CONSUMER NEXT

Our promise to deliver AI value to your business and your consumers.



Infosys
Navigate your next



Busy moms aren't looking for a hyper-personalized loyalty platform.

They just want more diapers for their dollar.

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She’s not interested in AI-powered product recommendation engines.

She just wants the perfect shade of red.



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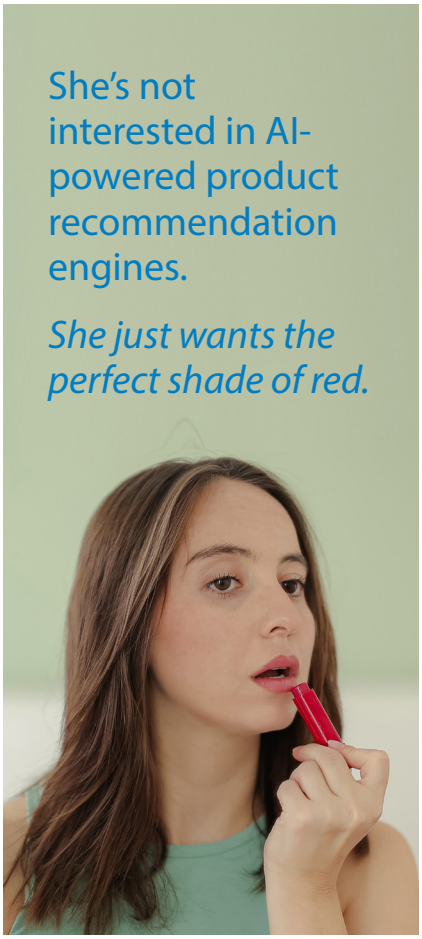


He doesn’t know what enhanced last-mile logistics means.

He just wants everything in time for his birthday.

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Your consumers don't think about the technology behind these experiences. They just experience the difference it makes.

And when AI makes a difference to your consumers, it can make a difference to your business too.

Consumer Next is our promise to deliver AI value to your consumers and your business.

But in a world where so many AI projects come up short, how do we deliver on that promise?

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AI that delivers for you and your customers

Turning the promise of AI into real value isn't always straightforward.

This is why we so often hear about AI projects that run out of time, run out of budget or simply fail to deliver the expected benefits.

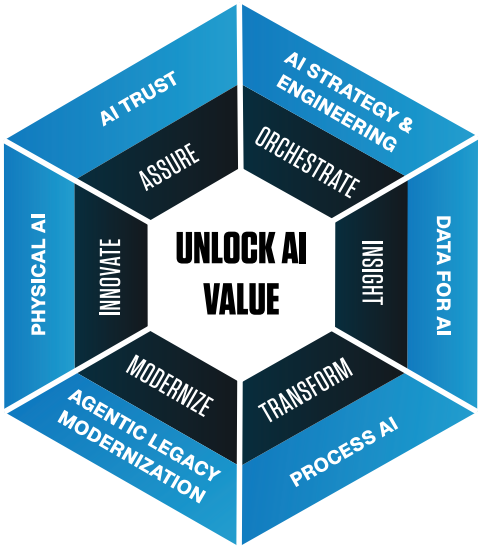
The reason we can make our Consumer Next promise is that we understand where they go wrong – and what can be done to get it right.

Our experience has shown us that there are six areas that shape whether AI delivers the value expected of it. Not every initiative depends on all six, but when one of these areas isn't right, even a strong AI idea can struggle to deliver its full potential.

Across CPG, retail and logistics, the areas that matter are: strategy and scale, data, processes, legacy technology, the physical world, and trust. In each case we have analysed what needs to happen to make AI projects work and have put processes and technologies in place to ensure successful outcomes.

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Let’s look at the six ways we promise to get AI right – and deliver the value you expected.



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1

AI needs to work at scale

AI Strategy & Engineering

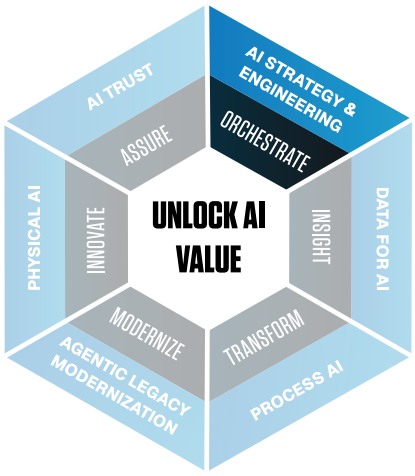
What Consumer Next promises

A successful pilot is only valuable if you can take it further. We design AI with scale in mind from the start – across brands, markets, functions and channels, with the architecture, governance and economics needed to support it.

That means less duplication, a clearer route from pilot to production and AI investment that remains commercially sustainable as it grows. The business gets value by leveraging AI across the enterprise – and this translates into a better experience for consumers wherever and however they interact with you.

How Consumer Next has already delivered in the real world

HanesBrands is working with Infosys through a ten-year alliance, using AI-first platforms to drive innovation, efficiency and agility across its IT landscape. METRO AG is working with Infosys to take AI further across its operations, while iD Mobile is applying Infosys AI expertise to customer-facing retail operations.



You need to make sure you can scale AI projects as they get bigger and more demanding.

Ditto for three-year-olds.



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2

We will make your data AI-ready

Data for AI

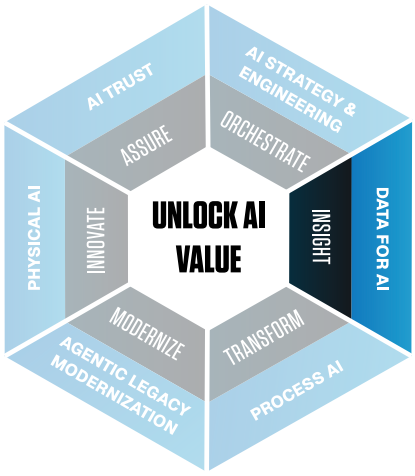
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AI needs accurate, accessible and trusted data to work properly. We bring fragmented information together, improve its quality and governance, and make structured and unstructured data ready for AI.

That means fewer data problems slowing deployment or undermining results, and more reliable information for faster, better decisions. The business gets an AI-ready foundation it can build on with confidence. Consumers get better recommendations, accurate information and experiences that work as expected.

How Consumer Next has already delivered in the real world

For Mondelēz, Infosys created a scalable traceability platform that brings near-real-time and batch data together. Today it connects more than 50 suppliers and 220 plants and distribution centers, processing more than half a million events every day. The result is faster traceability, faster regulatory reporting and stronger food-safety readiness.



You need AI-ready data.

Sarah needs a holiday-ready wardrobe



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3

We'll apply AI to the whole process, not just the individual task

Process AI

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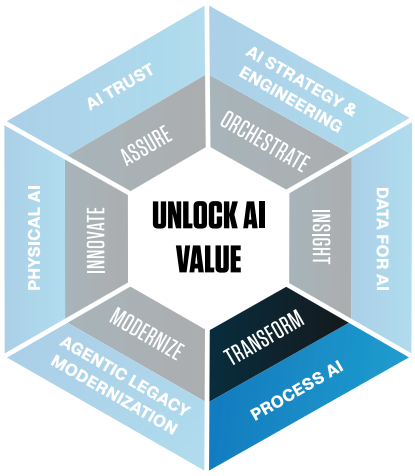
Making one task faster doesn't necessarily make the business work better. We look at the whole process – connecting AI with the data, decisions, systems and people around it.

That turns isolated efficiency gains into broader operational improvement, with faster decisions, less friction and better outcomes across the value chain. The business gets processes that work better from end to end. Consumers get a smoother journey from recommendation and purchase through to fulfillment and service.

How Consumer Next has already delivered in the real world

Infosys helped KnitWell Group create Engage, an AI platform that generates personalized customer emails while leaving store associates in control of the relationship. Associates can now reach far more customers without losing the personal connection.

Ralph Lauren's Ask Ralph puts conversational AI directly into the shopping journey, making it easier for consumers to choose the products they want.



Applying AI is a complex process, not a single task.

Just like skincare regimes.



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4

We'll bring your legacy tech up to speed

Agentic Legacy Modernization

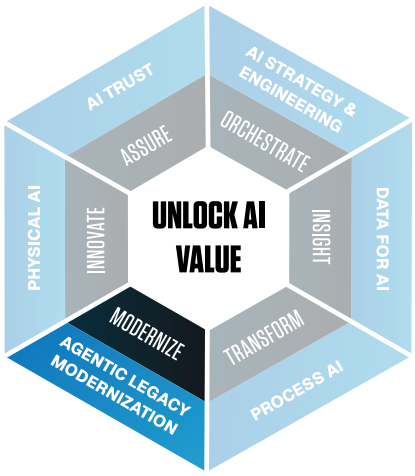
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New AI still has to work with the technology you already have. We use AI to modernize legacy systems progressively – reducing technical debt and creating an AI-ready core without putting the business on hold.

That means new capabilities can be introduced faster and with less disruption, while stores keep trading, factories keep producing and freight keeps moving. The business becomes more agile and ready for what comes next. Consumers get new and better experiences without having to wait for a wholesale technology overhaul.

How Consumer Next has already delivered in the real world

At HanesBrands, AI-first platforms are being used to increase agility and reduce friction across a complex IT landscape. At Ricoh Europe, an AI-ready Oracle platform is modernizing the core while creating a foundation for future AI at scale.



You may have platforms that were installed last decade.

Michael wants organic kiwi fruit that were picked last week.



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5

We'll make AI work in the real world

Physical AI

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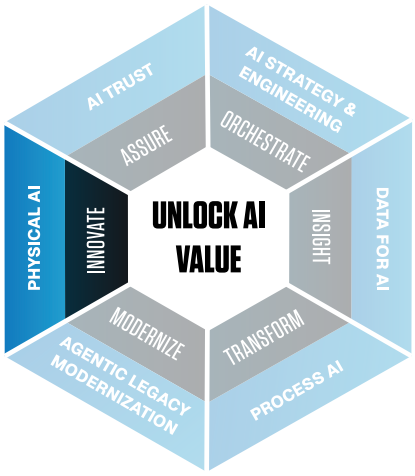
An AI insight only creates value when something happens as a result. We connect intelligence to the physical places where CRL value is created – factories, stores, warehouses, fleets and products.

That means better quality, visibility, availability and operational performance in the places where products are actually made, moved and sold. The business gets smarter, more responsive physical operations. Consumers get the everyday outcomes that matter – the right product, in the right place, arriving when it should.

How Consumer Next has already delivered in the real world

At Mondelēz, the Infosys-supported traceability platform captures more than half a million physical supply-chain events every day across suppliers, plants and distribution centers, providing greater visibility from origin through delivery and supporting faster traceability and incident response.

At KnitWell Group, AI reaches another very physical environment – the store – helping associates serve more customers while keeping the human relationship at the heart of the experience.



Optimized supply chains need thousands of sensors and cameras.

For Dinah, optimized shopping means buy two get one free.



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6

Create AI everyone can trust

AI Trust

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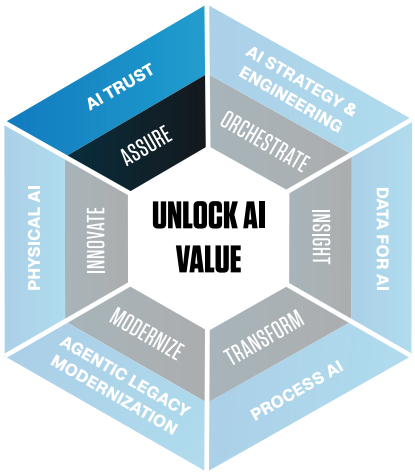
AI can only create value at scale if people are confident enough to use it. We build governance, safety, compliance and accountability in from the start – across data, models, agents and workflows.

That means fewer trust and compliance issues standing between a successful AI solution and wider deployment, with greater visibility and control as AI scales. The business gets the confidence to take AI further. Consumers get the reassurance that their data, their safety and the brands they trust are being protected.

How Consumer Next has already delivered in the real world

At Mondelēz, Infosys helped create a traceability platform with a regulatory control tower and rapid incident-response capability, strengthening food safety and regulatory compliance.

In another global snack-food implementation, two years of records can now be extracted and delivered within 24 hours to regulatory bodies such as the FDA. For the business, that means greater confidence and control. For the consumer, it means something much simpler: greater confidence that the product is safe.



Compliance and regulatory teams have to make sure every AI project is ethical, compliant and sustainable.

Mom has to be sure the milk is right for baby.



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Consumer Next.
Our promise to deliver.

We know where AI projects come under pressure. We know how to deal with those pressures and rise to the challenges. And we have the experience to prove it.

So the value you set out to create can make it all the way from AI ambition to everyday reality.

We will ensure that AI will have a real impact on your consumers. And that will in turn deliver a real impact on your business.

Consumer Next. Making sure AI makes a difference.

For more information, contact askus@infosys.com

Infosys
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