

# Consulting and Package Implementation

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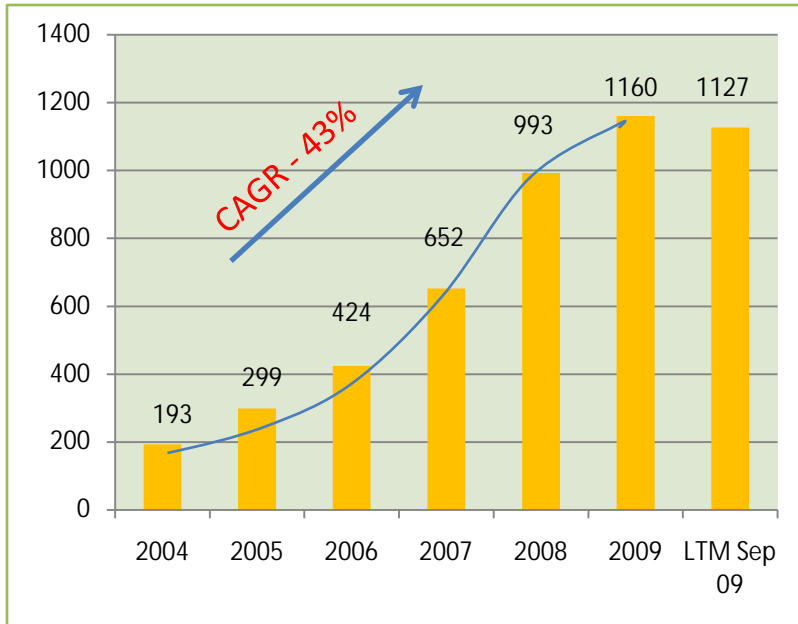
# Safe Harbor

Certain statements made in this Analyst Meet concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2009 and on Form 6-K for the quarter ended June 30, 2009. These filings are available at [www.sec.gov](http://www.sec.gov). Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

# Agenda

- State of business: Consulting and Packaged application services overview
  - Industry wise, product economy wise, geo-wise
  - A changing market demanding an evolving services footprint
- The Enterprise Application Services market
  - What's the state, trends, demand visibility
  - SAP & Oracle's Strategy roadmap
  - Newer Engagement Models & pricing models
- ES Vision for the future: Strategies for growth
  - Grow Transformation Business
  - Vertical Leadership
  - Accelerate Business Platform based solutions
  - Accelerate IP commercialization
  - Execution Leadership
  - Enhance Geo Penetration
  - Examples in the last 12 months...

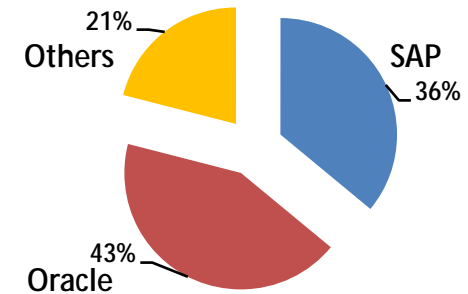
# Steady growth...



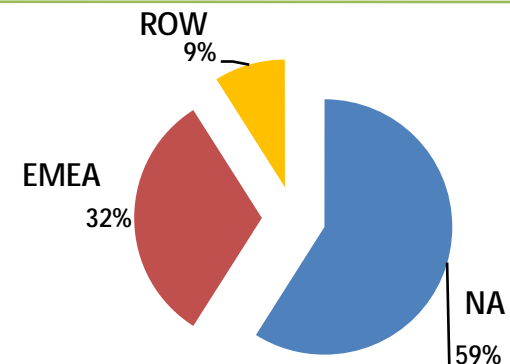
**334**  
customers  
+119 in last 4 qtrs.

**13,000+**  
employees  
+1400 in last 4 qtrs.

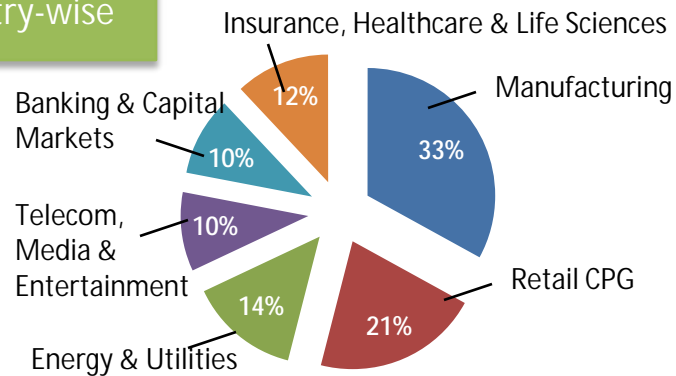
## Economy-wise



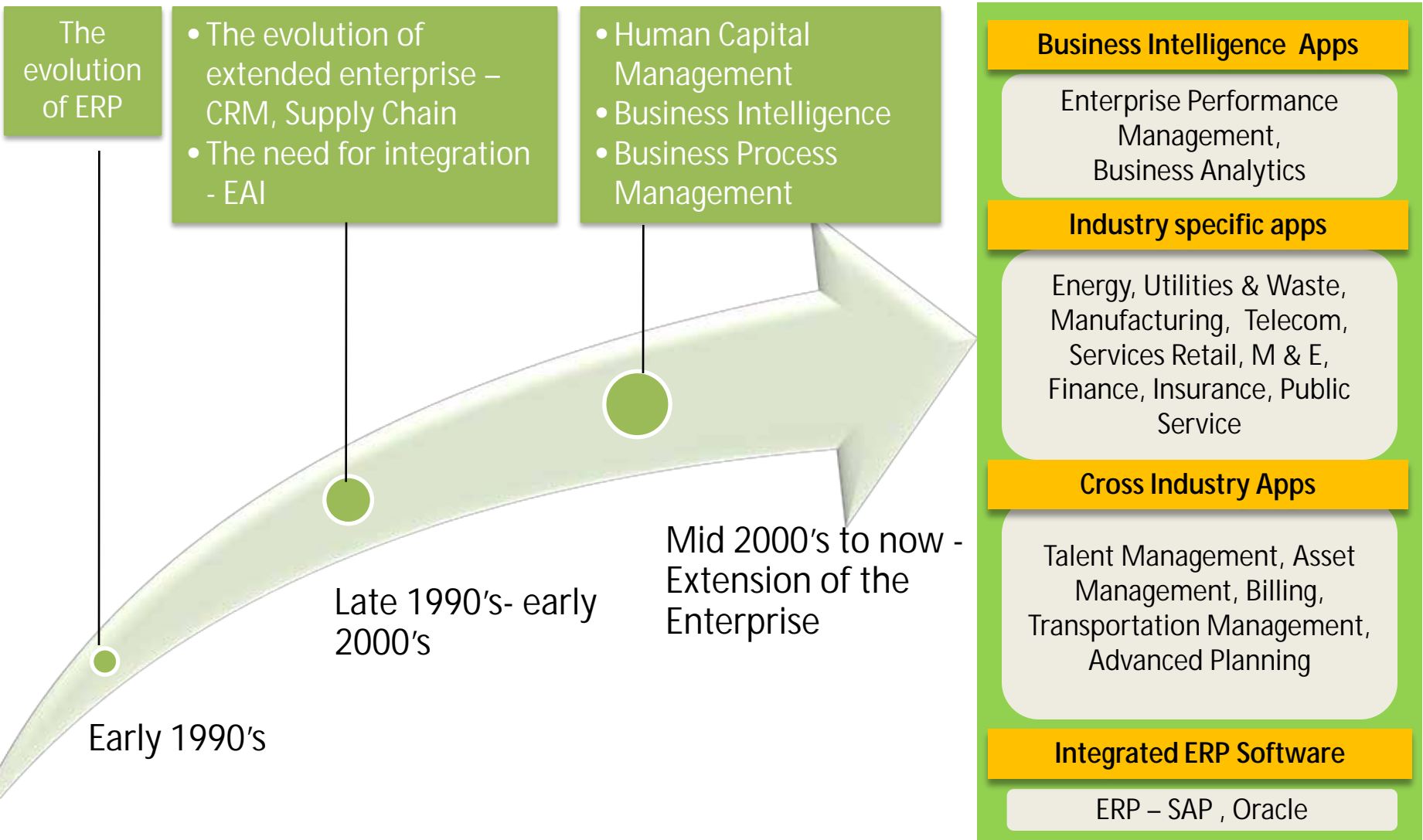
## Geo-wise



## Industry-wise



# Keeping pace and offering services to the changing times...

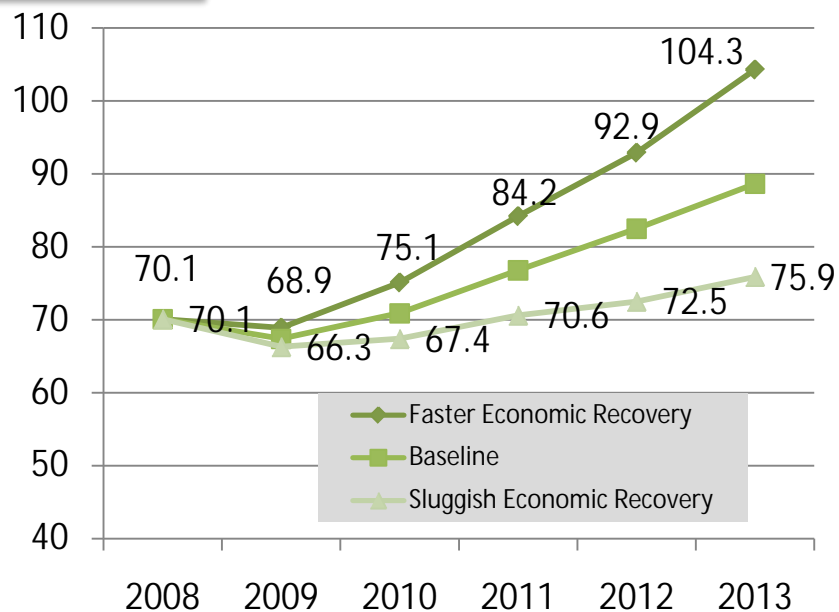


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# A \$ 70 bn + market with changing dynamics...

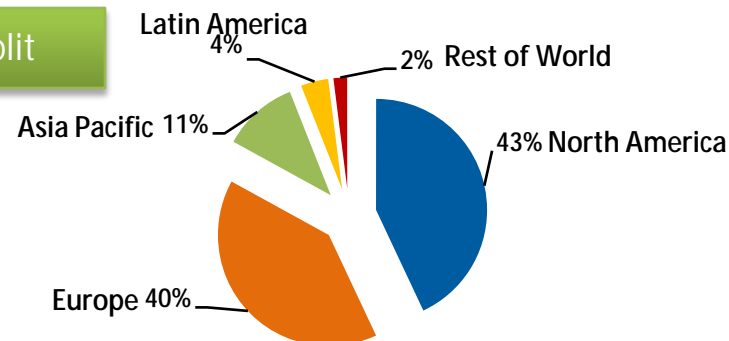
## Market size



## Trends

- Space is getting redefined with the addition of vertical and edge apps
- New generation of product suites: Business Suite of SAP and Fusion of Oracle
- Newer Models: Pricing, SaaS, platform based, managed services emerging

## Geo split



## Break-up by service line for base line growth

(all values in BUSD)	2008	2009	2010	2011	2012	2013
ERP	37.5	36	37.8	41.2	44.8	48.05
SCM	6.7	6.2	6.5	7.1	7.5	8.1
Supply Management	2.8	2.7	2.9	3.1	3.3	3.6
HCM	7.8	7.6	8.1	8.7	9.3	10.1
CRM	15.3	14.9	15.6	16.7	17.6	18.8
Total	70.1	67.4	70.9	76.8	82.5	88.65

## Demand

Transformational  
Implementation & roll-outs  
Upgrades  
Support & maintenance



# Vendors doing a 'total rethink' on their apps strategies...



Business Suite

ORACLE<sup>®</sup>

Fusion Apps



Grounds up development



Focus standards middleware



Enhanced breakthrough UI experience



User adaptability is going to change



Open standards, Web 2.0 and SOA enabled



Easy interlink between enterprise apps



Business case strengthened by real-time decision support



# Partnership with product vendors...



- Global Services Partner ; Executive connect
- Joint development: Solutions for key micro-verticals
- Investment for solution demo lab within Infosys campus
- Partner for Source2Pay & Publishing Business Platform offering
- Joint Initiatives eSOA Program and CoE at Infosys ; Accelerated Deployment



- Global Partner; one of the largest influencers of license revenues
- Co-development of IP and product stacks with Oracle India center
- Partner for HRO business platform offering
- Oracle invests in Telco Lab
- Collaborating with Oracle University
- Joint solutions development for specific industries
- Diamond Sponsor at Oracle Openworld, 2009 Kris delivers closing keynote
- Infosys won a Oracle Titan award at OOW 2009



- Global Consulting Partner; 6 year old relationship
- Product development ; support to TIBCO adapters worldwide
- Biggest TIBCO community outside TIBCO
- Infosys has been an engineering partner for TIBCO since 2000
- Only TIBCO concept center worldwide at Infosys campus



# New Engagement Models...to suit customer needs

## Drivers...

- Advent of downturn
  - Changing business priorities – focus on cost
  - Capex Vs. opex.
  - Better predictability of expenditure
  - Flexibility of pricing models
- Internal – breakaway from the headcount based pricing

Infosys Business Platforms

Shared Services Platform/ M-CoE

Newer Engagement/Pricing options

## Last 8-12 months...

A pharmaceutical giant	Application based pricing
A transcontinental mining and resources group	Ticket based pricing
A world-leading agri-business	Outcome based pricing
Government department in India	Transaction based pricing
HRO – platform deal - Australian major	Volume based pricing
A large deal in Infrastructure management services	Device based pricing

## Alternate Pricing Models (NEM)

Unit of Work

Transaction  
Tickets Use Case  
/ Screen Test  
Cases Work  
Packets

IP / Royalty  
Based

Infosys IP (ST  
360, Digital  
Conversion  
Platform,  
Gradient) Shared  
IP

Outcome  
Based

Business Output  
Revenue Sharing  
Gain Sharing

## Portfolio for UoW

Work Packet based 25%

Transaction based 23%

Ticket based 20%

Others 32%

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  - Examples in the last 12 months...
  - What the Industry Analysts say...

# ES vision continues to be 'Partner of Choice' and the mission is focused on achieving leadership...

## Vision: Partner of Choice

*To be Partner of Choice to key stakeholders in the Global Market for Enterprise Solutions*

## Mission: Market Leadership

*Achieving externally recognized leadership in the Package Application services space in chosen verticals*

The last decade...				The next wave...			
Roadmap							
	Incubation	Build scale & portfolio diversification	Rapid growth	New Biz models & portfolio diversification	Differentiation	Vertical leadership	Market leadership

## Growth & Differentiation

- Grow transformation business
- Vertical leadership
- Accelerate business platform based solutions
- Accelerate IP commercialization
- Execution leadership
- Enhance geo-penetration

# Strategies for growth: Grow transformational business

## Business Solution Partner approach:

Combined consulting and  
technology partner approach

## Proactive deal sourcing:

leveraging dedicated teams  
and pro-active diagnostics

Proof of Concept, Value Scan, VRM  
/ Impact Assessment, Portfolio  
Rationalization (IMPACT VRM  
framework)

## Hire /invest SME's :

Proactively engage with clients  
and enhance capabilities

(in vertical, domain, Program  
Mgmt, methodology/ accelerators  
& solutions)

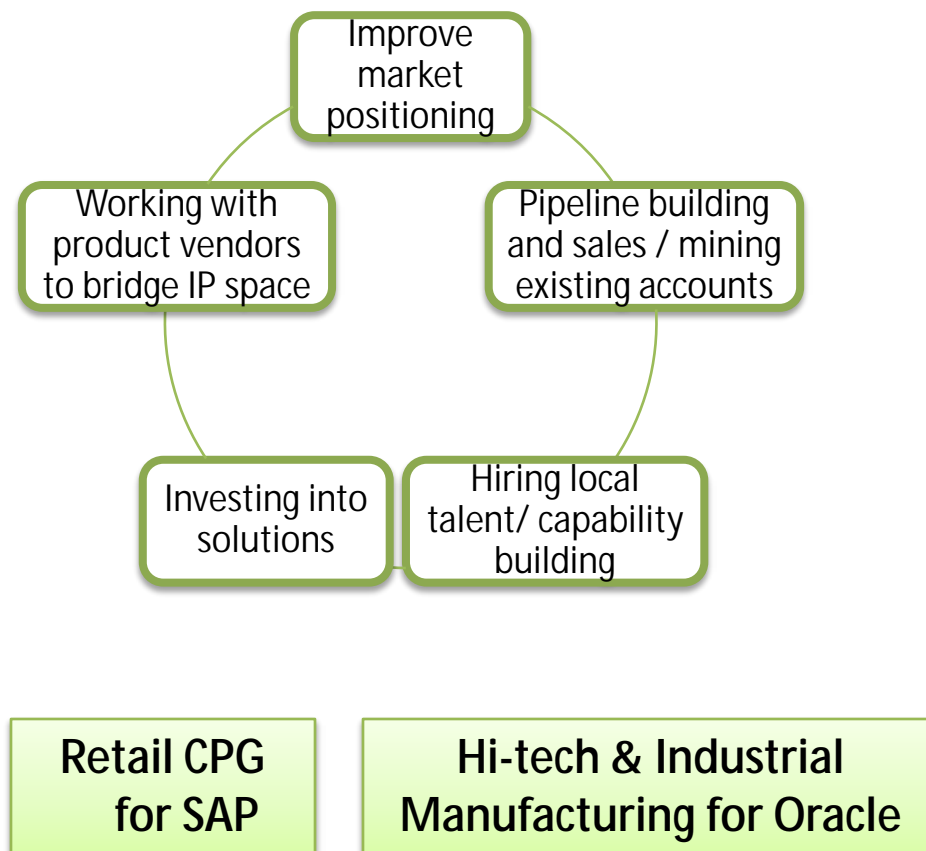
## Enhance client relationships:

with CXO and key Business  
stakeholders : leverage  
external partnerships

- Pursuing 9-12 transformational deals at any point in time
- Deals won:
  - Won a major transformational Oracle engagement with a leading US city
  - Won a major PeopleSoft transformational deal with home improvement major in US
  - Won a major deal for media and ad management for a media house via Infosys Business Platform
- Go-lives on Transformational engagements
  - Phase 1 go-live for an Oracle rollout electronics major
  - Go-live for an SAP global rollout for European chemicals major

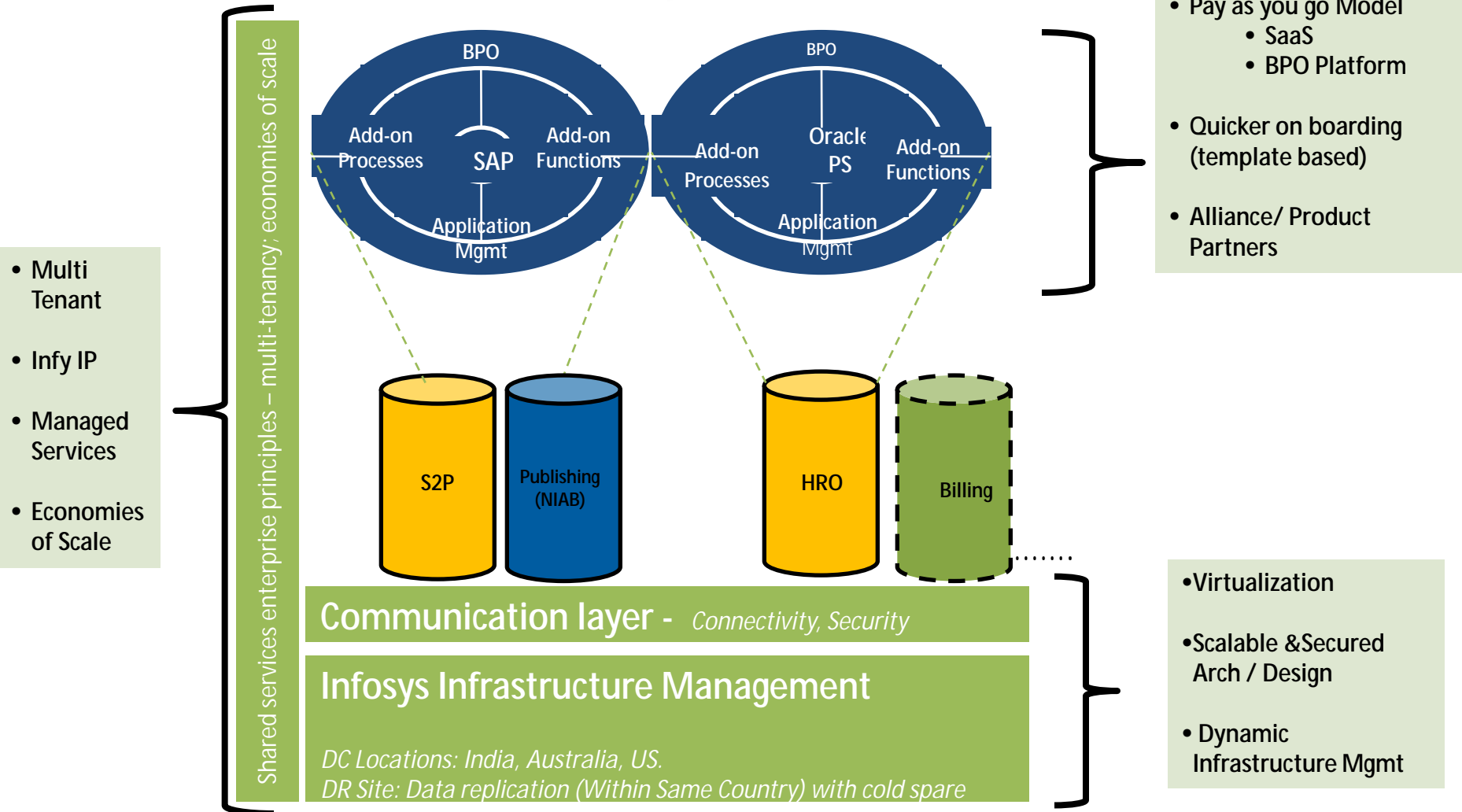
# Strategies for growth : Industry leadership

- **Improve positioning** as a partner of choice for **Business Transformation** and sustenance services for select verticals of leadership
- Pipeline building through alliances and joint GTM
- Capability building , domain competence – Extend IMPACT VRM framework, establish Centers of Excellence.
- Inorganic opportunities
- Differentiate through IP creation



# Strategies for growth: Infosys business platforms

Capex ► Opex



# Strategies for growth: Accelerate IP commercialization



- Co-development with Oracle
- TIBCO product development
- Infosys business platforms on SAP & Oracle
  - P2P, NIB on SAP
  - HRO on Oracle

- **Infosys business platforms** – launched platforms for P2P & HRO
- **Offer higher business value** to customers by reduced time to market, reduced TCO, superior quality solution
- Improve the quality of the effort-delinked revenue to **create 'monetizable' IP**
- Establish **ES technology innovation center** with SETLabs to create and launch disruptive solutions
- **Co-create IP with ISV's** – co-development with Oracle, MS-SCV solution with SAP

## SAP & Oracle Joint Initiatives

Oracle Price Management

SAP Pharma Supplements

Oracle - Route Profitability Solution for Airlines

Oracle - Treasury Solution for India State Governments

Oracle Manufacturing Operations Center

SAP NIB: Infosys Business Platform

Oracle Wholesale Distributor Solution

Oracle SMB Solution for OFS

SAP Utility in a Box

Oracle PeopleSoft Staffing Solution

SAP XY2XI Migration

Oracle - Rapid Planning Solution



# Strategies for growth: Execution excellence, geo penetration

Strategy	Roadmap
Execution excellence	<ul style="list-style-type: none"><li>• Deploy shared services to create cost effective delivery factories</li><li>• Governance to ensure NEM (New Engagement Models) applicability for relevant opportunities</li><li>• Strengthen 'functional re-use' in addition to technical re-use for expedited delivery</li><li>• Strengthening program management capabilities &amp; functional/domain skills</li></ul>
Geo penetration	<ul style="list-style-type: none"><li>• Sample strategies for certain markets<ol style="list-style-type: none"><li>1. Germany: Focus on Manufacturing and Energy &amp; Utilities verticals &amp; increase in CSG personnel in Germany</li><li>2. ME: Strategic focus on top players in FSI &amp; TELCO industry verticals ; leverage 'Pre-Architected' solutions</li><li>3. Lat-AM: Local market penetration &amp; global rollouts of large customers in Latin America ; position as near-shore center for North America clients</li><li>4. India: Focus on large deals and turn-key solution approach</li></ol></li></ul>

# Case studies - last 12 months

## Showcase of customer needs and successful partnership with Infosys

1

Infosys won a strategic win at an aviation major. to set up Centers of Excellence (CoE) on two key technology bundles – PeopleSoft and IBM/Cognos – over 3 years

2

Infosys won a major win at a Home improvement major to be the sole service provider for all PeopleSoft applications including HR, Finance & Spend Management

3

Infosys has successfully helped Transforming HR systems through PeopleSoft for a global north American Oil & Gas company

4

Infosys leveraging the Shared Services Platform for a European Chemicals manufacturing major to simplify, standardize & manage key processes.

5

Infosys won a significant win for Managing total HRO including hosting, applications, processes for a leading Australian company through Infosys Business Platforms

6

Infosys won and is executing a management services engagement for SAP for the next 5-7 years from an Australian mining conglomerate

7

Infosys won a major engagement for transforming the way a major American city manages its assets and also proactively mitigate storm events leveraging Oracle technologies

8

Infosys is implementing Maximo and transformational Siebel CRM Rollout for a major north American OEM manufacturer. Went live on CRM 1<sup>st</sup> milestone in early October 09

9

Infosys is part of enterprise wide transformation program via SAP delivering a SAP BI integration program for a leading marketer and distributor of food services

# Analysts rate us leaders for SAP, Oracle and CRM...

## Rated leader by Forrester for SAP services, 2009

- "Infosys offers many compelling pricing and delivery models across implementation as well as ongoing support and maintenance of SAP."

## Rated leader by Forrester for Oracle services , 2008

- "...fueled by strong business process consulting capabilities, technical skills, large offshore practices, and strong technical IP including pre-built, industry-specific solutions."

## Rated Challenger by Gartner in ERP MQ for NA 2009

- "Infosys has continued to push into the ERP services market quite successfully, and clients cite the company's ability to present a breadth of options across the IT services spectrum as an important selection factor."

## Rated Challenger by Gartner in CRM MQ for NA 2009

- "...notable improvements in client satisfaction and better demonstration of integrated service offerings.
- Innovative — Drawing on its global delivery capabilities and improving leverage of its business consulting skills have led to Infosys achieving above-average client satisfaction scores in helping clients achieve CRM project objectives."

## Rated Challenger by Gartner in CRM MQ for Europe 2009

- "Infosys' vision is the most business consulting driven of the offshore providers, ..."

## Jane Barrett, Noha Tohamy, AMR Research

- "Infosys' Microsoft-based supply chain visibility product is proving of great value to early customers. The product is meant to help improve speed, accuracy and cost effectiveness of a company's supply chain, easing many of the problems companies face."

Thank You

[www.infosys.com](http://www.infosys.com)

