



IMAGINE IT DONE!

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When we look around us today, we see that everything is going through a massive transformation based on the power of digital technologies - the power of computing, cloud, and artificial intelligence. Bits are beginning to infuse digital life into more and more structures of atoms. Things are beginning to both sense and respond, in real time, to the world around. Cars can tell anxious parents if their teens are driving safely, machinery on the shop floor can alert technicians to when they might break down and how to prevent that from happening, and even that innocuous toothbrush on your bathroom shelf can now tattle to dental insurers should you forget to brush before bed. Clearly, technology is making everything around us smarter.

This deep-rooted digitization – the intermingling of bits and atoms - is opening up a whole new world of possibilities – one where the future is only limited by what our imagination can grasp. Because, now it is entirely up to us to look for something that is worth having but unavailable, then imagine – to the last little detail – a world with this unavailable or missing aspect plugged in. This is the act of problem-framing, the beginning of all innovation and a uniquely human capability that no machine has as yet mastered. There on, of course, technology has greatly amplified our ability to bring these innovations to life.

So then, the great task before us enterprise leaders is to acquire a deep understanding of all that our business, our industry, and the community that we live and work in, need. Then, to hone our ability to clearly articulate these needs, so we might then use that clarity to imagine the things that fulfill these needs purposefully.

In this issue of *Infosys Insights*, we examine a range of problems and challenges that are staring at us, at humankind, and present innovative and some untrodden ways to develop the approach to solving them.

The cover story by our COO, Pravin Rao, illuminates why today's existing patterns and paradigms may not be enough to realize the potential of what digital technologies have to offer. In the pages ahead, you'll find out why the next car might be closer to a computer on four wheels, and not an

internal combustion engine enclosed in a metal cage. This perspective is brought alive in an article *Technology and Connectivity Set to Transform the Auto Industry* through keen insights from Nitesh Bansal, Regional Head – Manufacturing, Americas and Europe, at Infosys. In another article, *Digital's Next Stop – Farming*, we examine how farming – an occupation that has changed very little in the past 5,000 years – is now as dependent on digital technology as any other industry. And this transition has the potential to address food shortages globally, says the author, Jeff Kavanaugh, Senior Partner, High-Tech and Manufacturing.

Leading scientist Srivari Chandrasekhar's article, *Nature is Life – With Green Chemistry You Can Choose Life*, discusses how an enterprise can produce environment-friendly pharmaceuticals that are also affordable. But isn't there an economic trade-off in the attempt to lower carbon footprint? You should read on for the answers. On a related note the essay, *From Darkness to Light: The Five Ds can Lead the Way*, talks about equitable power distribution across the world, especially by adopting green energy. This has been written by Ashiss Dash, Regional Head – Utilities, Americas, at Infosys.

Does preventive medicine, including precision medicine and individualized care, have the potential to address some of the issues facing Big Pharma today? Subhro Mallik, Head of Life Sciences, Americas, at Infosys, believes so and elaborates upon the reasons in his article. In another discerning take, *SVP, IT and Digital Media at the Association of Tennis Professionals*, Murray Swartzberg, discusses how analytics and insights are elevating the tennis experience for players and fans alike. His verdict is *Game, Set, and Match – Data*.

I'll leave it to you to discover the rest of the perspectives. Each exploring ways to be more than what we are today.

I do hope you enjoy reading this edition, find reasons to keep coming back to it, garner ideas and thoughts – some to mull over and some to execute.

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