

## Knowledge Services



### Infosys Analytics Offering

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Infosys offers Analytics as a Knowledge Service - to help businesses monetize information & stay ahead of competition. Through resources with experience in industry leading reporting & analytic platforms like SAS, flexible delivery models and innovative pricing options, Infosys delivers business reporting & MIS services, data analysis for business insight generation, and statistical & financial modeling services; all with a focus on delivering measurable business value.

## Introduction

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Business Reporting & MIS Services	Data Analysis for Business Insights	Statistical & Financial Modeling Services	Analytic Point Solutions
<ul style="list-style-type: none"> <li>Setting up scalable business reporting services catering to enterprise wide reporting needs</li> <li>Report delivery services by leveraging Business Intelligence environments like SAS BI or other existing reporting tools</li> </ul>	<ul style="list-style-type: none"> <li>Analyzing data to support business insight generation &amp; strategy development across: CRM &amp; Marketing, Risk, and other functions</li> <li>Ability to perform data analysis using industry leading analytic tools like SAS, or existing data &amp; analytic tool environments</li> </ul>	<ul style="list-style-type: none"> <li>Conceptualize, develop &amp; maintain statistical prediction models for a range of applications like New Customer Acquisition, Campaign Response, Cross Sell, and Churn Prediction</li> <li>Financial Model development, performance monitoring &amp; maintenance services for enterprise wide credit, operations &amp; market risk management</li> </ul>	<ul style="list-style-type: none"> <li>Focused Analytic Solutions supported by pre-defined templates &amp; methodologies</li> </ul> <p><i>Solutions</i></p> <ul style="list-style-type: none"> <li>Performance Monitoring of Scorecards for Banks</li> <li>Rate Case Filing Support for Utilities</li> </ul>

## Business Reporting & MIS Services

Scalable Business Reporting Services	More than 50% of reporting needs of large organizations having a multi-geography, multi-product footprint are serviced through highly localized reporting environments including regular office applications. Scalable Business Reporting Services, offered by Infosys can bring about immense business value in such situations: upfront value through consolidation and ongoing value through a technology led incremental innovation & transformation approach (standardize, simplify, automate, transform).
BI Reporting	Infosys also delivers Business Reporting & MIS Services by leveraging existing data warehouse & reporting environments, or develop report prototypes and deliver them through querying utilities even as the Business Intelligence roadmap of an Organization takes shape. We provide report delivery services on BI environments like SAS BI and by leveraging various utilities for SQL Querying.

## Data Analysis for Business Insights

We help analyze data from enterprise data warehouses, and also external sources (like Credit Bureaus, Demographic data vendors, Syndicated Point-of-Sale & Household Panel data) to deliver customized analysis catering to a range of business needs. Depending on the need, we either leverage our own SAS Analytics platform, or our client's existing data & analytics environment to deliver such analyses.

## Statistical & Financial Modeling Services

We also service needs for development, validation & redevelopment of Statistical as well as Financial Models for a wide range of business applications like Campaign Response Modeling & Customer Churn Prediction and Enterprise wide Scorecard Model Validation. Our predictive modeling service is delivered using tools like SAS, SPSS and open source tools like R & WEKA.

Analytic Point Solutions: Infosys offers a few industry focused solutions like Performance Monitoring of Scorecards, aimed at servicing needs of Banks & Financial Institutions.

## Service Offerings Across Industries

<p><b>Banking &amp; Capital Markets</b></p> <ul style="list-style-type: none"> <li>• CRM &amp; Cross Sell Analytics</li> <li>• Collection Analytics</li> <li>• Capital Market Risk &amp; Pricing</li> <li>• Performance Monitoring of Scorecards*</li> </ul> <p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• CRM &amp; Cross Sell Analytics</li> <li>• Claims Analytics</li> <li>• Model Validation</li> <li>• Performance Monitoring of Scorecards*</li> </ul>	<p><b>Retail</b></p> <ul style="list-style-type: none"> <li>• Shopper Insights &amp; CRM Analytics</li> <li>• Merchandizing &amp; Store Analytics</li> <li>• Pricing Analytics</li> <li>• Demand Forecasting &amp; Inventory Analytics</li> </ul> <p><b>Consumer Goods</b></p> <ul style="list-style-type: none"> <li>• Consumer &amp; Brand Insights leveraging Industry standard data sources</li> <li>• Trade Promotion Performance Analysis</li> <li>• Demand Forecasting</li> </ul>	<p><b>Communication Service Providers</b></p> <ul style="list-style-type: none"> <li>• Churn Management</li> <li>• Revenue Leakage Analysis &amp; Prevention</li> <li>• Customer Satisfaction Analytics</li> </ul> <p><b>Media &amp; Entertainment</b></p> <ul style="list-style-type: none"> <li>• Media Consumption Behavior Analysis</li> <li>• Media Mix Analysis</li> </ul>	<p><b>Manufacturing</b></p> <ul style="list-style-type: none"> <li>• Customer Analytics</li> <li>• Demand Forecasting &amp; Inventory Analytics</li> <li>• Pricing &amp; Warranty Analytics</li> </ul> <p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>• Customer Analytics</li> <li>• Rate Case Filing Support*</li> </ul> <p><b>Healthcare (Pharma)</b></p> <ul style="list-style-type: none"> <li>• Sales &amp; Marketing Analytics based on Industry Standard data sources</li> </ul>
<p><b>Business Reporting &amp; MIS Services</b></p> <ul style="list-style-type: none"> <li>• Scalable Business Report Factories to cater to reporting needs across the enterprise</li> <li>• Report Delivery &amp; Change Management on existing Business Intelligence Platforms like SAS BI</li> </ul>			

\* Analytic Point Solutions

<p><b>Value Proposition</b></p>	
<p>Predictable results through end-to-end ownership for delivering Analytic services</p> <ul style="list-style-type: none"> <li>• Acquiring relevant data, expertise on relevant analytic tools, and analytic process management rigor</li> </ul>	<p>Focus on Delivering Measurable Business Value</p> <ul style="list-style-type: none"> <li>• Incremental new customers, sales, transactions, product penetration, or losses avoided</li> <li>• Committed Productivity Benefits through technology led incremental innovation &amp; transformation</li> </ul>
<p>Scalable &amp; Innovative Delivery Models</p> <ul style="list-style-type: none"> <li>• Flexible Onsite, Offshore, Global Delivery Models</li> <li>• Annuity, Project, and Transaction Pricing based services</li> </ul>	<p>The Infosys Advantage</p> <ul style="list-style-type: none"> <li>• Ability to attract the right talent being an aspirational employer</li> <li>• Experience in managing large multi-year contracts</li> <li>• Ability to leverage technology implementation experience, and alliances with industry leading Analytic tool vendors</li> </ul>

## Infosys Analytics Service Credentials

- One of the world's leading [Online Service Businesses](#) uses Predictive Analytics delivered by Infosys Analysts to proactively identify & manage up to [50% of its Advertiser Churn](#)
- A leading [bank in the US](#) relies on Infosys [Model Validation](#) team to validate its Pricing, Basel-II, VaR, Hedging and Scorecard Models
- Infosys Analysts run a Shared Reporting Service for a [Global CPG Manufacturer](#) to cater to its business reporting needs across the globe, opening up cost saving opportunities through consolidation, standardization, simplification, and transformation
- Infosys developed a [Lapse Prediction model](#) for a US insurance major which applies the model, due to a rate hike
- Infosys provides CRM Analytics services to a leading [Specialty Retailer](#) through an Analytics Centre of Excellence delivery model, leveraging its SAS analytics platform, delivering over [300,000 USD in bottom line impact within 6 months](#)
- Infosys delivers S&OP and Marketing reporting & analytics services to a [European Telecom Major](#)
- Infosys Analytics team has delivered several short-term, [quick turnaround Analytic Projects](#) across topics like Predicting Employee Attrition, In-store Intervention impact Analysis, Cross-Sell Scorecard Development, Customer Satisfaction Survey Data Analysis, Demand Forecasting & Fleet Operating Cost Reduction

Our Analytics Service could be a seamless extension of your existing relationship with Infosys, or a way to open your relationship with us. To know more about how your business can benefit through Analytics Service & other Knowledge Services from Infosys, please contact [bpo\\_marketing@infosys.com](mailto:bpo_marketing@infosys.com)

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### 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).