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# Analyst Meet

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2019

# Insights



**Karmesh Vaswani**

November 6, 2019

# Safe harbor

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Certain statements mentioned in this presentation concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding the outcome of the pending investigation into recent whistleblower complaints, fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2019. These filings are available at [www.sec.gov](http://www.sec.gov) Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Securities and Exchange Commission and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company unless it is required by law.



# Enterprise Data is GROWING ....

**40 ZB (2019)**  **175 ZB (2025)**

(1 Zettabyte -> 1024 exabytes -> 1024 petabytes -> 1024 terabytes)

**35% growth** global data / year ; **vs. 5%** in global IT spends

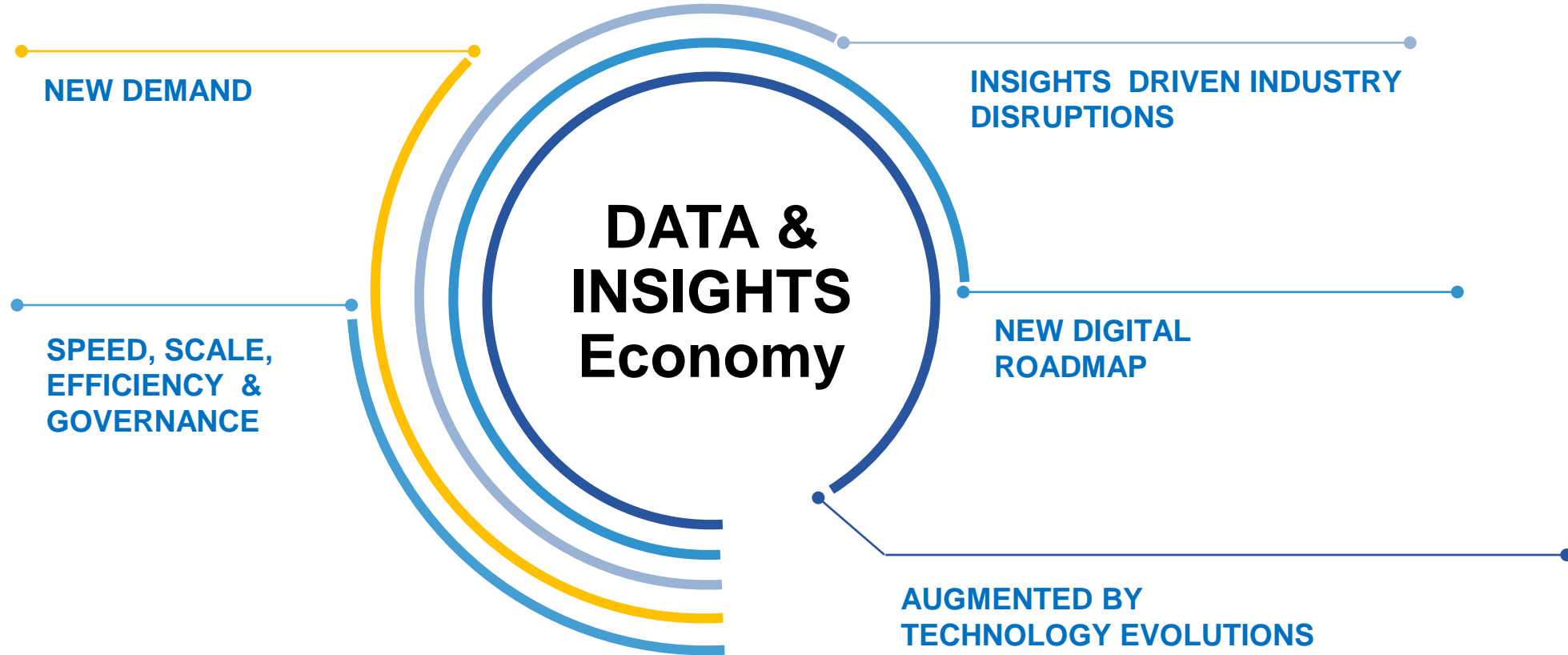
Across Industries, **450+ Billion** B2B and B2C transactions /day

**Big Data via Cloud** is growing **7.5 times** faster than **on Premise**

....Demand for ACTIONABLE INSIGHTS is growing....  
exponentially across all INDUSTRIES



# Enabling INSIGHTS & DATA led Economic Revolution



## MULTIPLIERS:



**Time-Value**



**Data to knowledge**



**New dictionary Semantics**



**AI**  
the eyes and ears



**Automation**  
the digital operator



**Open, Portability**  
the life blood



**Ethics, Privacy, Security Integrity**



# Case 1 – Co-Creation of a Cloud Agnostic ‘Data, Insights & new Digital’ platform with one of the top 10 Global Retail Bank

**Data & Insights  
economy**

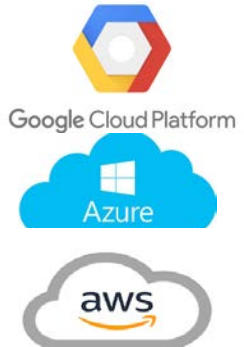
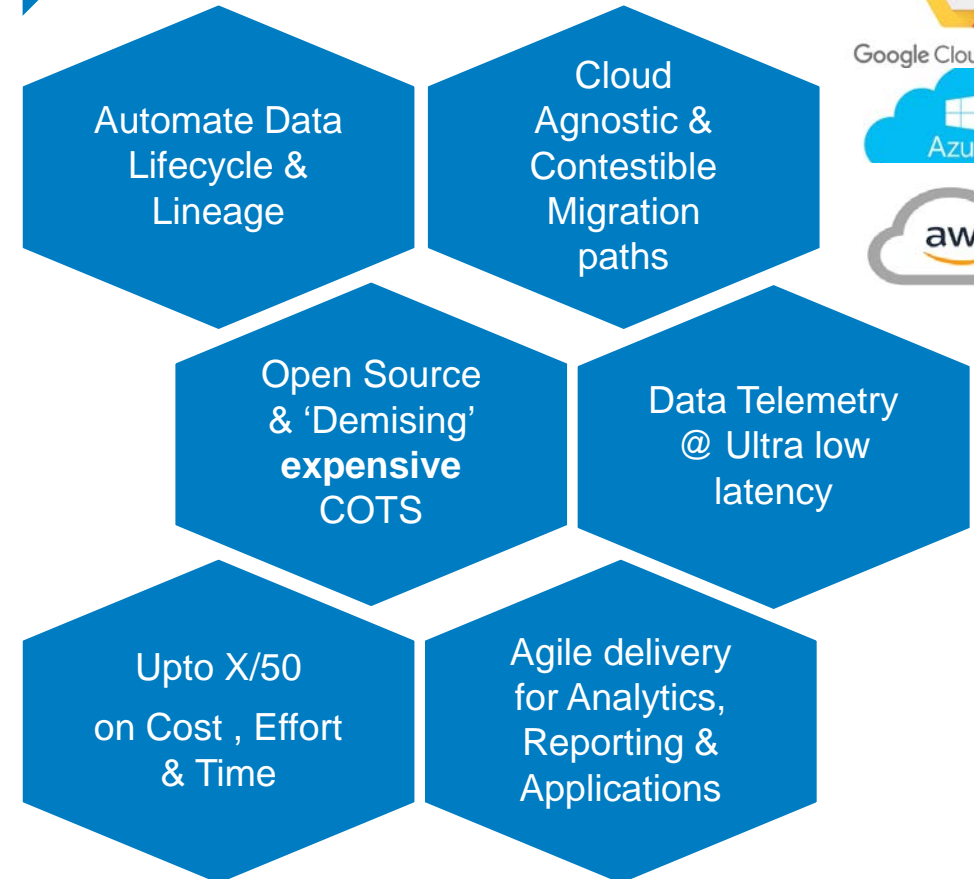
**750+ PB**

**400+ Commercial  
Software’s**

**1000+ batch and real time  
processes**

Being Transformed With

**PLATFORM ‘X’**



# Case 1 - New Digital Capabilities being enabled and Illustrative scale of Benefits

Category	From	To
Global Liquidity Tracking & Reporting	16 hrs	<45 mins
Migration Time for typical PB load from multiple sources	5-6 weeks	<2 days
Analytics Capacity for 1 PB load (representative profile)	300 VMs* @ 10 MUSD over 5 yrs.	<2 days
Third party Commercial Tools (Nos. & Value)	400+ costing 70 MUSD p.a.	Serverless, @ 2 MUSD over 5 yrs

# Case 2 - 'Insights' led Consumer Experience transformation and Channel Performance disruption for a USD 25+ Bln Lifestyle/ Fashion company

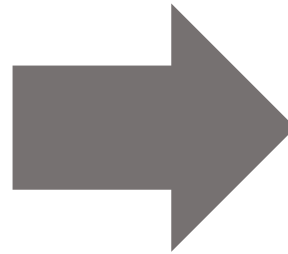
## FROM (2017)

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Single Consumer View (SCV)  
**fragmented** across multiple  
platforms and sources

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- 1 BUSD digital sales (<5%) in 2017
- App. 50M registered users
- 65 USD average order value
- <10% repeat buyer rate



## TO (2019)

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Precision Marketing – Segment  
of ONE. **Unified** Single  
Consumer View (SCV)

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- 3 BUSD (10%+) online in 2019
- >120M registered users
- 130 USD average order value
- >35% repeat buyer rate



# Case 2 - Speed, Scale, Efficiency and comprehensive Governance around the Single Consumer View to enable better Marketing ROI

## Activities

All activities and interactions are enabled for a digital data footprint creation

Sign up for campaign

Digital Offers, Newsletter #1

Visit to website

Facebook  
Instagram  
Twitter

Digital Offer, Newsletter #2  
incl. product launch

Visit to website

Mobile App

3 months

## Database

Multi dimensional insights every time consumer moves forward in the program or interacts in any way.

Details  
• Name  
• E-mail  
• City, Country, etc.

Initial interests  
• Clicks  
• Competition Brands

Interactions  
• Views  
• Participation  
• Downloads

Engagement  
• Likes  
• Shares  
• Comments

Extended interests  
• Clicks  
• Polls

Interactions  
• Views  
• Purchase

Interactions  
• Views  
• Participation  
• Downloads

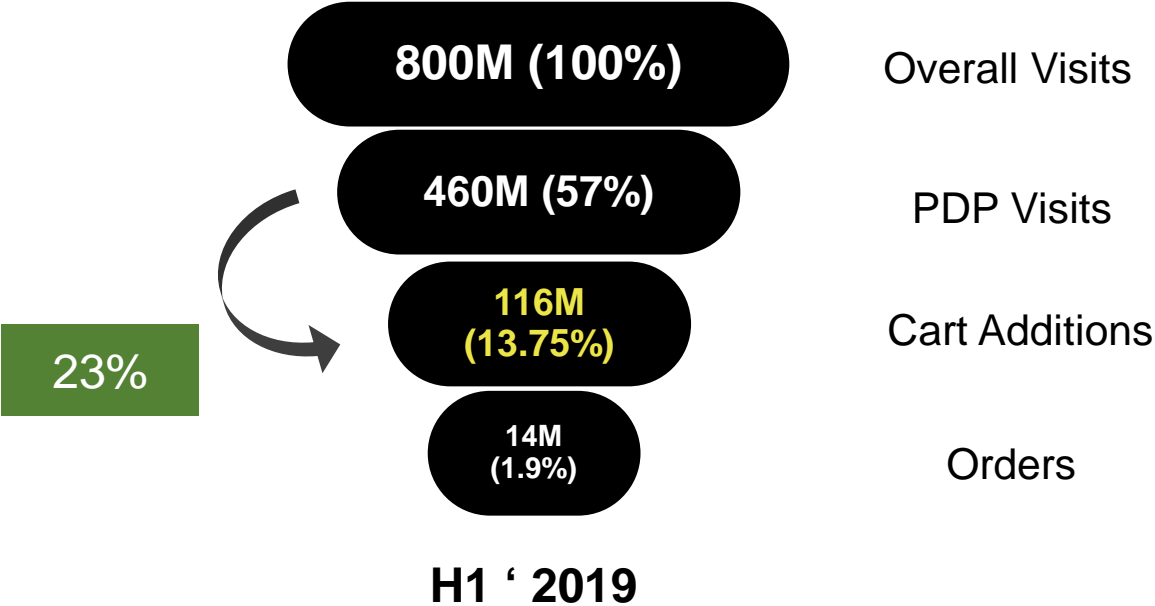
3 months

**120M** Consumers

Upto **5000** attributes per consumer being mined into insights



# Case 2 - New Demand created by targeting micro consumer segments at 'n=1' with personalised, immersive digital experiences...

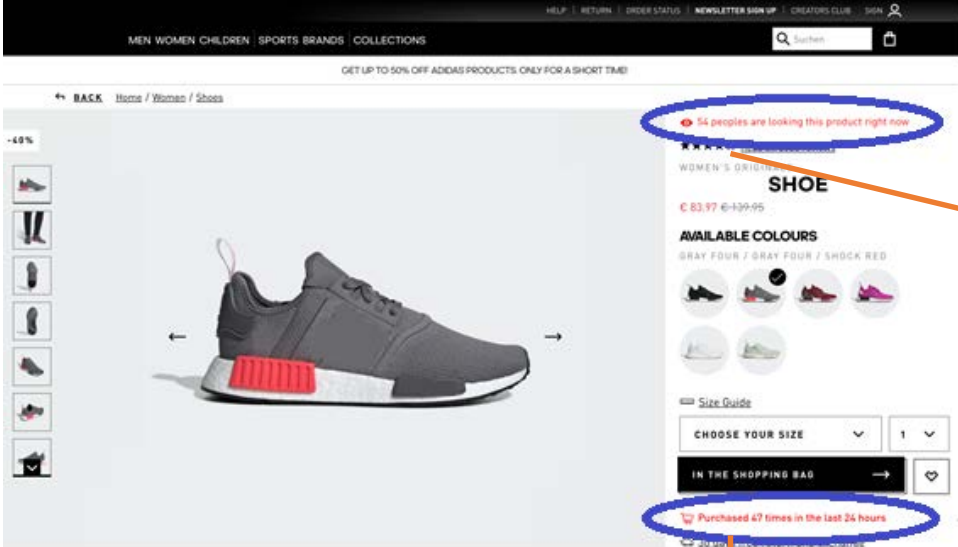


**An increase of 2% in the PDP (Product Description Page) conversion (to 25%) will result in a revenue upside of app. 120MUSD yearly**



# Case 2 - New Demand created by targeting micro consumer segments at 'n=1' with personalised digital experiences...

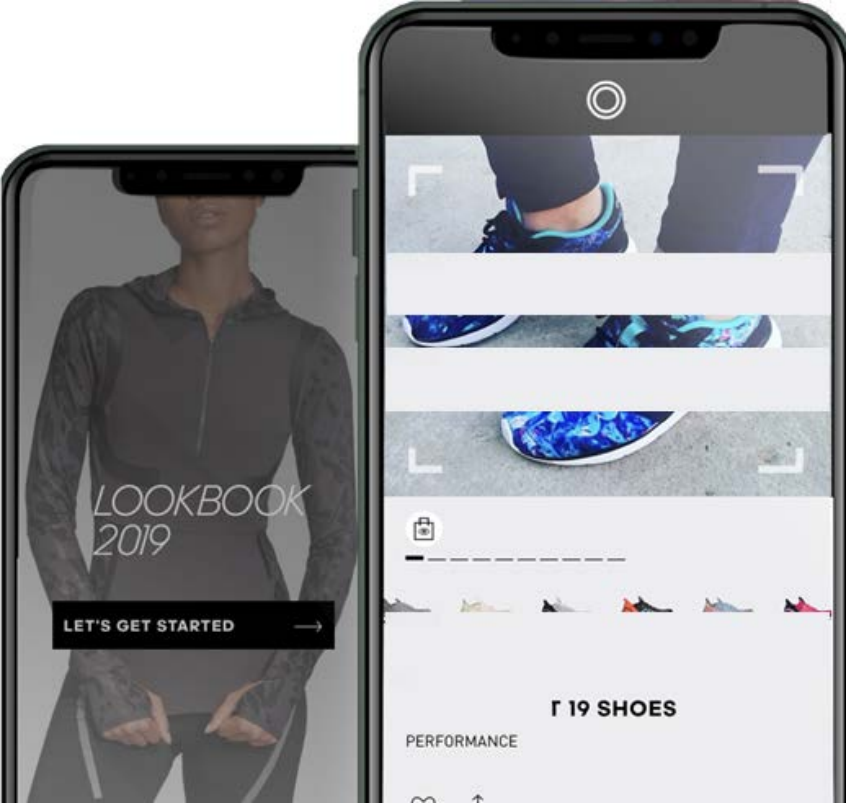
## Trend Followers



Number of people currently viewing the product

Number of times purchased in last 24 hours

## Trend Setters



# Strong profitable growth headroom in the Data & Insights Economy

**20+**

Industries

**500**

Clients

**24000+**

Professionals

**1000+**

Data Scientists





**LIVE ENTERPRISE**