



Digital Consumers

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mobile b2b TV games

Rise of the individual

shopper marketing interactive

Social networks become content hubs & influencers

marketplaces outdoor b2c

The digital shift is consumer led where they design, create and share their experiences besides influence and transact via diverse devices and channels. This shift requires organizations to rapidly transform and adapt to the digital age.

N=1

Self Service

Co-Creation

in-store digital media

video

Digitization of value chains

multi-channel

b2e

media

social networking

Mobile internet becomes pervasive

Consumers expect multi-channel integration – buy/fulfill/return anywhere
Empowering customers with **self-service** improves their experience

Companies embracing social and mobile commerce see sales up 18%
71% plan to increase investments in social media by an average of 40%

Retailers are transforming for the Digital Consumer

mobile sales eventually could grow to 10% of online retail

...Sucharita Mulpuru, Forrester

"we view mobile as an important channel to help our guests make the most of their Target shopping experience."

...Leah Guimond, spokeswoman at Target

"Games dominate mobile apps—games only account for 17 percent of all apps available, but account for more than 50 percent of all revenue generated,... If you look at Apple's apps revenue, 75 percent of it is from games."

...Elizabeth Harz, senior vice president of global sales at Electronic Arts

"2010 Digital Marketing Outlook" report found that 81% of the brand executives surveyed expected an increase in digital projects in 2010, and one-half will be moving dollars from traditional to digital budgets

...eMarketer

Consumer Package Companies are embracing the digital consumer

Mobile ad spending last year was estimated at \$416 million by eMarketer. In another three years, that number is expected to cross \$1.5 billion.

Pepsi reduces reliance on print & TV media and moves 50% ad dollars to digital

...reported by WSJ

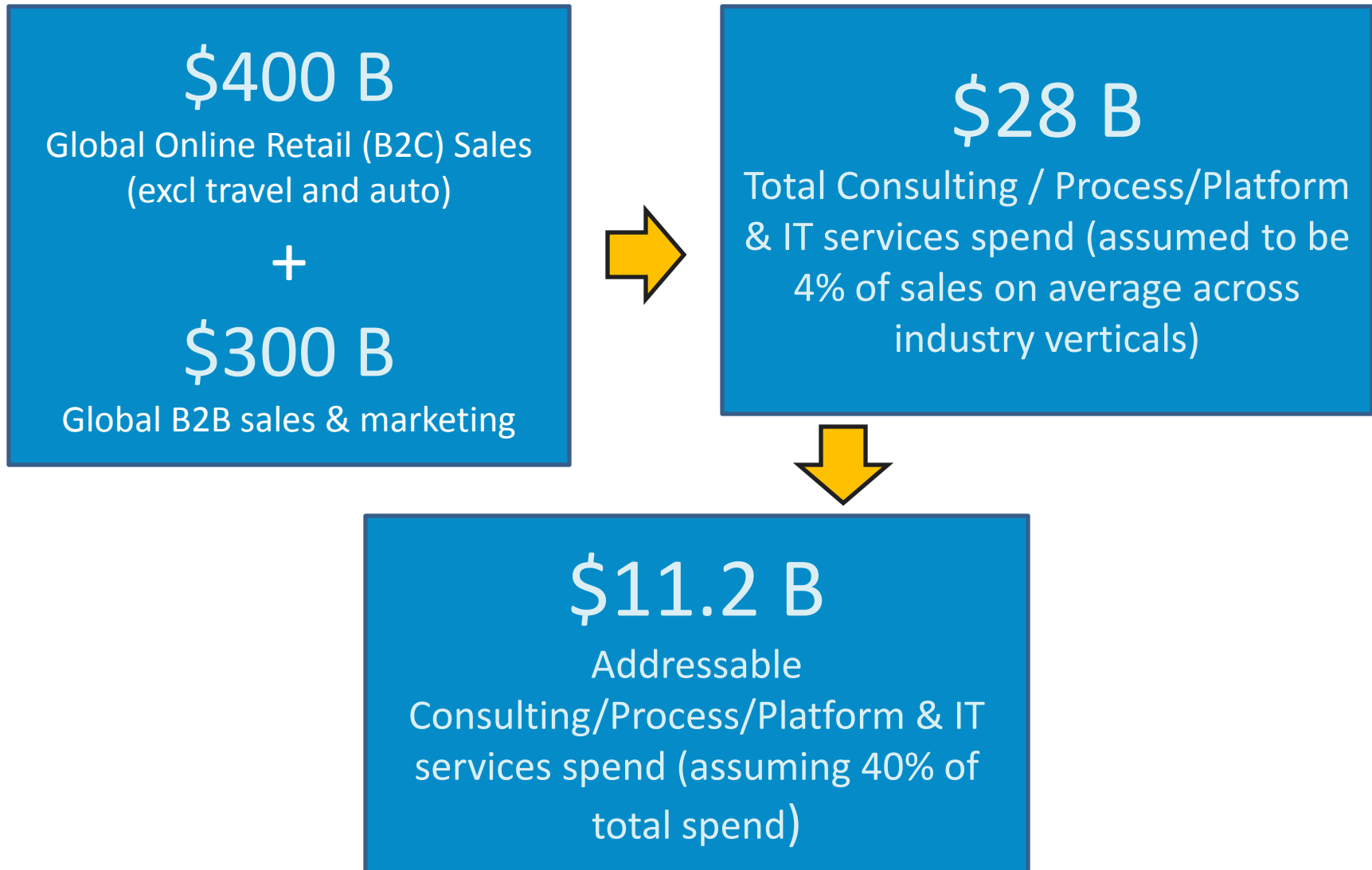
P&G pegs its global digital outlay above 10% of its marketing budget, is also committed to becoming more digital in all areas of its operations -- including media

-- Chairman-CEO Bob McDonald

Unilever will double its digital spending this year

.Keith Weed, CMO Unilever

There is a significant market potential to create differentiated high-value services & solutions in this space



Infosys' early investments in the digital consumers space are already showing tremendous potential

An illustration of Infosys' commitment to the digital consumers space

Solution / Platform Area	Investments thus far	Approx. Revenues generated in FY10
Digital Marketing Services & Solutions	\$6M	\$20 M
Digital Commerce Services & Solutions	\$5 M	\$105M
Mobility - consulting/ services + platforms like Shopping Trip 360	\$3 M	\$30M
Social Media & Commerce iEngage platform + services	\$25 M	\$3 M
The innovation pipeline for other digital offerings also looks healthy with platforms like Flypp, iFutureTV and others and will continue to help Infosys grow market share		

Source: Infosys Research .

Note: The amounts mentioned above are approximate and represent only part of the Infosys investments and potential in the digital consumers space as an illustration

Infosys is leveraging its early investments in this space and helping its key clients turn these digital shifts into competitive advantage....

- **Digital Transformation Partner at**
 - One of the largest CPG companies
 - Leading retailer in UK
 - One of the largest global retailers
 - One of the leading fashion retailers in US

- **Platform-based solutions**
 - **iEngage** SAAS based social commerce platform for leading semi-conductor company, leading bank, leading UK retailer and others
 - **Flypp** – A ready to launch application store for service providers
 - Proprietary **Shopping Trip 360/Mobility** platform used with several large CPG companies and Retail companies

- Developed and maintain the leading music download infrastructure backbone for leading consumer products company

Retailers that rely on us:

- **6 of Top 10 Worldwide**
- **9 of Top 10 in North America**
- **3 of Top 10 in Europe**

In Hardline & Leisure Goods:

- **6 of Top 10 Worldwide**

In Fashion Goods:

- **9 of Top 10 Worldwide**

In Food and Grocery:

- **6 of Top 10 in North America**
- **5 of Top 10 Worldwide**

In CPG

- **5 of Top 10 CPG cos. worldwide**

*Source: STORES Global Power of Retailing 2009
Source: Top 75 North American Food Retailers 2008,
Supermarket News*

Case Example 1: Infosys managed digital marketing platform services for a premium drinks business

Consumer Vision: Build greater consumer intimacy and buzz around brands via diverse media channels

Infosys functions as the hub between creative, marketing and IT teams

Adoption – **100%** of brands and markets embrace the platform

Flexibility – **75%** of brand users and agencies confirm that the digital platform meets their existing and future needs

Agility - reduce time to consumer – i.e. elapsed time from agreeing a digital initiative to having the developed asset go live (from **19 to 9 weeks**)

Simplicity – **80%** of marketers and agencies agree that the platform tools are easy to use and it is an improvement

Security & Compliance – **100%** of assets are compliant with data privacy standards

What	2008 (Pre-Infosys)	2009 (Infosys Enabled)
Launch time for marketing campaigns	2-3 weeks	7 days
Time to market for new country, market or category launch	1-2 weeks	1-2 days
Digital channel/website availability	~95%	99.9%
IT cost / Digital Marketing country		Approx 40% IT cost reduction
Search Engine Appearance Index*	1	5-7

Case Example 2: Infosys managed service using Shopping Trip 360 for a new mobility initiative of a global foods company

- Health and Wellness Community Program
- 700 downloads in the first 20 days of pilot.
- Hundreds of active users across 14 India States
- Viral Marketing via Sharing and Friending
- Consumer Behavior Analysis
 - Taste/Preferences
 - Shopping Behavior
 - Marketing Impressions
- Feedback tool from customer to Manufacturer



Case Example 3: Infosys is building a true multi-channel platform for one of the largest broadline retailers in the US to focus better on the digital consumer

CREATIVE SOLUTION

- Storefront solution, common processes grew assortment 500K to 13MM SKUs
- Shoppers choose products from thousands of niche sellers
- Online movie/music downloads
- In-store web kiosks for better customer engagement

RESULTS

- Online sales growth by 30+% CAGR
- Improved customer experience has increased site visits three fold
- Supports 5 to 25 million page views, 10s of thousands of orders each day

FUTURE PROOFED

- Support for Facebook, twitter
- Customer forums for product reviews, collaboration among customers
- WAP site for smart phones, iPhones, iPads, blackberry, android based phones
- New capabilities every 3-5 weeks





Thank You

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