

INFOSYS AGILE RADAR 2021

Drive Business Value. Faster.
Telecom and Media Industries

Agile has spread beyond IT

We found that doing Agile well leads to increased business growth and better business and IT outcomes.

In fact, there's a **63%** chance of growth ahead of peers with the seven-lever Agile approach.

We surveyed

1000
Business and IT executives

07
Industries and countries

These are: Customer insights | Customer-centric teams | Collaboration across boundaries | Self-organized teams | Upskilling | Agile workspaces with open layouts | Go remote

When it comes to Telecom and Media industries

Firms showed low Agile capability, with business misalignment as a top concern.

Business performance is also suffering.



However

The industries have many Marathoners – mature Agile firms with high Agile adoption.

Business investments in product management and reimagining customer journeys will also help in the future!

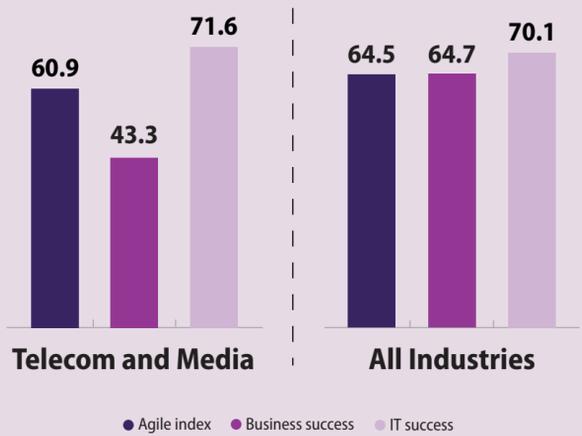


How do Telecom and Media compare to other industries?

Agile index: Refers to a firm's holistic Agile capability, as measured by the effectual working of 13 Agile levers

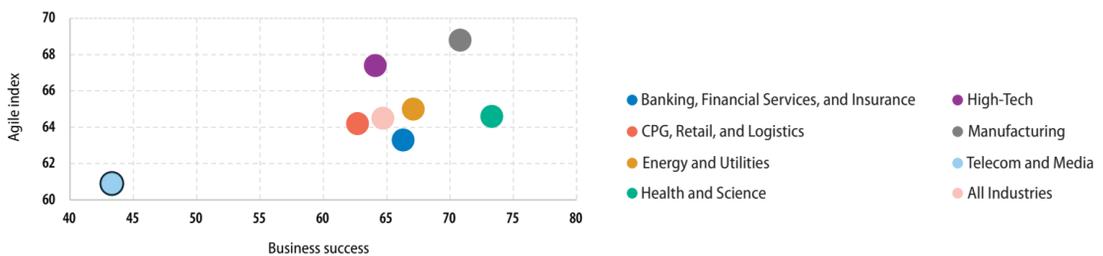
Business success: How effective a firm's Agile behaviors are at driving business outcomes

IT success: How effective a firm's Agile behaviors are at driving IT outcomes

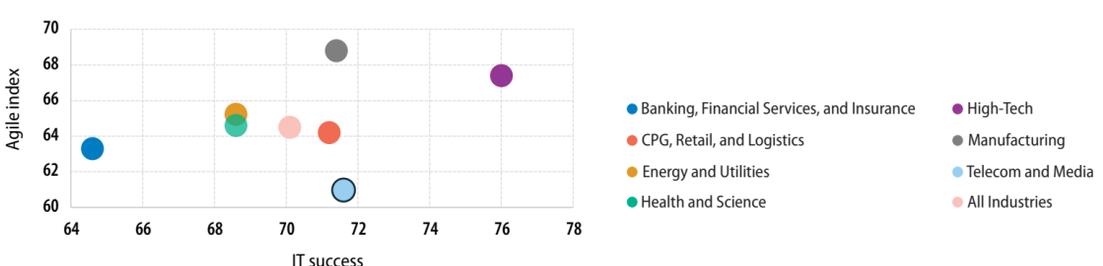


Industry comparisons

Agile index versus business success



Agile index versus IT success



And when it comes to:

Top business investments

- Product management
- Reimagining customer journeys

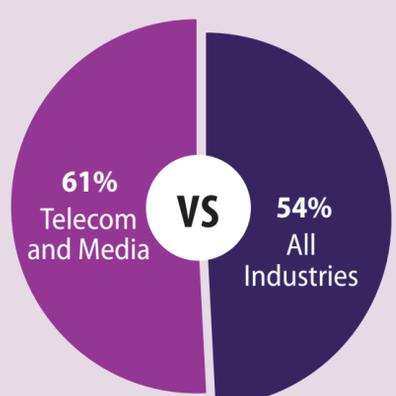
Top IT investments

- Product management
- DevSecOps

Top concerns

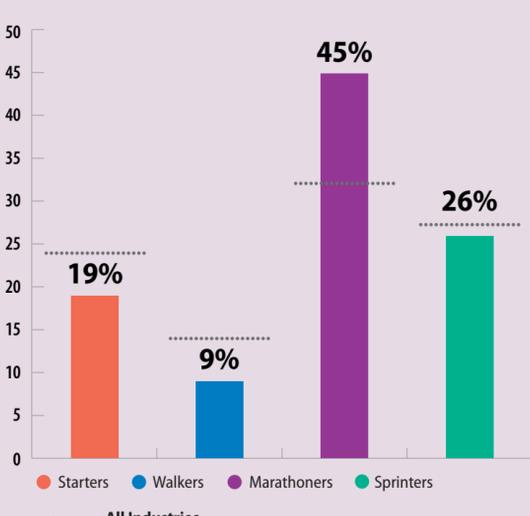
- Business misalignment
- Cross-functional collaboration

Agile presence beyond IT



Based on the survey

- We found **four Agile Archetypes**
- With **Sprinters** ahead of all, in our Agile Index



Telecom and Media had a much higher number of Marathoners than average, and fewer Starter, Walkers and Sprinters



To do even better and sprint ahead of the competition, firms in Telecom and Media should:

- Use customer insights to strengthen customer journeys
- Focus on value streams and products
- Invest in upskilling, collaborate across functions and go remote

Learn more!

Have you taken the Agile Radar Experience yet? If not, go to www.infosys.com/agileradar

Connect with us at agile_devops@infosys.com so we can help you move up your game!