

How Infosys helped transform the e-commerce program at Life Technologies

In conversation with Christian Wip, IT Director - eBusiness, Life Technologies

Infosys anchor – Gopikrishnan GR, Delivery Manager - SCM practice, Enterprise Solutions, Infosys Technologies

Client anchor - Christian Wip, IT Director - eBusiness, Life Technologies

Gopikrishnan: Life Technologies (NASDAQ: LIFE) is a global bio technology tools company dedicatedly improving the human condition. Life Technologies was created by the combination of Invitrogen Corporation and Applied Bio-systems inc. Their systems, consumables and services enable researchers to accelerate scientific exploration, driving to discoveries and developments that make life even better. The company has historical sales of approximately 3 billion US Dollars and employs nine and a half thousand people and has presence in more than 100 countries and possesses a rapidly growing intellectual property estate of over 3600 patents and exclusive licences that accelerate research. The company enjoys industry recognized leadership as their customers have consistently ranked their website, innovative products, brands and sales and service teams as number one in life sciences.

Christian Wip, our guest here today, brings more than 12 years of experience to his current role as e-business IT Director at Life Technologies, responsible for supporting more than 50% of the global order volume. As an IT professional, Christian has led many different IT teams in both Europe and North America. Most recently, Christian has been responsible for the technical implementation of both the e-commerce and ERP systems in place at Invitrogen Corporation, now Life Technologies.

So Christian, welcome to Infosys, it's great to have you here, and thanks for accepting our invite to share your thoughts with us. My first question is regarding the e-business transformation program itself. So can you tell us a little bit more about the importance and alignment program vis-à-vis Life Technologies future roadmap?

Christian: The transformation program is absolutely critical to the future growth of our e-business initiatives. As you mentioned earlier, 50% of our global order volume travels through our website and our current technology had reached the threshold. We could not grow any more with the company. So, we were forced into a technology transition, and we embarked on that with Infosys and it is now allowing us to grow for years to come.

Gopikrishnan: My second question is closely related to the first; you have got a large e-commerce transformation program running, and I would guess it has multiple benefits to key stakeholders. What would be the key business benefits of such a large program and what stakeholders are expected to benefit from this program?

Christian: The biggest benefit in our space of having a well-functioning e-commerce website is that our customers are scientists. Scientists do research, and to do their research they use the web. Nowadays, major search engines are frequently used by scientists to understand what their fellow researchers are doing in the market, and it is really a logical extension to then allow

them to order those products that they need for their experiments during the same time that they spend on the web.

Gopikrishnan: So we started our engagement on e-commerce platform in April 2008, and we are nearing 12 months of engagement. In its past, Life Technologies has leveraged the services of a number of system integrators. I would be curious to know what are the key decision factors that influenced Life Technologies to choose Infosys as the SI for this particular program.

Christian: Infosys has a proven track record. They have successfully implemented many package designed applications. They are also aligned with the vendor of which we bought this software application from, so having this partnership of Infosys with the vendor of the software we are going to be using is very important. The breadth of experience that Infosys has is also a major benefit. It allows us as a client to look beyond just this one engagement and also consider Infosys for our potential future work either in this area or in other areas. Lastly, low attrition within Infosys is also very important. We feel that an implementation with an offshore partner is no different than having individuals being in your office at onshore. We want that personal relationship with the client, with individuals and have those individuals be there for the long haul. Infosys is a highly regarded employer in India and outside of India as well, and having this low attrition is very important for us as a company.

Gopikrishnan: Christian, my last question for you today is about our shared future together. The economic downturn has affected a lot of us and system integrators today are trying to differentiate themselves in the marketplace vis-à-vis other vendors in order to deepen customer engagements. With respect to this, I have a couple of questions; the first is the Infosys customer experience you had so far and the second is as a systems integrator engaged actively with Life Technologies, what are the 3 or 4 key focus areas we need to nail down upon in order to strengthen the relationship with Life Technologies going forward.

Christian: We have been very satisfied with Infosys on this first engagement. I think Infosys has shown a combination of skill and incredible commitment to success. They have been able to deliver on the expectations that we had, and along the way has shown flexibility that we expect to see in a partner, which is actually one of the key criteria we have for any company that we do business with. As market conditions change very quickly, our customer expectations change very quickly. We need to partner with organizations that can adapt and are flexible. A key area is also quality. Doing it right the first time is very important for any partner that we do business with. We are in a very fast moving environment and quality is of the utmost importance. Third is ability to execute. Any area of engagement whether it is along the areas of project management or software development or quality assurance, to be able to execute quickly is very important. Lastly, being price competitive is very important. We are always looking for value, our customers are looking for value, and partners that we engage with need to realize that as well. So taking all those things into account, we have been very satisfied with Infosys engagement and we look forward to any future opportunities with your company.

Gopikrishnan: Thank you Christian for coming down to the studio and sharing your thoughts with us. That was Christian Wip, IT Director for e-business, Life Technologies. Thank you.