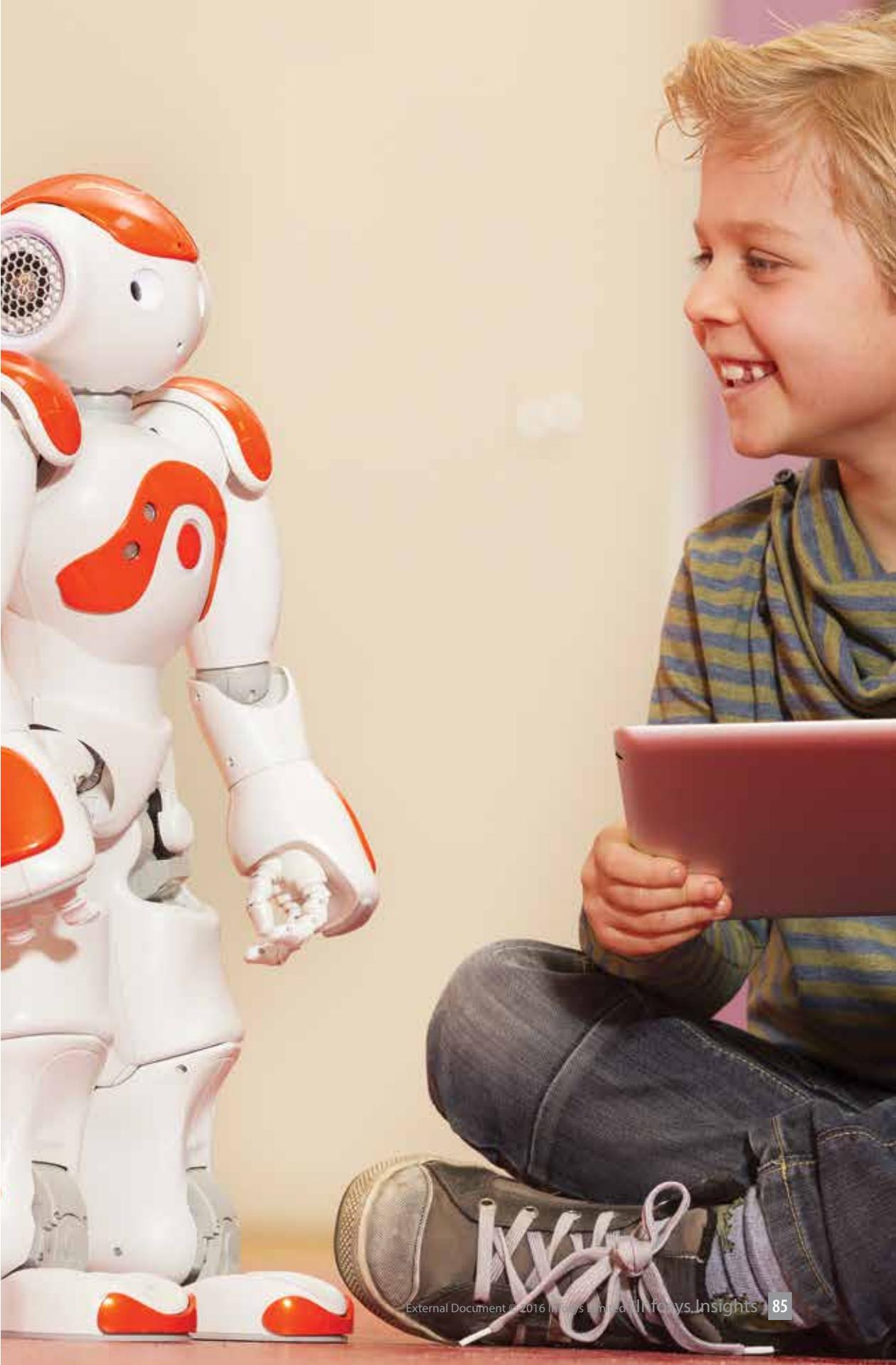


STAYING RELEVANT TO SURVIVE



Recently, Infosys conducted a survey and the insights gained were vital to understand what keeps top minds ticking across various industry verticals. The study concluded that technology is the biggest concern for respondents across industry groups, for its ability to shore up as well as shake up their business, and for its potential to solve their biggest challenges. So, it is only natural that technology should drive their priorities for 2016.

With an eagle eye-focus on the future, we would like to highlight certain key points in order to present what the landscape looks like now, as well as what you can expect it to look like in the future. It is important to take heed of crucial factors that will drive product differentiation for your business when it matters the most.



STAYING RELEVANT TO SURVIVE

BUT CHALLENGES MAKE IT HARD TO MOVE FORWARD



Ramifications of
technology for business

64%

Building business agility
and efficiency

52%

Managing rapidly
changing compliance
dynamics

40%

Managing technology
obsolescence

24%



TECHNOLOGY DISRUPTION IS REAL

US\$4 trillion

Revenue that financial
services incumbents
stand to lose to new
technology-driven
players, according to
a recent report



ORGANIZATIONS MUST EMBRACE CHANGE FAST

53% say selection and
implementation of the right
technology is crucial,
but only **29%** are in
a state of readiness



CHANGE OF PERCEPTION IS KEY

Technology needs to be
viewed as an **ENABLER**
not as a **DISRUPTOR**

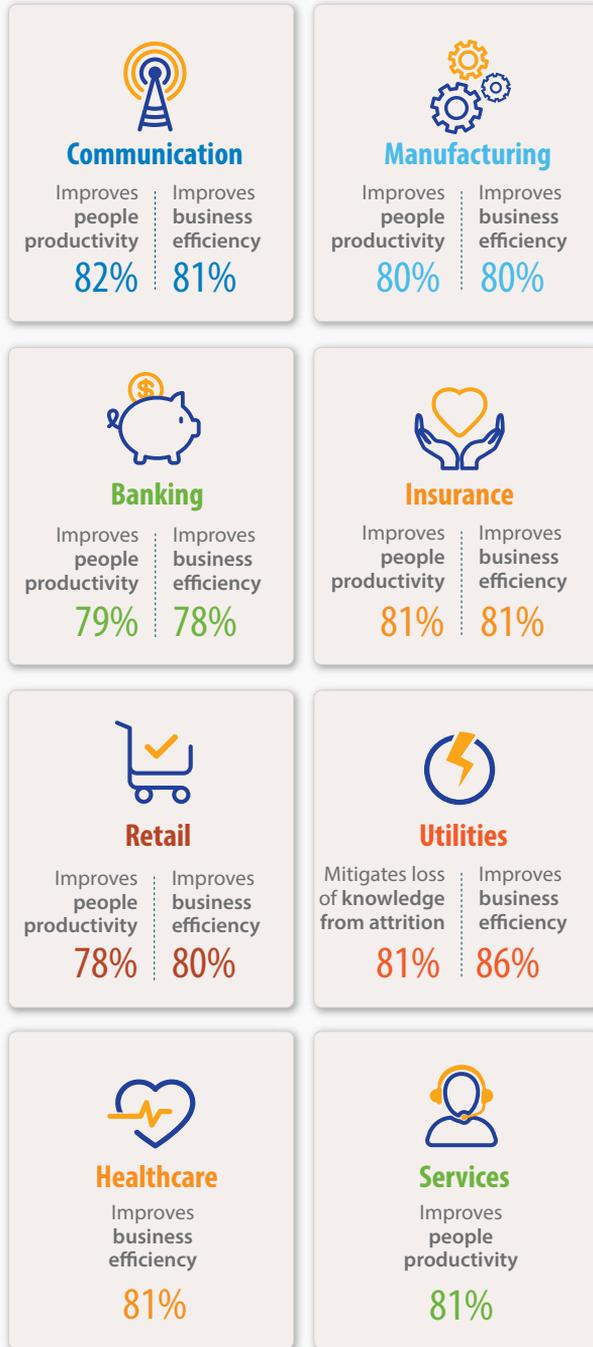
BECAUSE THE CONSEQUENCES COULD BE GRAVE



STAGNATION AND OBSCOLENCE

The Role of Technology

How does industry view technology's role, capabilities, benefits, and the impact it has? As seen below, almost all industries view technology as a catalyst to improve **people productivity** and **business efficiency**.





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