



## INFOSYS MAKES GLOBAL CUSTOMERS ANALYTICS AND AI-READY ON AZURE

Infosys, a global leader in next-generation digital services and consulting, enables customers in more than 45 countries to navigate their digital transformation. With over three decades of experience in managing the systems of global enterprises, Infosys expertly steers clients through their digital journey.

Infosys' team of professionals enables the enterprise with an analytics and AI-powered core that helps prioritize executing on change. Infosys also empowers the business with agile digital at scale to deliver unprecedented levels of performance and customer delight.

Infosys is a thought leader in the field of AI and has commissioned multiple global studies on the impact AI is having on enterprises and people as organizations progress through what the World Economic Forum calls the Fourth Industrial Revolution.

For many years, a major area of focus for Infosys has been Microsoft-based technologies. The firm has relied on the Azure cloud platform for its marquee analytics and AI use cases across many industries, including manufacturing, retail, healthcare, and finance.



## Elevating business functions to a new level

Infosys' mission in analytics and AI is to deliver business value by making these technologies pervasive in the enterprise. This includes realizing standards-based and cutting-edge analytics and AI use cases that blend seamlessly into customers' technology implementations, elevating their business functions to a completely new level, and propelling them ahead of the competition.

The firm guides customers' cloud journeys by specifying Azure adoption and infusing

innovation and market edge, leveraging what Infosys calls the platform's "capability gravity" to achieve measurable business value.

"We believe that it is, in fact, the Azure cloud's capability gravity that is most compelling for customers," says Ganesh Muthuraman, Principal Technology Architect, at Infosys. "Our focus is to help make this journey smooth and successful with respect to adding value for each and every one of our customers."

From an architectural standpoint, Infosys' analytics and AI implementations blend well into the data engineering continuum; the firm's specialists don't view data engineering and analytics as two different pillars, but rather as building blocks, powered by Microsoft Azure Synapse Analytics and Azure AI services, for realizing customers' business goals.





## Delivering returns from investments in Microsoft technology

Infosys is a recognized global leader in implementing Microsoft cloud technologies. The Microsoft platform enables Infosys to accelerate customers' digital journey with the power of Azure through innovation, agility, and scale.

Infosys leverages its close and deep-rooted partnership of a quarter-century with Microsoft to deliver specialized capabilities, industry solutions and services, returns from technology investments, and business opportunities.

"Microsoft's analytics and AI offerings represent a strategic edge for our customers, giving them new levers across three broad themes," says Krupakar Singampally, Senior Industry Principal, Advanced Analytics, at Infosys. "First is the ability to generate new revenue streams: Analytics and AI extend the boundaries of your organization. Second is understanding your customers better to help them deliver new value to their customers. And third is risk mitigation and dramatically increased efficiencies."

The firm finds Microsoft to be an unusually responsive partner. Infosys has contacts in numerous Microsoft organizations, from engineering, to product development, to marketing and sales, and collaborates on product roadmaps and advances in engineering. Infosys was the first Microsoft strategic GSI partner to build a Microsoft Business Unit to provide customers the assurance that its delivery teams have deep Microsoft subject matter expertise and are skilled at the highest level.

Infosys has developed a number of solutions currently available on the Azure Marketplace and tagged by Microsoft as preferred solutions, including Infosys Analytics Workbench, Infosys Genome Solution, and Infosys Information Grid. In addition, the firm has co-created solutions with Microsoft partner architects and sales teams. Several organically developed data and analytics-focused solutions, such as the Infosys Data Marketplace, are at play globally, helping customers in their digital-powered success.



## Implementing solutions across many industries

Infosys has worked with customers across multiple industries to uncover how analytics and AI can solve specific business issues. For example:

For a paper manufacturer based in Finland with a global B2B clientele, Infosys designed and implemented a fully integrated machine learning application to automate the process of adjudicating claims for customer credits and refunds. The turnkey solution, integrating on-premises ERP and a pipeline in Azure for scoring claims, was built in just 2.5 months, the value of the platform architecture made evident in the speed of delivery.

An international bank with headquarters in the Netherlands had vast amounts of data and multiple use cases for which it needed

solutions. Identifying the correct datasets and making them available in a self-service fashion was complicated by the strict regulatory, privacy, and security constraints under which the bank operates. Infosys enabled analytics, AI, and ML to provide access to the data and analysis in areas including finance and risk management.

A leading manufacturer of gypsum-based plasterboard and ceiling lining systems engaged Infosys to rationalize and integrate disparate systems in the 12 countries in which it does business. The firm's solution on the Azure Analytics stack, comprising a global BI platform, data lake, and data warehouse, provides for the first time standardized, granular data on business processes and financials from all

geographies for the CFO and CEO to make strategic business decisions.

"Microsoft and Infosys' growing analytics and AI partnership is focused on empowering customers across industries to address changing market trends and accelerate digital transformation," says Simran Sachar, Analytics & AI Director at Microsoft. "Together we are bringing Microsoft's industry-leading engineering and Infosys' delivery capabilities to help customers realize superior business value through next-generation digital technology and innovation around cloud, data, analytics, and AI.



## Great expectations for future success

Infosys' recent focus has been on making customers analytics and AI-ready. This involves modernizing their data landscapes and enabling them with analytics-based implementations powered by the nimble Azure data platform.

Going forward, the firm's goal is to scale its efforts, increase efficiency, and make its customers digitally native, AI-driven enterprises. A corresponding initiative involves Infosys strengthening the proficiencies of its own workforce in cloud, analytics, and AI on Azure.

Infosys will rely on its partnership with Microsoft and leverage the capability gravity of Azure to grow its practices in

both data engineering and analytics and AI. The firm will increase its portfolio of products and solutions and will deliver them through its own channels and through opportunities afforded by Infosys' partnership with Microsoft, including the Azure Marketplace and Microsoft AppSource.

Infosys leadership has "great expectations" for the firm's relationship with Microsoft to result in additional opportunities for co-creation, (e.g., joint hackathons as a new area of customer engagement), and to produce meaningful growth and mutual success.

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