

RETHINKING MANUFACTURING BUSINESSES AROUND CONSUMERS



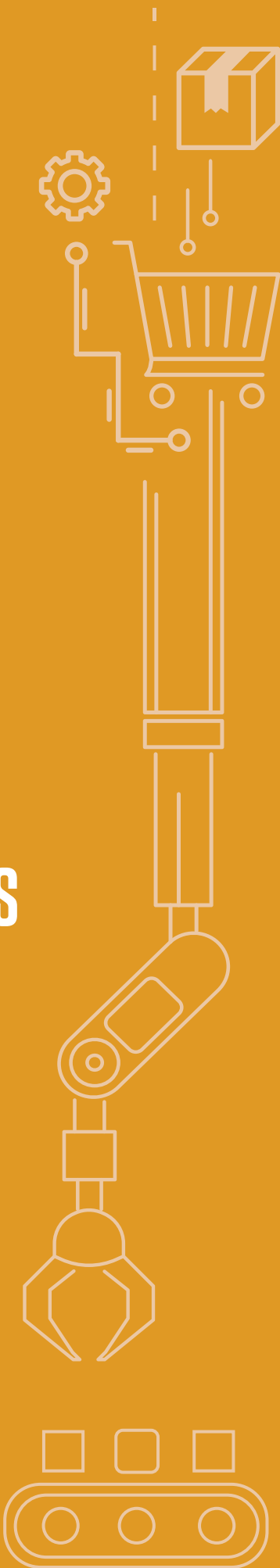
1 STAYING CONNECTED TO CUSTOMERS

2 IS CRITICAL TO MODERN MANUFACTURING BUSINESSES

3 INFOSYS LEVERAGES TECHNOLOGY

4 AND A PROVEN FRAMEWORK

5 TO DELIVER B2B2C SUCCESS



- Consumers expect services from manufacturers, not dealers
- Manufacturers need to directly connect with customers

- Customer engagement across product life cycle
- Pre-sales campaigns
- Post-sales cross-selling and support
- Customer-centric operations

- IoT, Data & Analytics, Cloud, Modern ERP

Infosys B2B2C Framework

- Customer insights from dealers
- Integrated supply chain data
- IoT for real-time product information

- Virtual Garage for an Auto Parts Dealer
- B2B2C Sales Hub for an American Auto Major
- B2B2C Ecommerce Portal for an Agro-machinery Company