

## Data Monetization

Today's enterprises need agility and efficiency to respond effectively to the evolving marketplace, demanding customers and dynamic business requirements. Becoming a responsive organization is challenging when faced with data explosion from new technologies and innovations. Internet-of-things enabled applications, unstructured data, pervasive connectivity, etc. are generating huge amounts of data. Companies today must gather and process all this data to gain insights into customer behavior and market trends for real time decision making. To achieve this, they need to evolve into analytics driven enterprises.

Infosys has developed a business intelligence (BI) and data platform as a strategic tool to monetize data within the business ecosystem. This solution brings enterprises closer to their customers and creates new opportunities to sustain and grow the business. These opportunities include:

+	<b>Revenue upside through Customer intimacy</b>	<ul style="list-style-type: none"> <li>• <b>Enhancing customer intimacy with better experience and engagement through key insights about customer behavior, preferences and needs</b></li> </ul>
-	<b>Cost efficiencies through Operational efficiency and Risk Management</b>	<ul style="list-style-type: none"> <li>• <b>Enabling operational efficiency and risk management through automation, higher efficiencies and managing risk across the organizational value chain</b></li> </ul>
+	<b>New revenue streams through New Products/ Models</b>	<ul style="list-style-type: none"> <li>• <b>Establishing new revenue models by converting data into assets that create new revenue channels</b></li> </ul>

Figure 1: Levers of Data Monetization

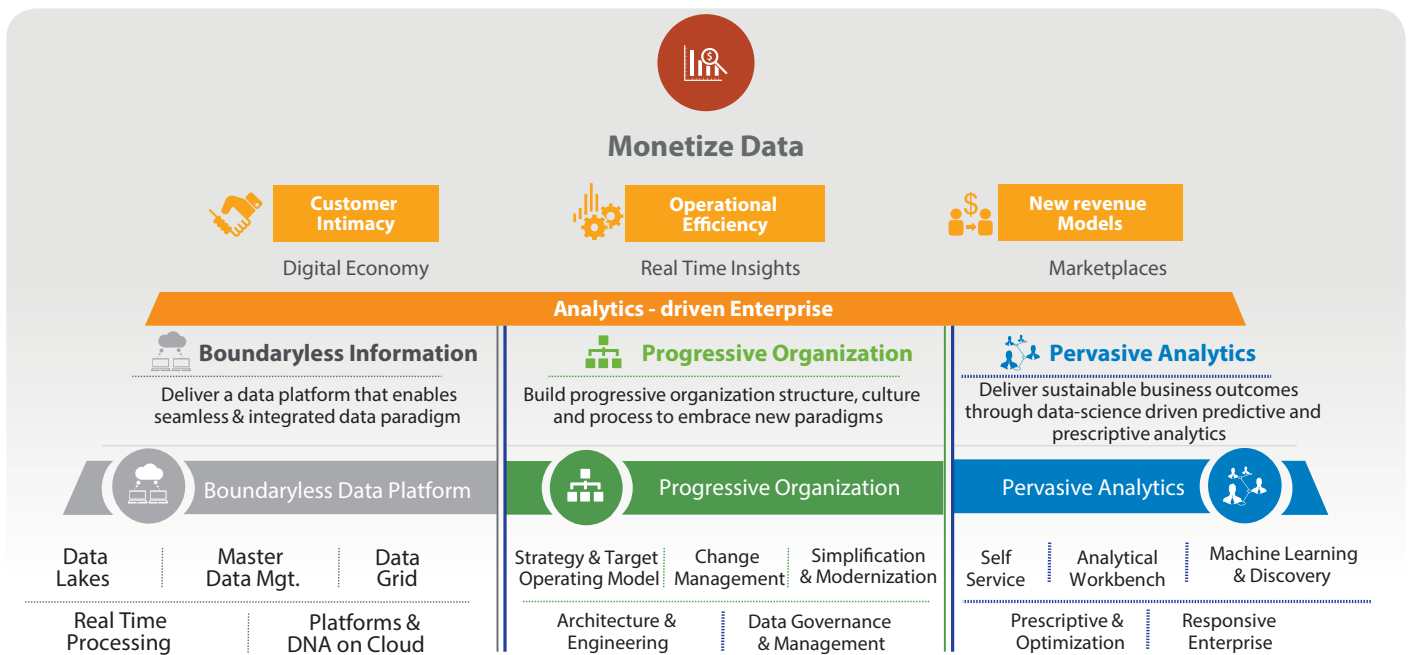


Figure 2: Strategic approach to sustainably deliver Data Monetization

## Infosys Offerings

Our Infosys Information Platform (IIP) is a reference implementation of this boundaryless concept. We leverage over 80 assets along with our AikiDo Transformation Framework and Design Thinking driven solution approach to accelerate your journey towards becoming an analytics driven enterprise. Infosys has three key offerings for analytics driven enterprises to monetize data:

1 <b>Boundaryless Data Platform</b> - a solution perspective	2 <b>Pervasive Analytics</b> - an outcome perspective	3 <b>Progressive Organization</b> - an organization perspective
<ul style="list-style-type: none"> <li>Data Lakes - To provide a cost efficient and scalable infrastructure for intelligent and agile data discovery by leveraging data lakes and data warehouses to store voluminous data sets</li> </ul>	<ul style="list-style-type: none"> <li>Self-service - To provide an interactive user interface for visualization and reporting in self-service way</li> </ul>	<ul style="list-style-type: none"> <li>Strategy &amp; Target Operating Model - To assess and define the transformational strategy and roadmap to enable boundaryless information and pervasive analytics</li> </ul>
<ul style="list-style-type: none"> <li>Master Data Management - To attain a 360 degree view of data across master data domains along with rapid implementation of data governance for a personalized customer experience and targeted offerings</li> </ul>	<ul style="list-style-type: none"> <li>Analytical workbench - To ensure availability of model configuration workflows, pre-built analytical models and new model plug in or refresh mechanisms for diagnostic and predictive analytics</li> </ul>	<ul style="list-style-type: none"> <li>Organizational Change Management - To maximize return on assets and infrastructure by optimizing processes and applications, improving data consumption and building partnerships with the use of Infosys IMPCT Framework</li> </ul>
<ul style="list-style-type: none"> <li>Data Grid - To physically/ virtually integrate data from on-premises/ cloud data sources in real time and make it available at end points as data catalogues through semantics engine for wider democratization</li> </ul>	<ul style="list-style-type: none"> <li>Machine learning &amp; Discovery - To enable with self-learning models that provide recommendations based on decisions taken in the past or taken by the larger community of users, unearth trends and patterns without being asked by decision makers</li> </ul>	<ul style="list-style-type: none"> <li>Simplification and Modernization - To align the solution with business goals and realize value through technology transformation, mergers and acquisitions, new business model introduction, etc. by leveraging the iModernize Framework</li> </ul>
<ul style="list-style-type: none"> <li>Real Time Processing - To enable real time, rapid, high speed processing of streaming data</li> </ul>	<ul style="list-style-type: none"> <li>Prescriptive and Optimization - To provide analytics that enable automated decision making where possible. For example, a pricing analytics output can display recommended prices where only those prices over a certain threshold will need exception approval. This enables automated price optimization and is a key driver in making analytics pervasive across the organization</li> </ul>	<ul style="list-style-type: none"> <li>Architecture and Engineering - Designs scalable, flexible and robust future-state architecture to address changing business paradigms and ensure compliance with regulatory needs</li> </ul>
<ul style="list-style-type: none"> <li>Platforms and Data-Analytics-on-the-cloud - To deploy on-premise/ Cloud/ Hybrid model to build boundaryless data platform and deliver it as a service</li> </ul>	<ul style="list-style-type: none"> <li>Responsive Enterprise - To enable responsive decision making, interactions and query resolution through continuous contextual engagement, event based interaction cognitive decision making</li> </ul>	<ul style="list-style-type: none"> <li>Data Governance and Management - To provide the right data strategy, policy and guidelines for high quality and secure data for consumption and compliance. Provide data lineage for internal usage as well as regulatory queries and also archive it with right retention strategy</li> </ul>

### Success Stories:

<p>Infosys supported a Bank in all aspects of its data and information management CDO mandate and delivered a <b>15% Y-o-Y savings</b> through automation, standardization and reuse.</p>	<p>One - tenth time and cost reduction for a leading hi - tech networking manufacturer by analyzing service sales opportunities leading to <b>incremental service bookings of more than USD 40 million.</b></p>	<p>Infosys partnered with a leading sports footwear and apparel major to monetize customer data and <b>increased revenue from direct channels by 35%</b> by creating a seamless consumer interface based on data from stores, mobile applications, wearables, and online marketplaces.</p>
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