INFOSYS CONTENT SERVICES PRACTICE

DIGITAL MARKETING

Infosys®
Navigate your next

Today's hyper- converged and digitally empowered world has consumers who exhibit constantly evolving habits in how they interact with information, become aware, consider buying and advocating a product, service or a solution. In this new digital paradigm, enterprises need to constantly connect their "Systems of Record" to "Systems of Engagement" to keep up with the ever-evolving ways that all categories of stakeholders think, act and work. The ability for an organization to constantly reshape customer value propositions, engage with its stakeholders and transform operating models is a necessity for relevance and survival.

Information and knowledge are the new 'Oil' of this age and access to this resource defines the competitive advantage an organization, economy or a country has over the other. Infosys focuses on cross disciplinary practices around Content, Information, Automation, AI, and addresses complex business problems for our customers helping them leverage their information assets as a competitive advantage more effectively thereby creating greater value to the customers with our "Navigate your next" strategy.

Our approaches follow key drivers and trends of next-gen digital platforms:

- Intelligent Content Services to elevate and democratize the use of ECM systems

- Omni-channel consumption and interaction with focus on personalization

- Cloud acceleration and adoption

- Option for Software-as-a-Service (SaaS) based consumption models

- Vertical industry based content solutions

- Social and BYOD solutions

Practice Details

The 12 years old Digital Transformation practice of Infosys, has over 1200 professionals with skills and experience on multiple products and technologies on the Content Services landscape covering Enterprise Content Management, Business Process management (BPM), Customer Experience Management (CEM) and Business Intelligence.

- More than 10 years of mutually benefiting OpenText Alliance (including erstwhile EMC/ECD portfolio)

- Over 500 OpenText professionals

- Over 75 completed OpenText projects

- More than 50 active engagements

Our Content Services CoE comprising of best in class professionals, facilitate in building and enabling capabilities by developing reusable frameworks, methodologies and artifacts for all stages of program execution. We achieve this through our Product Labs, internal trainings and certifications, R&D and expert groups, solution teams, ECM concept center and tool kits. Benefits yielded out of these constant investments include reduced time-to-market, reduced cost of solution, quality solution and process excellence.

Partnership Engagement

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We leverage our Gold Partnership with OpenText in building competencies, performing crucial architectural reviews and blueprints, resolve critical and complex issues and provide differentiated solutions for our clients. Also through our joint engagement we have come up with prescriptive solutions and engagement models for customers and have an absolute governance for joint ownership during execution.

- A global governance structure with named pre and post sales representatives

- Regular sync-up with senior executive sponsorship and connects from both sides

- Large investments in OpenText training and certification across the board

- Big bets in areas of strength like ECM, SAP Solutions, Digital Asset Management, by driving campaigns with a Target Account List aligned with OpenText sales team, executive sponsors, strong governance

- Leverage experience center to showcase Infosys solutions and capabilities on OpenText products like Content migration accelerators, Record management framework and many more

- Growth markets in Europe and ASEAN: we are targeting to double revenues by FY'20

- Deep skilled architects in new focus areas like ECM process suite, auto classification and capture center

- PoCs for top clients - we have identified themes on InfoArchive and records management in few of our customers and are planning a joint GTM activity. Create product/practice experts to drive existing capabilities. Focus on Content suite, InfoArchive, Captiva and Documentum

- We are one of the first few to be trained in OpenText InfoArchive

Solutions and Accelerators

Reusable solutions and framework developed with our deep familiarity of OpenText products, help time to value for our customers.

Horizontal Solutions

1. Iron Mountain Integration

- An excellent integrated solution that integrates on premise Documentum Records Manager with Cloud hosted 3rd party records management solution (Iron Mountain's Accutrac) where physical records data and library operations across the systems are synchronized

- The solution was also involved in successful migration of approximately five million physical objects (records, boxes and shelves) in approximately a month's time from on premise to cloud Records Manager

- The client got benefited with an enormous reduction of 80% of operational cost through this solution

2. Horizontally scalable Content Migration Framework

- An extensible architecture for any DM repository migration, offering high performance, high volume handling, significant cost savings and effective reconciliation process

- Recent successes include achieving an enormous throughput of around 1.5TB/day, migrated around 140TB in 2.5 months

3. Mobile Apps Solution

- Content Management Interoperability services (CMIS) framework based mobile app to securely access and manage business content over mobile device

- Developed using iOS, CMIS, REST Web services, the solution is capable enough to provide a feature rich and seamless user experience integrated with powerful Content management product (OpenText Documentum Content Server)

- The solution can be built on top of any of the content management products adhering to CMIS standards

4. Digital Asset Management Solution Integrations

- Integrated Digital Asset Management solution offers variety of integrations with Web Content Management and Custom Enterprise applications through out of the box product connectors and custom integration solutions

Vertical Solutions

1. Cloud based Mortgage Content Management solution platform in SaaS Model

- Holistically owned end-to-end cost effective cloud hosted Mortgage EDM solution, developed with OpenText Documentum managing voluminous data, rapid mortgage on-boarding and complete layered security

- Supports a base data volume of around 150TB (500 million documents) with volume growth of 6TB/month (20 million documents) Provides rapid ingestion/extraction rate of 1TB/48h

2. Infosys Compliance Edge Solution – Regulatory Submission Platform

- The SaaS based Infosys hosted end-to-end Compliance Edge solution provides regulated content management, purpose-built to help life sciences organizations meet their compliance requirements, increase productivity, securely collaborate across the enterprise

- The solution was successfully implemented to a leading Life Science Organization and it assured multi-fold reduction in risk of product recall or failure due to registration inaccuracies, and provided two-fold increase in likelihood of product submission schedule adherence and ensured 100% Compliance with legal/litigation requirements

For more information on Infosys Content Services Practice, please write to us at ContentServices@infosys.com

For more information, contact askus@infosys.com

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