



# FACTOIDS:

**Factory Operationalization Improvisation and  
Initiation for Digital Services**



**Infosys**  
*be more*

## Do these questions sound familiar to you? If you face any of these problems, then FACTOIDS can be the answer to your problems.

- I work with so many agencies and vendors. How do I get my campaigns out quickly, in a cohesive way?
- We have a lot of data but it tends to be in silos or consolidated around a specific brand. How to get a good all-up enterprise view of our customers?
- How can I ensure the demands from various brands don't lead to divergent development? How can I help brands design campaigns for agility and in sync with IT-driven platform aspects?
- What is the way to quickly launch the campaigns without reinventing the wheel again and again?
- Customers spend more time on digital marketing today. What is it that we have to do to engage customers directly through digital channels?
- 95 percent of Facebook posts are not answered. How do we conduct social media integration to collaborate and gather insights?
- We would like to set up an intelligent recommendation engine that leverages customers' personal preferences and choices through insights. Is there a platform that can be readily used?
- How do I build long-term consumer relationships that demonstrate trust and confidence? And how can digital marketing be leveraged?
- How do we measure ROI and drive efficiency?

### Infosys FACTOIDS: Solution construct

FACTOIDS provides an end-to-end service offering using a successful factory model constructed on the basis of years of experience derived from numerous large programs.

FACTOIDS is a convergence of key ideas that blends increased reusability, templated development, standardized processes, engineering practices, collaborative delivery governance, and integrated program management. It results in a well-assembled delivery functionality that possesses domain expertise, proven patterns, frameworks, and tools to increase automation with a focused approach to stay ahead of the competition.

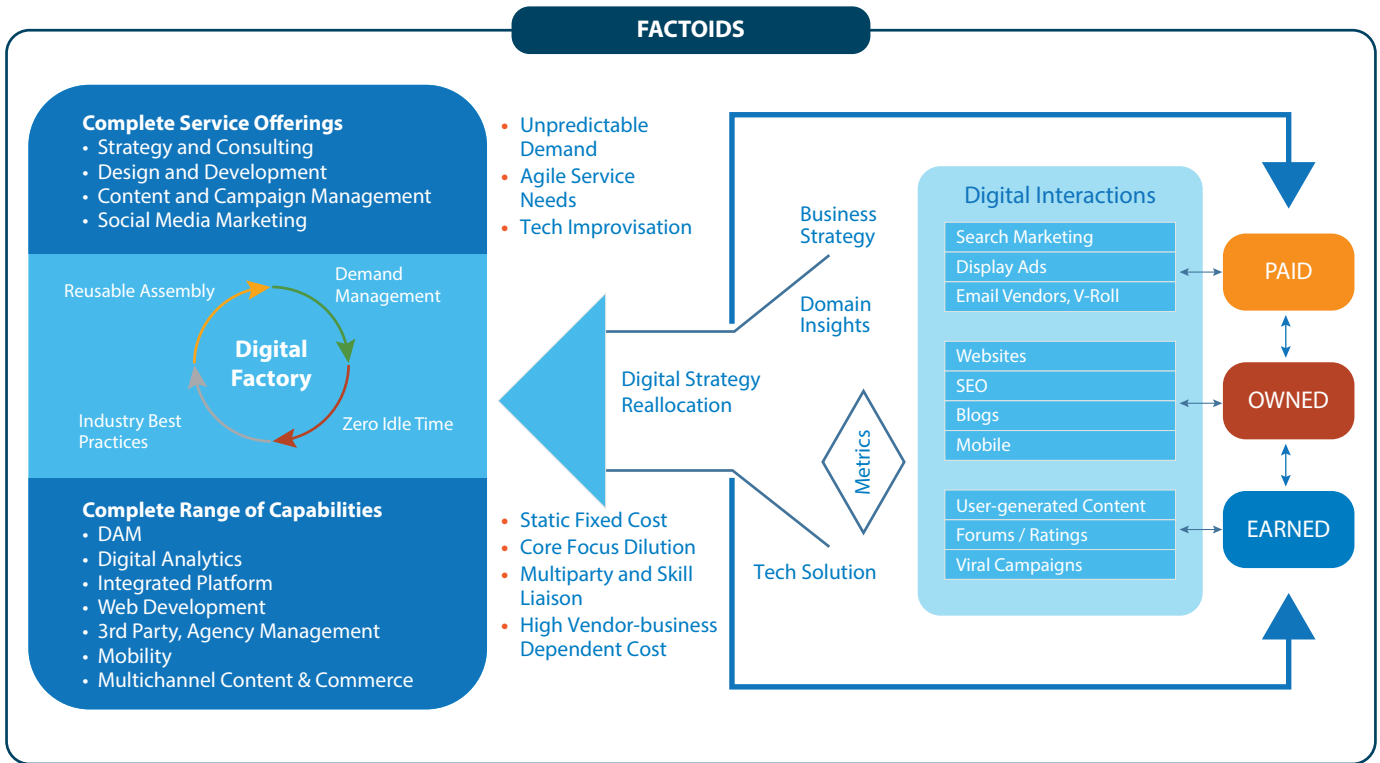




## Challenges in digital marketing initiatives

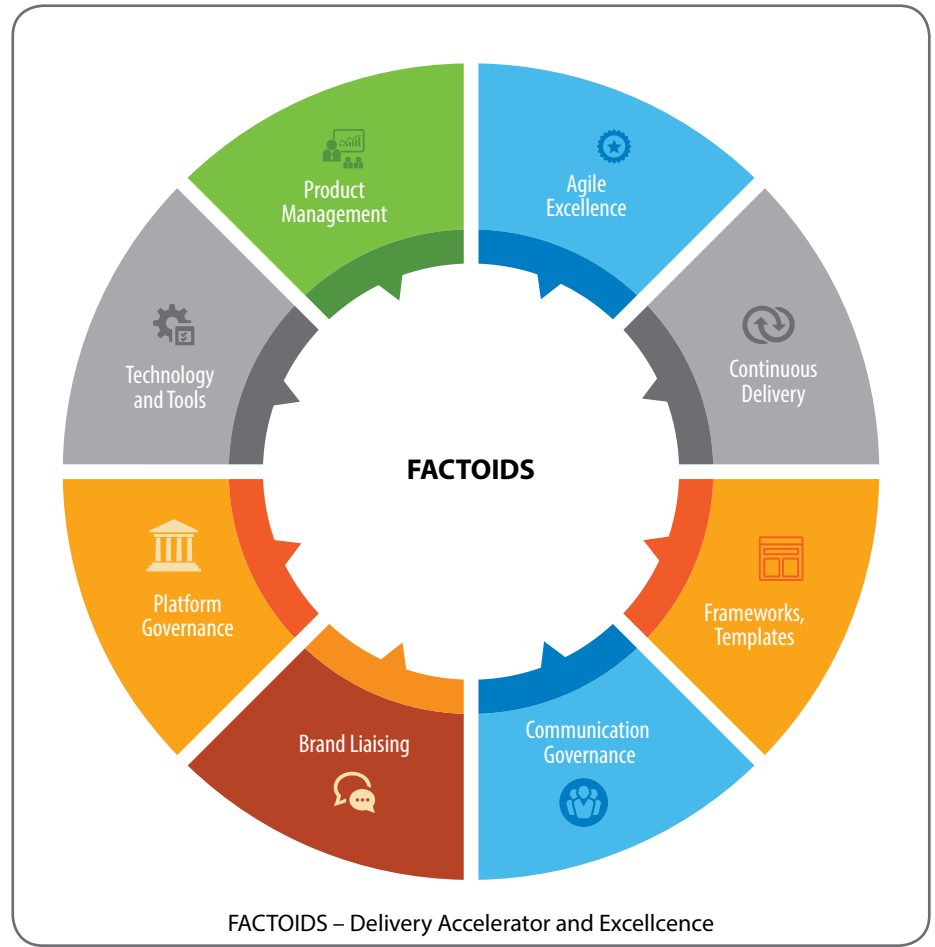


- Multiple parties in the digital chain
- Disparate systems with complex landscapes
- Demand for rapid release cycles, as features become obsolete quickly
- Inability to adapt to technology changes
- Poor skill and demand management
- Lack of distributed services model to manage multiple geographies and enterprise-wide brands
- Inability to integrate traditional development with contemporary agile development models



## Features

- Concept-to-production accelerator**  
 Most organizations spend a disproportionate amount of time and money on conceptualizing, planning, and delivering in a traditional model, leading to cost escalation and delivery inefficiency. FACTOIDS provides a proven delivery model to jump-start the development and realize production quickly, measure the benefits, adapt, and progress.
- Product demand management**  
 FACTOIDS provides different meta models to manage demands in different scenarios. A flexible, agile demand management is key to optimized ROI on marketing spends.
- Technology governance**  
 It is a non-disruptive solution which can work with any existing digital landscape, transforming it completely without any disruption.
- Global platform**  
 FACTOIDS consists of a robust foundational platform that builds technical / functional capabilities, components, and templates, evolves and improvises the architecture, and builds accelerators with the sole focus being to reduce cost and time on multiple releases to create a mature delivery organization.
- Production and delivery**  
 FACTOIDS consists of a delivery structure for website and mobile development and digital testing. This model has a well-defined organization structure that responds with agility and also collaborates between development, testing architecture, hosting, and support to provide seamless delivery.
- Continuous delivery model**  
 Moving away from traditional support maintenance processes, this model provides a swifter Kanban / DevOps model to ensure faster bug fixes and quicker rollout of enhancements.
- Brand liaisoning process modeling**  
 Specific dedicated small and medium



enterprises (SMEs) with experience will liaise with enterprise brand managers with a defined approach to simplify.

- Communication governance**  
 The integrated governance model will set up specific touchpoints that will monitor and communicate to the right stakeholders in the right format, providing necessary information that helps sponsors to intervene for seamless delivery and risk mitigation, if any, in advance.
- Platform setup and governance**  
 FACTOIDS drives the digital platform assessment and product evaluation through a specialized InCEPT framework for appropriate technology alignment. It also ensures optimal ROI through technology investments aligned with the business vision and process DNA of the enterprises.



## Benefits and value proposition

Some of the key benefits include:

- **Reduced delivery cycle** – New feature release time can be reduced from 40 to 60 percent. Flexible demand intake and quicker delivery using continuous delivery model helps realize business benefits quickly
- **Better platform adoption across enterprises** – A unified platform provides consistency and increased adoption
- **Extensive reuse enablement** – FACTOIDS drives cost optimization from 25 to 30 percent, reduces development complexity by up to 20 to 30 percent, and makes 30 to 40 percent more functionality possible in 15 to 20 percent less time for subsequent site launches
- **Cost optimization** – Ideal cost savings close to 30 percent can be achieved by eliminating idle time and wait time through highly efficient and just-in-time demand management
- **High scalability** – FACTOIDS leverages skills and artifacts across a variety of services making it more scalable at any point of time
- **Faster project sizing and movement to execution** – Automating and simplifying sizing techniques helps cut costs and timelines. The base platform provides the ability to jump-start the development in weeks, instead of months
- **Effort and expertise sharing** – With variability in demand, an ability to share resources and skills provides a clear cost and service response advantage
- **Customer retention and satisfaction** – FACTOIDS improves customer satisfaction to bring high availability, ease of navigation, and improved user experience, resulting in increased acquisition and retention

## Commercial advantage

- **60 to 70 percent** reduction in coordination and follow up efforts with brand managers and users for new projects. A foundational platform provides templated approach and reduces overhead
- **25 to 35 percent** savings in efforts to build templates and components through a global platform
- **10 to 20 percent** saving with predictable template-driven development, mandating reuse and automation focus
- **Project management effort reduced by up to 30 percent using predictable, templated development**

An illustration: Assume the following scenario

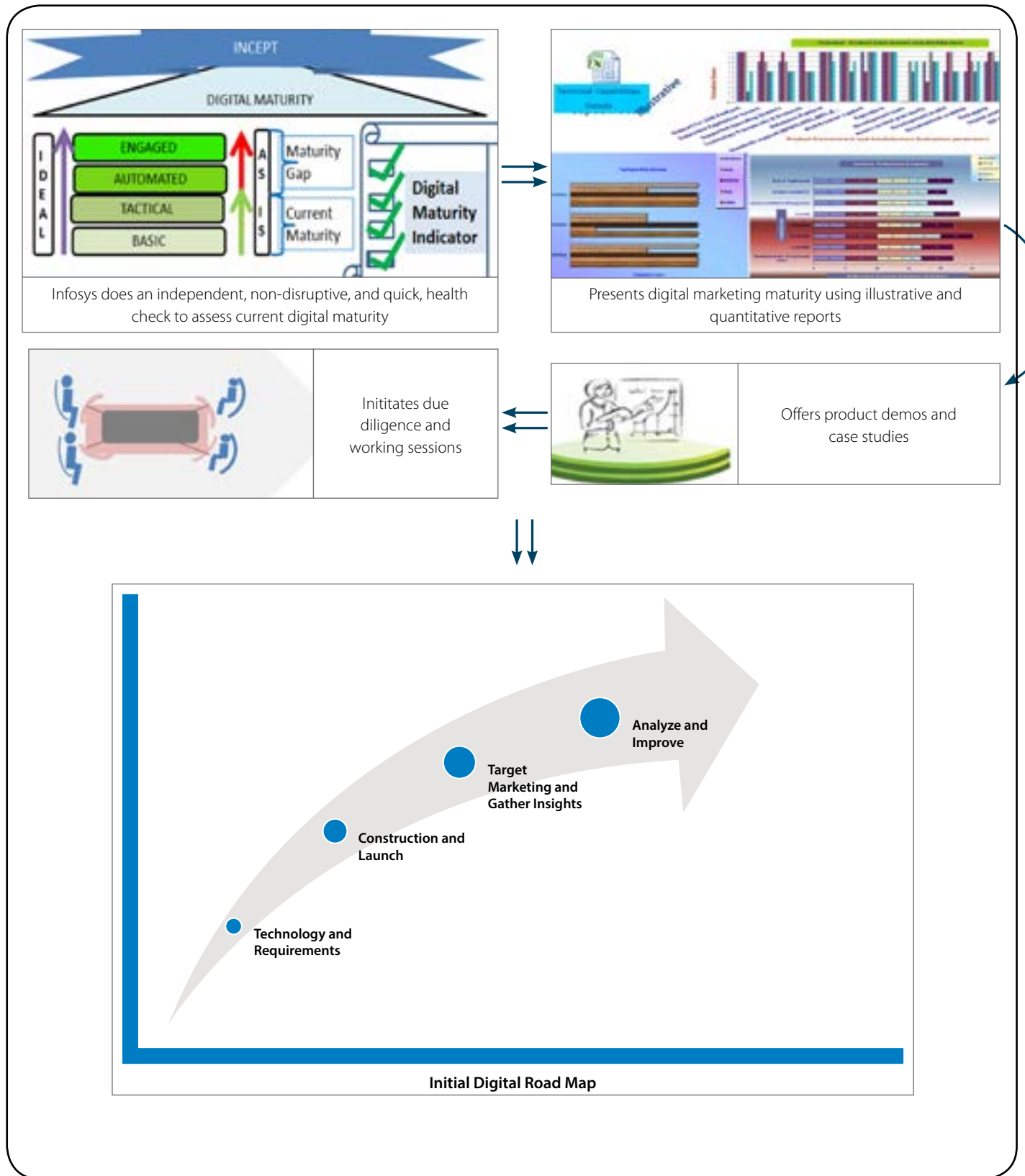
Number of digital projects per year	100
Number of new components / templates to be added per project	10–15
Minimum number of parallel projects running at any point	6

With Infosys FACTOIDS solution

- There can be a saving to the tune of 30 to 40 percent
- Speed-to-market increase takes place in the range of 20 to 40 percent
- At US\$100 per hour, this can result in approximately US\$250,000 savings annually
- A competitive business advantage is created by giving a solution to engage and leverage digital organizations with customers efficiently



# Next steps – How do we get started?



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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