

DATA MODERNIZATION WITH INFOSYS LIVE ENTERPRISE & STARTUP ECOSYSTEM

Abstract

This whitepaper aims to showcase an organization's proliferation journey of shadow IT applications, tools, solutions, platforms, and helps them with the fundamental shift of moving towards true Modernization. It focusses on Infosys Live Enterprise with Service Stores, Infosys Cobalt's 14,000 Cloud Assets, Listening Post Offerings, 200+ Industry Cloud Solution Blueprints and T-HUB's Start-up Ecosystem that can aid enterprises in keeping their platforms/tools/solutions relevant to the ever-changing times.

About the Author



Prakash Karimaraka, Principal Consultant, Infosys Emerging Technology Unit has led Data & Analytics Strategy Consulting, played the role of a Product owner, Solution Architect and a Technical Consultant. Prakash has been pivotal in successful assessments, implementations, and account expansion in US, India, Europe. He has worked extensively in Data, BI & Analytics Modernization Strategies, Roadmaps, Transformations, Target Operating Models, Solution Architecting, Information Architecture Planning, He specializes in Consulting, Team Management, developing technical Platforms, solutions, artifacts, and Thought Leadership.



Rama Iyer, Chief Innovation Officer of T-HUB is Leading the Innovation charter for India's best-known ecosystem brand T-Hub & helping build it as a global brand in the world of Innovation. Rama is also Advisor to multiple incubators, governments and entities that are building open innovation practice. Rama has also built the corporate innovation practice of T-Hub, which is a role model for how state backed incubators are built in the country. He has also built multiple startups and has spent years in building technology products and solution for large telecom and networking companies.

Table of Contents

1. Application / Data Modernization & Digital Transformation impediments.....	3
2. COVID-19's Impact on Enterprises Business Platforms & Tools – Identifying Choluteca Bridges.....	5
3. What course correction Enterprise Businesses need?.....	5
4. How can Infosys and T-HUB (start-up ecosystem) help Enterprises Businesses.....	7
5. Conclusion - How can Enterprises Platforms/Solutions adapt to last?.....	7
6. References and Further Reading.....	8



Application / Data Modernization & Digital Transformation impediments

Many IT Service Companies are in the race of bulking up their tech platforms & products to awe Fortune 2000 companies. However, especially in a post-COVID

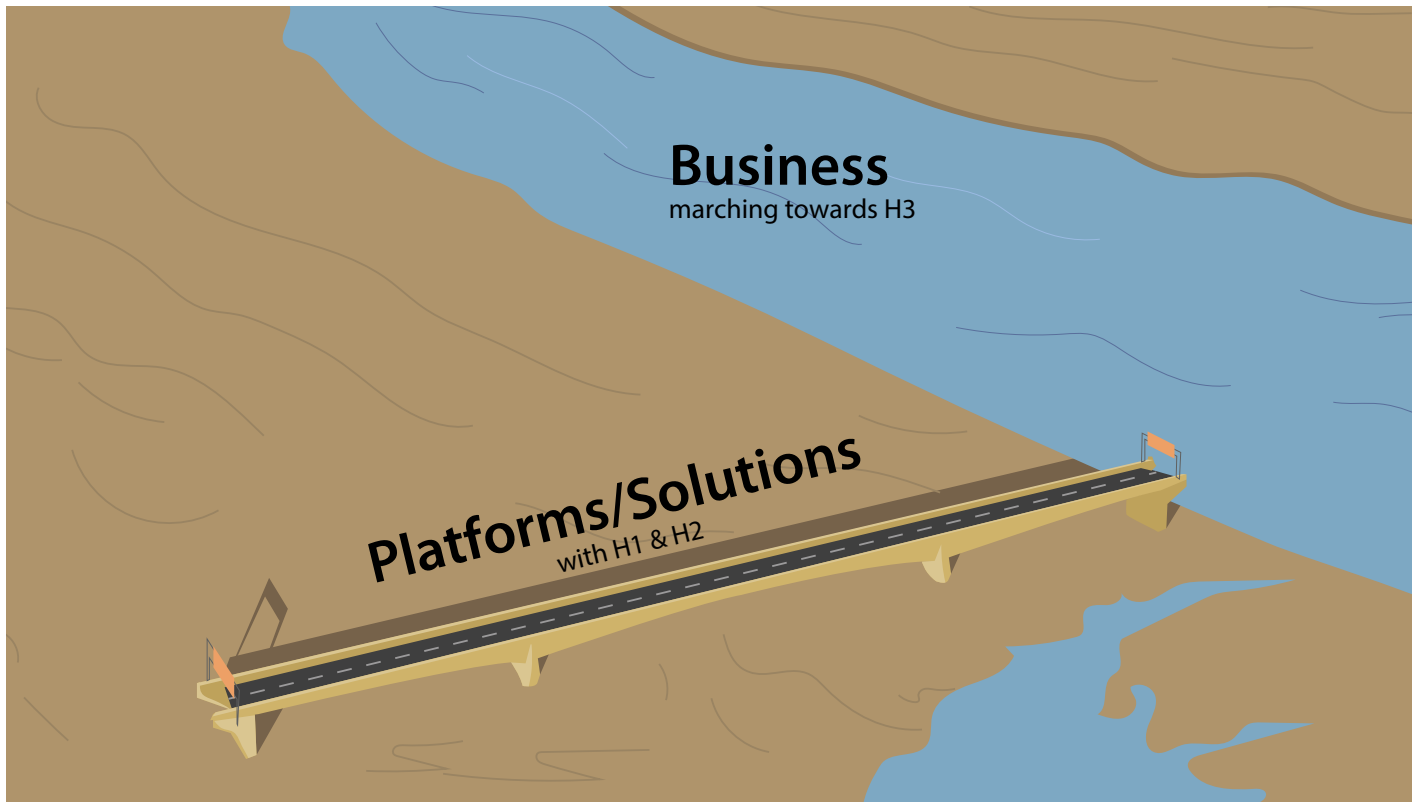
world, enterprises cannot survive, scale and achieve true Application/Data Modernization & Digital Transformation with shadow IT & proliferated IT service

organization artifacts/tools/applications anymore. To illustrate this via a metaphor, let's take the infamous case of the Choluteca Bridge.

The Bridge on the River Choluteca



The above illustration shows the Choluteca Bridge before Hurricane Mitch. This 484-meter-long bridge was unveiled as a modern-day marvel of design and engineering built to withstand storms & hurricanes in this region of Honduras, CA.



A superb bridge built over nothing: Choluteca River Bridge after Hurricane Mitch, Honduras, CA, 1998

However, post Hurricane Mitch, the road leading to the bridge and road leaving it were both swept away. The flood forced the river to change its course, and the Choluteca Bridge was reduced to a super bridge over nothing and to nowhere.

The challenge for most of enterprises is to always create a superb solution/platform, which solves a multitude of problems for their clients. Quite a few times, the final product ends up solving almost nothing for anybody. They focus so much on creating the best solution to a given problem, that they soon lose track of what the problem itself was, or how that problem may have changed over the course of time. Things around us will change, and unless organizations adapt with it, we run the risk of serving no purpose, and being obsolete like this magnificent bridge that was once Choluteca's pride and joy.

This is quite common in the technology world where lots of companies are busy building their own Choluteca Bridges filled with multiple technology molds. It starts off in the right direction, because the focus is on a glaring problem that is very relevant to all the clients they speak to. Everyone agrees on what the problem is, and how a platform like this would be the panacea. Enterprises embark on building this mammoth tech platform that will be way ahead of its time, and is primed to serve the needs of their clients. They plan, design and draw in resources to center this platform as a core offering that is a differentiator for them in the marketplace, will help solve client problems, improve scalability and bring in unprecedented efficiencies. Now as companies go about building this massive technology platforms, there is a chance that they might take their eyes off their

clients and what's happening around them. It is at this point that they start building their own Choluteca Bridges. Keeping abreast of where the industry is headed, client requirements, your competitors, the ever-changing marketplace, and other myriad factors is crucial over the course of creating a solution. Every industry is hit with business disruptions, and what was an obvious need from the client standpoint might no longer be relevant any longer. It's not that the client has lost his focus; it's just that with time, his priorities, the needs of his customers, and what impacts his business, have all gone through a sea of change. What you thought your platform would solve is no longer relevant, and the customer is looking to solve problems that are crucial for this new business scenario. Your enterprise's new platform is now a Choluteca Bridge.

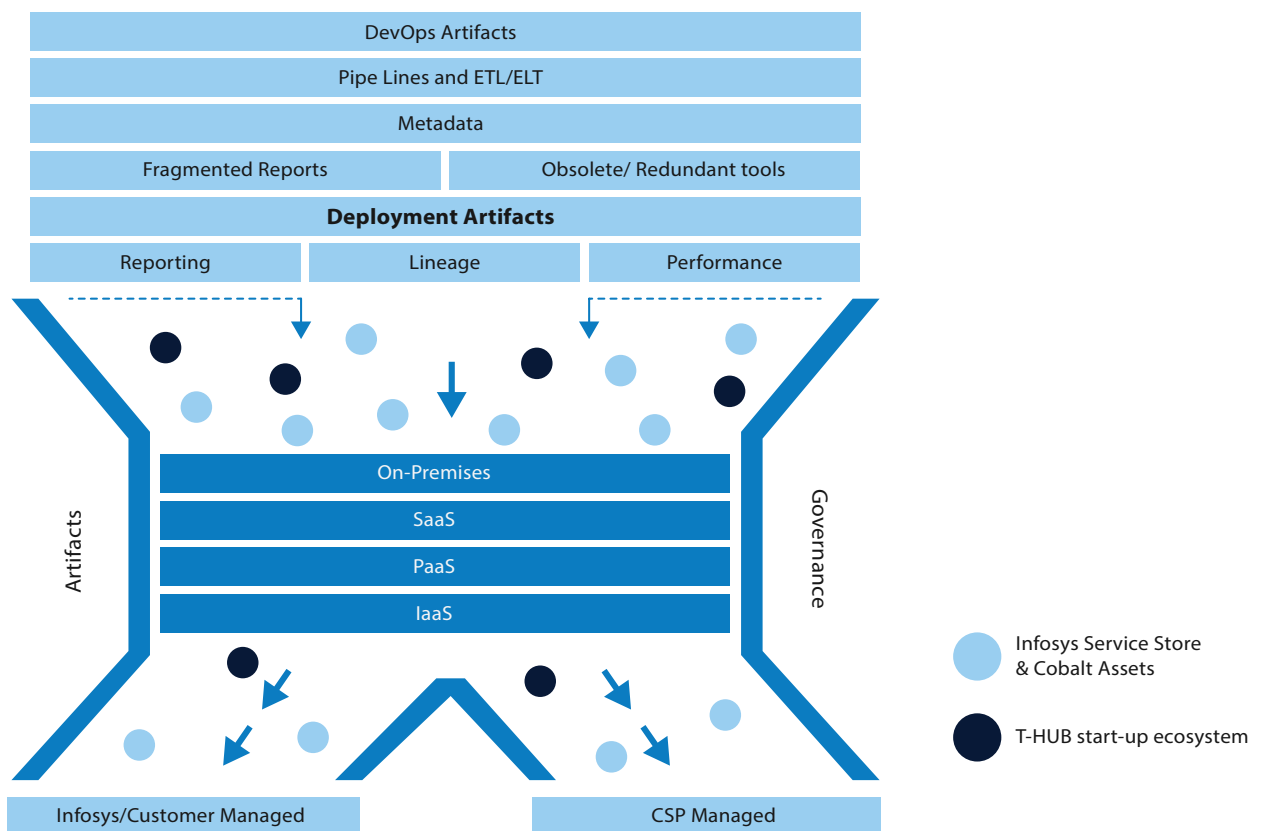
COVID-19's Impact on Enterprises Business Platforms & Tools – Identifying Choluteca Bridges

COVID-19 has really put all of humanity on notice, whether its related to healthcare infrastructure, focusing on life science research, hygiene or paying attention to our environment. No business, be it a small enterprise or a Fortune 500 company, had planned or were prepared for a pandemic. They are all now focusing on how to continue running their businesses with this new reality in place. COVID-19 has been a true eye-opener on how newer, unseen, unprecedented challenges can take

centerstage and put all existing plans on the backburner.

Based on their current assessment of what their customers need, technology companies build new products, platforms & solutions that they predict will be in demand. Though there is nothing wrong with the approach, think of every client interaction over the last 12-18 months before COVID-19, based on which tech companies were building products. Those plans did not anticipate that the world

would be hit with a pandemic of this scale, and it would change the way we not only do business, but live and work as well. We at Infosys along with the T-HUB Startup Ecosystem have identified an approach/ methodology for enterprises to identify the Choluteca Bridges (artifacts, solutions & platforms) through consolidation & rationalization (depicted in the below illustration) as part of Application/Data Modernization & Digital Transformation.



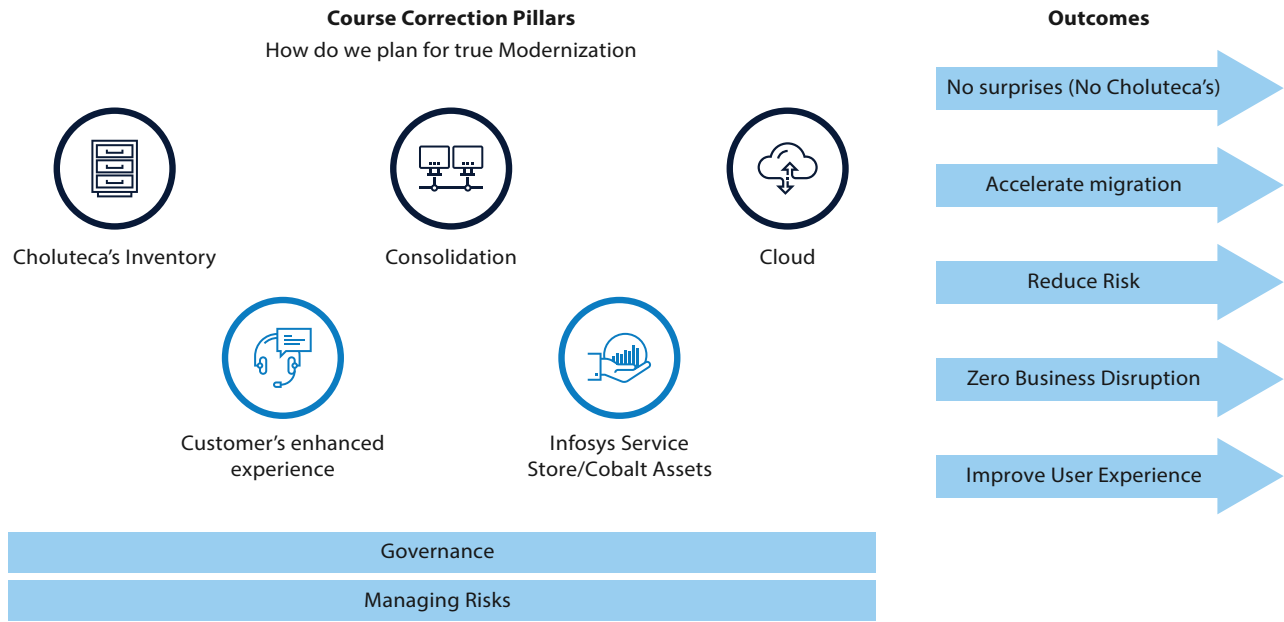
What course correction Enterprise Businesses need?

So, is anybody at fault here? No, not really. However, all the manhours & money that went into this constantly glares at us as a major disaster, while failure to recognize & respond to external changes dynamically,

and correct your business' course in a timely fashion can be disastrous. Of course, one could argue you can't do that with physical structures like a bridge, but you

can still do a lot more course correction when building a software technology platform to be a Connected Organization and a LIVE Enterprise.

Choluteca's, Consolidation , Cloud, Customer's Experience with Cobalt's (5 C's)



This brings us back to the Choluteca Bridge reference, on which we built the premise of how not to go about building large platforms without an eye on industry trends, or rather how one should go about it. This is best summed up by the quote, "Do not build things to last but build to adapt". Business leaders should keep this atop their mind while guiding their organization, and base their decision-making in accordance.

Technology and business leaders would do well to be agile, analyze information, content, technology tools and paraphrenia elements, to reconfigure their organizations through Digital Transformation:

1. Agility & Speed like a startup-

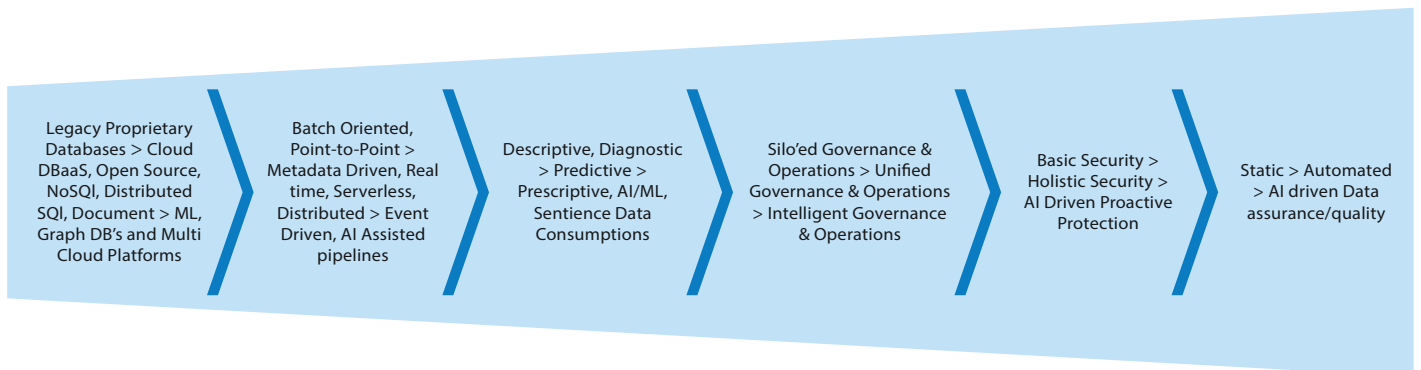
Frictionless development & faster time-to-market

2. Increase the velocity of reaction and response to a rapidly changing external environment (e.g. Covid-19). Be resilient and prepare your organization to deal with what the world throws at it
3. Increase the Velocity of ideas. A culture of rapid innovation, failing fast and small success - Build platforms/solutions that can adapt to changes
4. Networked with ecosystem
5. Cost Optimization along with cost-takeouts'- Highly efficient operations at lower cost
6. Extreme Automation for Superior customer experiences and to deliver

more business initiatives with more business value

7. Simplify and Modernize IT landscape and platforms/tools - Take full advantage of Cloud Data Management

The below illustration shows how niche start-ups, Infosys Live Enterprise, Cobalt artifacts & solution blueprints can help enterprises continuously observe & analyze relevant emerging developments in the data space that can impact choices in their platform stack. It also helps enterprises proactively identify and develop pathways for migration, modernization, cost optimization and transformation to move from H1 tools & technologies to H2/H3.



How Infosys and T-HUB's Startup Ecosystem can help Enterprises Businesses

Large customer companies are likely to be behind on their product roadmap, aim to manage their quarterly performance, take sharp turns and change paths mid-way. They cannot hire new teams to work on futuristic tech projects, and invest in solutions which have visibility and serve their current customer needs. Though this line of thinking isn't wrong, it doesn't serve well if you want to be the horse that will win both a marathon and a sprint.

Today it's more important than ever before that organizations need to have a solid and long-term plan for dealing with open

innovation, which essentially is the long pole of innovation, aimed towards working with startups, incubators, accelerators, research, academic institutes, etc. This is how new ideas, technology improvements and innovative solutions come up. But then again, it's not a straight pluck and plug.

IT service based companies and startups solve this problem by collaborating to build a new platform, and help clients escape the analysis-paralysis mode they most often get trapped into. Also, they don't have the luxury nor the time to build anything over multi-year timeframes, and

hence they build things fast, test quick, and improvise based on the project. This is the best fit for any enterprise across industries that is looking to build a tech platform, and does not want to get caught in the Choluteca Bridge paradigm.

This journey is one of continuous learning, and isn't something that can be copied from others directly. It's unique for each enterprise, and is based on specifics like their leadership, current product portfolio, market competitiveness, company culture, among other things.

Conclusion - How can Enterprises Platforms/Solutions adapt to last?

In summary, every organization needs a strategy in place for platforms/solutions/tools that evolve to match the ever-changing business & customer needs with ease. It is clear that both business processes & technology frameworks should be designed to provide the needed flexibility that help teams make these changes over the platform's lifetime.

Enterprises today rely heavily on digital transformation to boost market responsiveness, drive innovation at scale, and enable business resiliency. There is a slew of emerging technologies, including Big Data, IoT, 5G, AI/ML, AR/VR, and others that enterprises can leverage to accelerate their digital journeys. The most significant of these technologies, Cloud, has become the platform to democratize access to rapid innovation, manage variability, and provide scale to enterprises of any size. Transforming with Cloud allows enterprises to focus on business capabilities, especially agility, and ensure that enterprises can lead in their respective markets through

continuous innovation & operational excellence.

Organizations should focus on identifying & decommissioning the Choluteca Bridges among their platforms that make users spend 80% of the time on Data Acquisition & Preparation, and only 20% on Analytics. By building lasting platforms/solutions which adapt to problems that might change, enterprises can help users flip this trend and spend 80% of their time on Analytics for impactful business decisions. This can be achieved by empowering Agile Analytics through IT services Corporations like Infosys, along with T-HUB's Startup Ecosystems (Powered by Self Service Analytics, accommodating loosely coupled Architectures, leveraging industry proven artifacts/platforms, is repeatable, scalable, has faster data extraction, and accurate decision making solutions) with varying levels of quality & format into an automated & accurate data pipeline for Cloud Data Warehouses, Automation, AI/ML which saves Analytics teams hours

of work, makes an automated data analytics pipeline, turns non-technical savvy business professionals into data-led individuals, and drives measurable data-led business benefits.

As opposed to enterprises that are bulking up on their tech side to respond to business contingencies & continuance, it is an organization that is able to be nimble, and imbibe philosophies which are inclusive of the inevitable changes that will happen, connected (anytime with humans, anywhere with tools, connected data across enterprise, connected things), observable (business usage adoption, operations, events), Sentient (Sense, Process, and respond in real-time to make intuitive decisions), Digital platform (to provide agility and resilience), Innovative (Rapid Development and release of new ideas & innovations, Co-creation and inner sourcing) which will stay competitive, relevant, and ahead of others who are in the race of building platforms & products that will delight Fortune 2000 companies.

References and Further Reading

- Prakash Iyer is an author, speaker and leadership coach and former MD of Kimberly Clark Lever.
- <https://twitter.com/prakashiyer/status/1290874327487803393/photo/1>
- <https://www.amazon.in/INNOVATION-ECOSYSTEM-INDIA-building-ecosystem-ebook/dp/B083BZLTQP>
- <https://www.entrepreneur.com/article/305950>
- <https://yourstory.com/2020/06/covid-19-aftermath-look-startups-corporates>

For more information, contact askus@infosys.com



© 2020 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.