

## LIVING LABS



Technology explosion, global competition and constant pressure on the top and bottom lines are challenging businesses across the globe. They are struggling to keep their competitive edge, develop emerging technology skills, create successful and sustainable innovation programs and ensure the alignment of technology innovation with business. To help address these challenges, they are looking at technology service providers like Infosys to help them with the right knowledge and skillset.

Living Labs offers Innovation as a Service to our clients, by bringing together

business context, technology and design expertise. We partner with clients to enable entire organizations to reimagine their businesses, and to shape the organizations through emerging technologies-led innovation. This is characterized by iterative rapid prototyping; creating real experiences, not PowerPoints.

The program allows clients to tap into the entire innovation ecosystem of Infosys including various units, subsidiaries, vendors, startups and university collaborations.

Powered by Infosys Center for Emerging

Technology Solutions (iCETS), the Living Labs program is based on years of experience in collaborating with clients and provides a modular and end-to-end innovation partnership, from digital strategy to large scale deployments; with a proven track record of many successful engagements of full lifecycle partnership with clients in their transformation and re-imagination journeys.

**Helping our clients to Innovate at scale with Emerging Technologies & Design.**

### Our Purpose

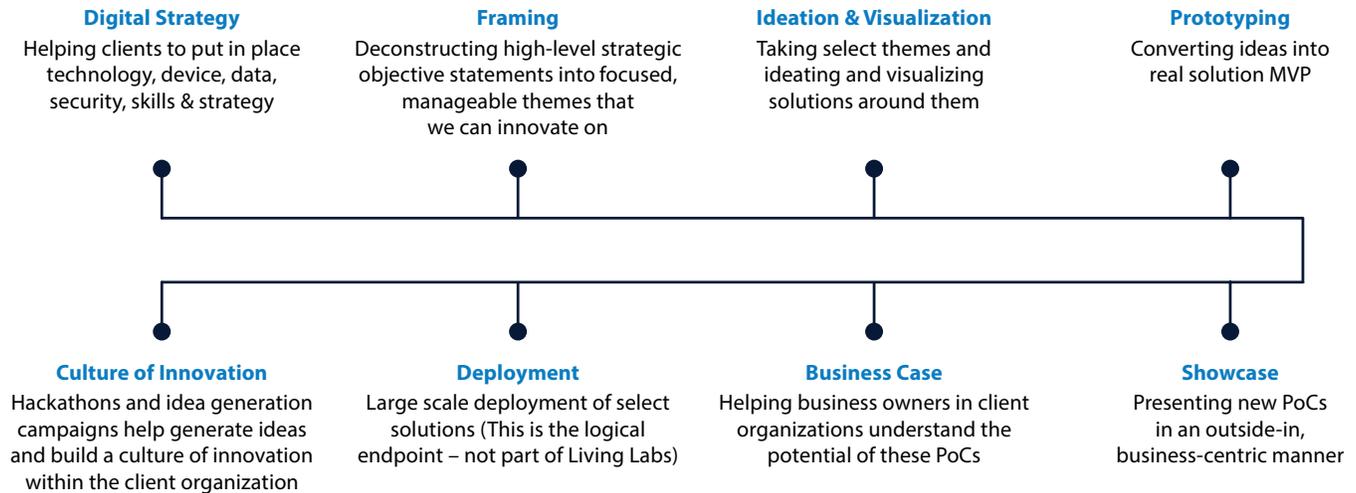
Full lifecycle partnership with clients in their transformation and re-imagination journeys

Establishing Joint Innovation Centers for rapidly incubating Emerging Technology-led prototypes

Helping maintain a continuous pipeline of ideas to address specific challenges or opportunities

Creating an Innovation Ecosystem across vendors, partners, academia and startups

## Our Approach



## Case Studies

- Partnered with a **National Postal Carrier** in Europe to modernize their warehouse operations
- Established a Joint Innovation Center for an iconic **Bike Manufacturer** and constructed over a dozen POCs in the first 18 months
- Helped one of the world's largest **Agro-Tech** Companies through a joint innovation center program, prototyping many PoCs, setting up a physical innovation hub, and building a sustained pipeline of new ideas
- Developed innovative solutions for a **Fortune 500 US Aircraft Manufacturer** as part of Sales and Marketing initiative; delivered 23 PoCs across 8 different themes, 7 of which are now part of the production stack
- Helped a **Fortune 500 Global Bank, based in UK** to accelerate innovation by establishing Innovation Management function, Business Value driven Idea selection process and Employee Engagement
- Setup an Innovation Management Framework and crowdsourced over 300 ideas from 2000+ enterprise wide participants for a leading **Caribbean Bank**
- Instituted the innovation management framework for a leading **Credit Card Company** towards systematic idea incubation and concept solution development
- Helped a large **Energy Distribution Company in the Netherlands**, with emerging technologies such as VR, personalized smart video (PSV), AR, gamification, digital assistants (such as Chatbots), and others to help its customers become more aware of their carbon footprint and to help them reduce it

For more information on Infosys Living Labs, please reach out to [icets@infosys.com](mailto:icets@infosys.com) and [livinglabs@infosys.com](mailto:livinglabs@infosys.com).

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