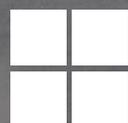




Accelerating towards a Resilient and Live enterprise with Microsoft Business Applications Services at Infosys

How Infosys' Microsoft Business Applications Services Practice accelerates customers' digital journey with customer-centric solutions focused on innovation, agility, and scalable models

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Resilient and Live enterprises, new business models and improved customer experience: key drivers for digital transformation

In today's fast-paced business landscape, leading enterprises are gearing up for continuous change. Leveraging digital technologies and cloud-based solutions, they are integrating their operations and augmenting their capabilities, adapting to emerging trends in the marketplace and transforming into Resilient and Live enterprises.

At the same time, companies which are slower to adapt risk losing their standing and growth prospects to competition.

Digital transformation is more than just a buzzword: it is a crucial process for businesses to not only survive the competitiveness of today's business landscape – but to thrive within that environment. Ten years ago, initiating a digital transformation journey was

considered a trend rather than a necessity.

Today this journey is becoming increasingly crucial, both from a business and customer perspective.

Implementing digital transformation means adopting innovation, intelligence, smarter decisions, and new business models – all of which place the customer at the center.

We live in an era defined by economic fluctuations, uncertain regulations, and emerging technologies. Thus, organizations are choosing to move quickly – away from operating models that merely provide operational stability but which fail to meaningfully solidify the relationship between customer and enterprise, to a new level of operational resilience and connection.

Being resilient means being able to respond to market disruptions effectively while also delivering on core business performance expectations, i.e.

Resilient and Live Enterprises reimagine their digital capabilities to continuously evolve, learn and innovate.

Competitive advantage through Customer Experience: quantity vs. quality

In an increasingly interconnected and digitalized landscape, meaningful relationships between organizations and their customers will become an invaluable asset rather than remain as a collection of disjointed customer interactions. Customer experience can turn into a defining competitive advantage. But how can enterprises offer personalized experiences that stand out in an ever-evolving landscape? They can achieve it by becoming Resilient and Live enterprises, while placing the customer at the center.

Smart insights

Today all organizations are exploring ways to simplify the decision-making process – not merely by relying on the collection of data, but by using data-based insights to make smarter decisions.

Thanks to this information-driven insight, it's now possible to understand customers and their needs better, and to address them at the right time with the right services.

This means that it is rational for enterprises to **leverage data to make intelligent decisions**, putting customers' needs at the center, with a focus on making smarter choices for critical business matters.

Smart differentiation

Each organization has something different to offer. However, every business also needs to stand out, by laying the foundations for a connected and agile business structure enabling the smart redesign of each operating parameter. **A smarter enterprise leverages differentiation.**

Enterprises are continuously exploring ways to highlight their **Unique Selling Proposition** and offer unique experiences to stakeholders, using these outcomes as a competitive advantage in terms of brand positioning.

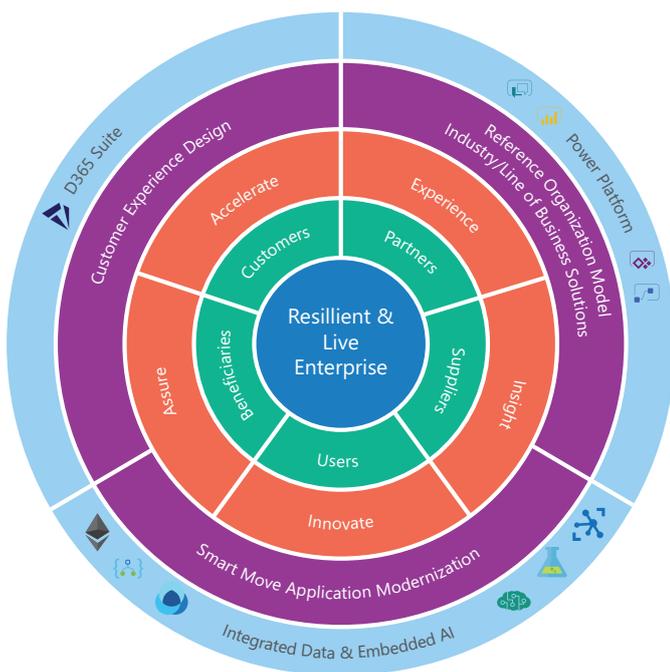
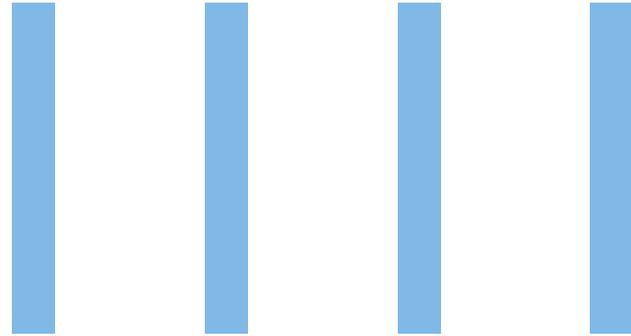
Smart collaboration and decisions

Organizations worldwide are keen to build continuous engagement with both their specific operating environment and the business ecosystem at large, in order to sense and adapt to evolving business trends.

End-to-end digital solutions allow enterprises to implement intelligent forms of collaboration across business units. **Having a connected organization means being able to seamlessly operate and offer a holistic customer experience, democratizing intelligence to empower employees.**

Accelerating towards a smarter enterprise with Infosys Platform of Possibilities 2.0

Digital success is not all about technology and processes, it is about a specific set of strategic values which nurture a positive and inclusive experience at every stage of the transformation journey.



Platform of Possibilities 2.0

We help build "Resilient and Live Enterprise"...

We help build stable yet dynamic organizations by transforming their digital capabilities for continuous evolution, learning and innovation.

Bringing value to every stakeholder across the enterprise and beyond



...while focusing on transformational outcomes along 5 levers



Customer Experience Design

- Design Thinking
- Digital Brand Alignment
- Hyper personalization
- Omnichannel experience
- Interaction Design
- Intelligent Assistants
- Digital Tech interventions
- Employee-led experience
- Conference room pilot

Reference Organization Model Industry/Line of Business Solutions

- Connected enterprise
- Responsive Value Chains
- Competitive advantage
- Sentient Organization
- Intuitive Decisions
- Improved efficiency
- Agility and speed
- Networked Organization
- Intelligent outcomes

SmartMove Application Modernization

- Process Modernization
- Platform Modernization
- Cloud-First Approach
- Smart workplace
- Hyper productivity
- Responsiveness
- Flexibility and Mobility
- Security
- Scalability



To leverage digitalization to its fullest, organizations must adopt innovative, integrated, and flexible technologies. At the same time, we know that each enterprise has its needs, therefore **strategy** becomes crucial for executing digital transformation efficiently.

The Microsoft Business Applications Services Practice at Infosys has built a strategic realization framework called **Platform of Possibilities 2.0** which helps enterprises in their transformation journeys from vision to realization.

We deliver exceptional value to clients backed by differentiated services and solutions of Infosys Cobalt built on PoP 2.0 that together lead organizations to become Resilient and Live Enterprises, accelerating them towards smarter decision-making, intelligent operational processes, and dynamic business models.

PoP 2.0 is built to enable **holistic transformation** for enterprises: from strategy to execution, focusing on five core transformational outcomes.

On one hand, this robust framework puts the customer at the center, as a customer centric approach is the foundation to develop an enterprise which thrives and succeeds in the digital landscape.

On the other hand, PoP 2.0 accelerates the transformation journey for enterprises to become Resilient and Live, by catering to various customer groups and unlocking exponential value across various touchpoints and channels. Let's find out more about the five outcomes of PoP 2.0 and how they add value throughout the transformation journey.



Exceptional Experiences

Understanding the changing expectations and preferences of customers is crucial to design personalized offerings that result in **positive experiences** across touchpoints. This insight can then be turned into a **competitive advantage for the enterprise** which translates into loyal customers and long-lasting relationships with target clients.

Rapid Acceleration

Enterprises must be willing to rapidly transform themselves to meet customer expectations and excel in an ever-evolving ecosystem. To do so and to remain relevant there is the need to **continuously digitalize the enterprise core**, amplifying customer experience.

Smarter Insights

Data insights enable the enterprise to decide on the right course of action, to improve performance, increase efficiencies, and respond to challenges in a timely and decisive manner. **Democratizing intelligence across LOBs can help unearth unexplored ways to delight the customer.**

Purposeful Innovation

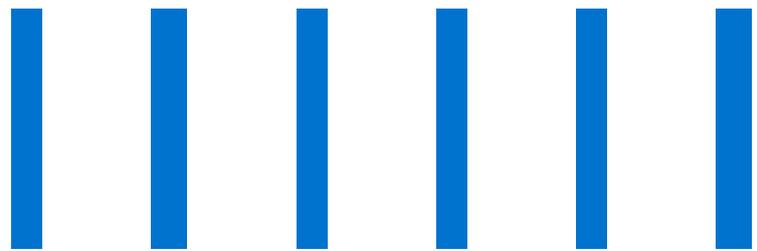
Redefine possibilities by marrying physical and digital capital to cater to new expectations. Drive continuous improvement by **absorbing a culture of innovation** inspired by a cross-section of industries and innovation ecosystems.

Assured Outcomes

While focusing on staying ahead of the competition and identifying the next success formula, today's enterprises **need solutions which will offer them security** and a clear line of sight to envisage business outcomes with minimal risk.

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A customer-centric approach offering exceptional experience at every stage of the transformation journey



PoP 2.0 is a strategic realization framework which helps organizations build customized transformation journeys across different industries and lines of businesses by offering highly personalized solutions.

We deliver these transformational outcomes through our innovative and scalable solutions built around 3 core themes:

▶ **REF-OR-M Industry/LOB, a set of industry solutions built on our Reference Organization**

Model framework, i.e. REF-OR-M. Each solution leverages Microsoft Dynamics 365 and is built using the Reference - Organization - Model framework, which translates into a preconfigured, end-to-end reference solution, for specific verticals and lines of business ([retail](#), [insurance](#), [public administration](#), [oilfield service providers](#)). For the organization or the business unit to achieve enhanced outcomes this group of solutions incorporates end-to-end process flows and proven best practices from successful Dynamics 365 transformation engagements.

Our solutions encompass:

- ▶ Connected enterprise
- ▶ Responsive Value Chains
- ▶ Competitive advantage
- ▶ Sentient Organization
- ▶ Intuitive Decisions
- ▶ Improved efficiency
- ▶ Agility and speed
- ▶ Networked organization
- ▶ Intelligent outcomes

▶ **Customer Experience Design focuses on fostering positive experiences from Concept to Realization, across touchpoints:**

business-driven, design-led transformation processes offering enhanced UI, UX, customer experience and the implementation of design thinking and digital strategies, interaction design, employee experience and analytics capability. The use of Digital Tech interventions like AI/ML, IoT Integrations, Mobility Apps, AR/VR/MR, Power Automate, Power BI-based Analytics etc. allow a successful and innovative transformation journey.

Our solutions encompass:

- ▶ Design Thinking
- ▶ Digital Brand Alignment
- ▶ Hyper personalization
- ▶ Omnichannel experience
- ▶ Interaction Design

- ▶ Intelligent Assistants
- ▶ Digital Tech interventions
- ▶ Employee-led experience
- ▶ Conference room pilot

▶ **SmartMove Application Modernization:** a service offering and framework spanning across industries, functions, and lines of businesses to facilitate application modernization and transformation. Our robust methodology offers a guided approach for a seamless transition.

Our solutions encompass:

- ▶ Process Modernization
- ▶ Platform Modernization
- ▶ Cloud-First Approach
- ▶ Smart workplace
- ▶ Hyper productivity
- ▶ Responsiveness
- ▶ Flexibility and Mobility
- ▶ Security
- ▶ Scalability



Microsoft Dynamics 365 & Power Platform

Marketing	Sales	Service	Operations	Finance	Commerce	Talent	Power Platform
Dynamics 365 Market Insights	Dynamics 365 Product Visualize	Dynamics 365 Remote Assist	Dynamics 365 Layout	Dynamics 365 Finance	Dynamics 365 Connected Store	Dynamics 365 Guides	Power BI
Dynamics 365 Customer Insights	Dynamics 365 Customer Insights	Dynamics 365 Guides	Dynamics 365 Guides	Dynamics 365 Business Central	Dynamics 365 Fraud Protection	Microsoft Forms Pro	PowerApps
Microsoft Forms Pro	Dynamics 365 Sales Insights	Dynamics 365 Customer Service Insights	Dynamics 365 Business Central		Dynamics 365 Customer Insights	Dynamics 365 Talent: Core HR	Power Automate
Dynamics 365 Marketing	LinkedIn Sales Navigator	Dynamics 365 Virtual Agent for Customer Service	Dynamics 365 Supply Chain Management		Dynamics 365 Marketing	Dynamics 365 Talent: Onboard	AI Builder
	Dynamics 365 Sales	Dynamics 365 Customer Insights			Dynamics 365 Commerce	Dynamics 365 for Talent: Attract	Portals
		Dynamics 365 Product Insights					Common Data Service
		Microsoft Forms Pro					Connectors
		Dynamics 365 Field Service					
		Dynamics 365 Customer Service					

How do we build these solutions?

Microsoft offers a range of technological solutions focused on digital transformation and a customer-centric approach. When enterprises need to become Resilient and Live, Microsoft's services and offerings are uniquely placed to help organizations become Resilient and Live enterprises and address the five transformational outcomes of PoP 2.0: **Exceptional Experiences, Rapid Acceleration, Smarter Insights, Purposeful Innovation, Assured Outcomes.**

Let's see how.

D365 Suite

Dynamics 365 is critical in enabling holistic transformation and integration, i.e. moving the enterprise to a cloud-based vertical system with the main goal of **optimizing internal processes** and **enhancing collaboration**. Microsoft D365's interoperability and flexible structure offers enhanced value as a tailored platform which can seamlessly leverage data and insights to improve decision making.

Power Platform, Integrated Data and Powered AI

Microsoft Power Platform helps customize, extend, and build apps to enhance functionalities. This when used in conjunction with **Dynamics 365, Office 365, Azure** and other apps, offers infinite possibilities for enterprises seeking to operate with a **360-degree view** of the organization and the customer.

Power Platform comprises four pillars:

- ▶ **Power BI:** analytics and reporting tools to make the most of insights, informing and prioritizing operational and execution tasks, and helping develop a design-led transformation process to improve customer experience.
- ▶ **Power Apps:** a wide range of customizable apps to assure last-mile business agility and operational continuity at any time.
- ▶ **Power Automate:** automation of tasks and operational processes to enhance productivity.
- ▶ **Power Virtual Agents:** integration of chatbots and virtual assistants to offer an exclusive and differentiated customer experience.

Case Study: Major Australian telecommunications provider reduces TCO, while improving productivity and customer experience with automation and UI

Challenge: To offer consistent, superior customer experience, optimize store operations and improve field service.

The solution we offered: End-to-end solution deployed on Microsoft Dynamics 365 + enhanced User Interface for a retail store

Results:

- ▶ Reduced TCO thanks to the implementation of an end-to-end solution
- ▶ Improved productivity by 40% with automated processes
- ▶ Improved customer satisfaction thanks to an optimized User Interface
- ▶ Total cost reduction by 15%.

Case Study: Major UK house council transforms customer experience by providing an end-to-end omnichannel platform

Challenge: To enable a digital transformation program for delivering best-in-class customer service, improving revenue, empowering stakeholders and developing a connected environment.

The solution we provided: End-to-end solution deployed on Microsoft Dynamics 365 and Power Apps

Results:

- ▶ Call handling time reduced by 15%
- ▶ Volume of calls reduced by 20% with the self-service option
- ▶ Improved engagement with the council by 52% for the age group 15 to 40
- ▶ 360-degree view on the customers.





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About Infosys Microsoft Business Applications Services Practice

Today, digital transformation means reinventing obsolete business models – imagining modern, interconnected, and efficient enterprises capable of creating new revenue streams.

In this context, the Infosys Microsoft Business Applications Services Practice places customers and their needs at the center. To us, this approach is a way of providing customers with positive and inclusive experiences at every touchpoint in the transformation journey, helping enterprises to become [Resilient and](#)

[Live](#) in a continuously evolving landscape, and helping organizations to be future ready.

Our solutions are built on the strategic framework [Platform of Possibilities 2.0](#). It allows contextualized offerings for addressing client needs, paving the way for customized digital transformation journeys. [We focus on strategy, delivering a 360° digital transformation process focused on the customer's specific needs.](#)



Get in touch with us

[Click here, discover more about our offerings and find out how we can help you to accelerate towards a smarter enterprise.](#)