## THE INFOSYS VIEWPOINT

# HYPER-PRODUCTIVE IT – THE FIRST STEP TO TRUE DIGITAL TRANSFORMATION

How CPG companies can be free to enjoy the benefits of digital disruption – instead of being held back by inefficiencies and high operating costs.

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# THE FUTURE IS BRIGHT

The lure of digital transformation is strong for the CPG industry. In all areas of the business, technology offers opportunities to win more customers, increase margins and generate new market share and revenue. CIOs across the world see the five key promises of digital disruption – and are desperate to leverage the possibilities:

**Digital consumer** – leveraging the growing spending power of digital natives

**Disintermediation** – exploiting a direct relationship with the consumer

**Data monetization** – making use of data to add value and generate revenue

**Deskilling** – using IT to release human value

**Dynamic networks** – creating efficiencies in a truly connected supply chain

There is huge promise – but there's also a problem. Where is the budget coming from?

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# CHIPPING AWAY AT THE MOUNTAIN

We all have to walk before we can run. So before we can consider the blue-sky future, we have to deal with the rainclouds of today. And the truth is that most CPG companies spend most of their time battling with everyday problems – leaving very little time and budget to the big strategic digital disruption issues. In 2019, McKinsey found that organizations devoted as much as 90% of their IT resources to manually-intensive support and administrative work such as testing, maintenance, and code fixes.*

Here at Infosys we aim to gradually remove these obstacles via our Hyper-productive IT Framework, which brings efficiencies and effectiveness to your business, chipping away at the mountainous cost of IT operations.

By finding ways to optimize the IT spend across the organization, we help you towards a more efficient everyday. And by unlocking budget for digital transformation, we are paving the way for a more exciting, dynamic and profitable future.

The Hyper-productive IT Framework is divided into 5 areas: Experience, Insight, Innovate, Accelerate and Assure.

*Source: McKinsey 2019

EXPERIENCE
INSIGHTS
HYPERPRODUCTIVE- IT
HYPER-AGILE
OPERATIONS
ASSURE
INNOVATE
ACCELERATE

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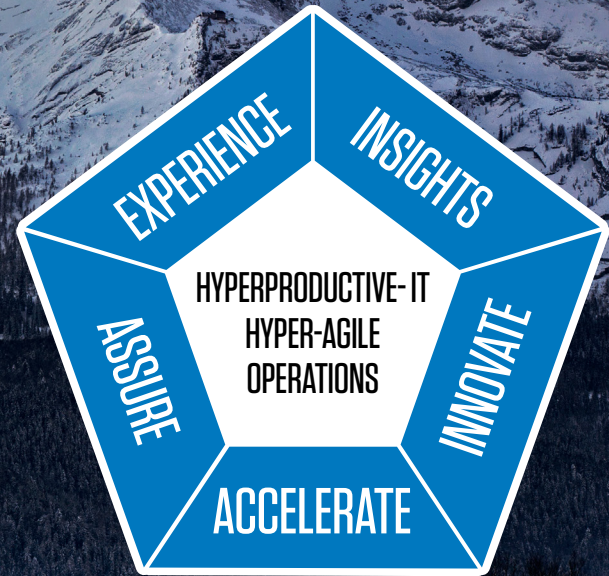
# HOW DOES IT FEEL?

Ultimately, the goal of an efficient and effective IT organization is to empower people to do what they need to do. So we begin by asking them about their experience. How easy it is to achieve your aims? What slows you down? What would make you more effective?

By understanding the needs and wants of every stakeholder, we can build up an idea of the levels of friction in the organization. More than that, we can prioritize by identifying the problem areas where streamlining would provide greatest impact. We do this by building personas of users in 5 key parts of the business ecosystem:

**Consumer:** What is the experience like for those who consume and use the company's products and services.

**Customer:** What can we do to improve the way our customers – the retail outlets – work with us?

**Colleague:** Are the processes and systems used by internal stakeholders efficient? Do they have the information they need when they need it?

**New Product Development:** Do product teams have complete and timely access to the insight they need to research and develop better products?

**Supply Chain:** Do systems effectively support every stage in the process – or do they hold it up?

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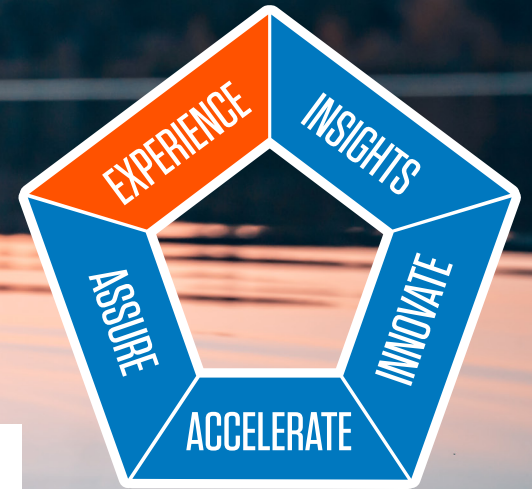
# WHAT DO YOU KNOW?

With thousands of servers recording billions of pieces of data, there is no shortage of information in the enterprise. However, making the right connections and delivering the right answers is a challenge, especially when that data is stored in a chaotic way.

When we talk about insight, we talk about the organization's ability to use real-time data to fulfill stakeholders' real-time needs. Our KnowledgeGraph powers the 'business command centre' – a dashboard that plots the organization's combined intelligence, pinpointing areas of friction where the right data is not getting through. We detect the instances where small errors in reporting have a big impact on someone's ability to do his or her job. Equally, we identify areas where small changes can make a big improvement.

Using automation, machine learning and neural networks, we ensure that our clients have the real-time information they need. Thus, they are sensitive to micro-feedback, and able to react quickly and spot opportunities and problems at the earliest stage possible.
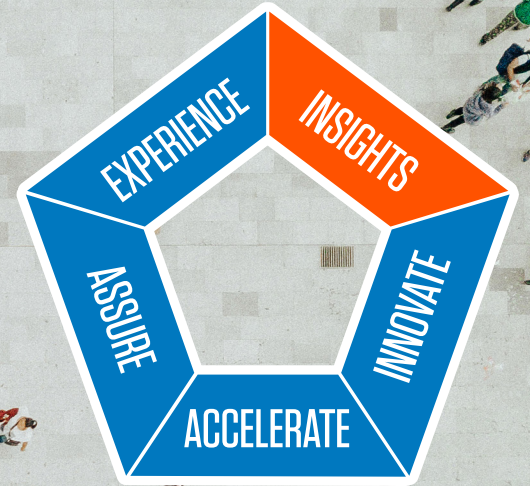
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# THE POWER OF THE DIGITAL BRAIN

The better the insight, the better decisions an organization is able to make. But the vast majority are not human decisions. The real power of data is seen when the systems perform automatic, cognitive actions in response to the data. That's applied intelligence in action.

We call this the Digital Brain – a network of AI-powered bots that empower every part of the organization. Sales and marketing, for example, can benefit from algorithms that track campaign performance and make automated changes to create an uplift in sales. Plant maintenance can be improved by the use of IoT sensors that make a judgement on when repairs or services are required – instead of relying on fallible and wasteful schedules.

The digital brain redefines possibilities by bridging the gap between the physical and digital worlds of business, reducing friction and improving performance in everything the organization does.

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# KEEPING IN LOCK-STEP WITH THE CUSTOMER

When do we need it? Yesterday.

With relevant real-time data always on hand, faster decisions can be made to react to changing business needs. The logical next step is to find a faster way of implementing the processes needed to make change happen.

Our CPG clients are able to pivot from waterfall development techniques to newer Agile ways of working. Two-week sprints ensure that we can change as quickly as our customers expect us to, while speed of development is further enhanced by automating every task we can. With DevSecOps, we can also ensure that security is a central requirement of every process – not an afterthought.

This keeps us in perfect lock-step with our customers' changing needs, whilst also ensuring absolute security. Faster data, faster development, faster business agility.

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# TRUSTED TO WORK. EVERY TIME.

Nothing happens without trust. The data that drives the Live Enterprise includes customer information – and that is only shared if it is kept safe. We have a responsibility to safeguard data, and we implement rigorous security protocols throughout the enterprise to ensure the veracity and security of all data is constantly upheld.

There is also an expectation of non-negotiable, absolute, 24/7 availability. If Google never goes down, why should you? We achieve this through automated probes, embedded deep within every part of the enterprise, that detect the slightest degradation in performance. These monitors are early-warning systems that trigger automated actions to correct the underlying problem. Issues are addressed before they ever get the chance to impact on the effectiveness or availability of the systems.

The result is an always-on, always-productive organization, which is focused on value creation instead of battling for relevance in a dynamic marketplace.

EXPERIENCE INSIGHTS ASSURE INNOVATE ACCELERATE

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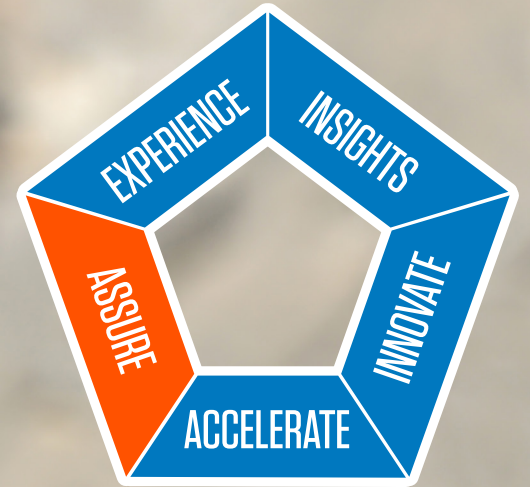
# WHAT'S HOLDING YOU BACK?

The result of the the Hyper-productive IT Framework is freedom. By identifying the areas of friction and finding innovative but robust ways of addressing them with dependable results, we remove many of the difficulties of every day IT. This ultimately enables businesses to tap into the collective capacity of its people to create long-term value.

Not only that, we remove a lot of the cost.

Typically, our clients are able to run IT at a cost of 0.3-0.5% of revenues. We are helping them to chip away at the IT cost mountain. And by doing so, we are putting them in a better position to exploit the opportunities that lay beyond it.

**Find out more about how Infosys can help you to reduce everyday cost, and leverage digital transformation.**

**Reach out to us at askus@infosys.com www.infosys.com**

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