external stakeholders on a single platform to collaborate seamlessly, reducing time-to-market by up to 40 percent and costs by up to 30 percent.
- **LISTEN:** Integrates, owned and earned digital asset data, with CRM data and other third-party data sources to allow organizations to set measurement, privacy and security standards and control this data. This unified view of the consumer can be made available in real-time across the organization and can be shared with other toolsets or services such as media buying or advertisement serving technologies.
- **UNDERSTAND:** Provides advanced intelligence to analyze consumer behavior across multiple digital channels. The fine-grained, interactive and consumer-centric reports enable marketers to improve targeting of existing consumers. The real-time and bespoke analytics help identify new segments faster.
- **ENGAGE:** Helps marketers maintain homogeneity in communication across digital channels. It provides a common gateway to a catalogue of pre-integrated marketing tools to connect with consumers across a range of digital channels, such as email, social media and advertisement gateways.

Offered in the Cloud, the platform is available in a subscription-based, pay-per-use model. This will enable marketers to convert their capital expenditure into variable operational expenditure while embracing the latest advances in technology and marketing.

**S. D. Shibulal, Chief Executive Officer and Managing Director, Infosys** said: "As organizations work towards building tomorrow's enterprise, they must deliver personalized

products and services to an informed and discerning digital generation. Infosys **BrandEdge™**, in partnership with Fabric, is a unique platform that provides the agility needed to tap the true potential of digital marketing, accelerate consumer engagement and drive growth. With our deep industry experience, drawn from working with over 600 clients across domains, and proven cutting-edge technology leadership, we are uniquely positioned to develop offerings such as Infosys **BrandEdge™** and drive innovation-led growth for our clients."

**Sir Martin Sorrell, CEO of WPP, said:** "It seems to us that clients are seeking simpler solutions in an increasingly complex marketing world. The application of technology and data analytics to accelerate effectiveness and efficiency is well established. However, the traditional approaches of technology and marketing rarely speak the same language. Infosys **BrandEdge™**, in partnership with Fabric, a WPP company, provides a comprehensive solution to bridge this divide and help our clients create unique personal experiences for consumers."

#### **Additional Links**

[Infosys BrandEdge Website](#)

[Infosys Edge Website](#)

[Fabric Website](#)

[WPP Website](#)

#### **About Fabric**

Fabric WorldWide Ltd is a specialist technology company and provider of WPP's client side platform. Our technology is based around The Fabric client-side DMP and Marketing Operating System, which allows marketing data and ways using this data to deliver relevant communication programs to be consistent across channels, and across different parts of the client's organization. The purpose of the business is to enable clients to use the consumer signals from digital channels faster, more intelligently and more centrally in their business

#### **About Infosys**

Many of the world's most successful organizations rely on the 150,000 people of 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)

#### **Safe Harbor**

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal

restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2011 and on Form 6-K for the quarters ended September 30, 2011 and December 31, 2011. These filings are available at [www.sec.gov](http://www.sec.gov). Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

**For more information, contact:**

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