Sanjay

There are 3 platforms that will change the way our customers deal with their next generation customers and consumers. Then there are series of platforms which are to do with how do you make organizations more efficient? For example how do you make HR operations efficient for that we have a talent edged platform or how do you make their entire procurement cycle more efficient that is a procure-to-pay platform and there is an asset management platform, these are all efficiency driver platforms. Then there is a family of platforms which will change the way emerging markets use technology, that's where we have the wallet edge which is the Airtel money platform that is where we have a trade edged platform which is a distributive trade management platform in emerging countries. How you bring technologies in the kirana shops, is the trade management platform which we work. So this is the family of platforms.

What we will show you today and Sunil will walk you through the social edged platform and this is a platform on which we have a fairly good number of clients who are active already, 14 of them now. So this is a platform which has got more than 14 clients active and then we will also move in transition to look at one more platform which is the digital marketing platform, which is the brand edge.

Sunil

Thanks Sanjay. Good morning. My name is Sunil and I head the digital edge platform, social edge, commerce edge and digital edge. All of us are aware of the social media adoption so I will not spend a lot of time on that. I think there is another perspective for social media which is not much talked about is gaining traction and I am sure you would have seen that in the space is the enterprise adoption. Consumers have adopted social media, they are all connected with each other that has changed the dynamics for the brands as to how the communication takes place and how the brands are perceived by these consumers now. But the enterprising adoptions has lagged and our belief is that in the market the enterprise options are at least 2 years behind than other. Today you launched a new facebook features with adoption by million of consumers in no time and whereas the enterprise for it to have the brand level engagement will have lag about 2 years. There are 3 things that are fundamentally shifted and I am just introducing what this platform is and we will quickly jump into the demo. One is how the digital consumers have changed what was called the word of mouth. In traditional channels when people spoke about their experience with the brand, they shared their views on what a product and service can do for themselves, how fast it travelled, how many people it travelled to, what intensity it had? But if you look at social media and there are research out there that shows how it reached depth and intensity has multiplied because of social media. Once the statics is around traditional corridor reaches about 11 people and then it fades away. Whereas in social media's it reaches about 11000 people, with the equal intensity of level 1 it doesn't fade away that easily, even if the topic moves to something else it is persistent, brands and consumers can actually use . So that's one fundamental shift in the market which the enterprises have to continue. The second is the shift in the balance of power. Earlier brand decided what they will communicate, when we will communicate and so on. And it's the consumers who decide what they want to really engage with, the topics, the channels, everything is selected by brands. So enterprisers feel powerless in trying to manage that engagement and it is real time. That's another challenge the enterprises have to deal with. The third is because of this new generation of digital consumers, there is a change in the psychographics as brand see it. Their preferences being online, the kind of things that they see, they see brand as digital cool brand, like that we are dealing with. So there is change in the consumer perception depending upon how brands are adopted, so we conceived this platform about 4 years ago. We have been in this market in various shapes and form for this particular platform and we targeted to address these concerns for various enterprises. So there was a lack of enterprise class business ready platform in this space.

For brands to drive consumer engagement you need an experience platform you don't need an advertising platform.

We are talking about global brands our target customer is Global 2000, for them to be able to actually conduct their business in enterprise class platforms, the second is it needs to be integrated with the enterprise processes. The other thing is about how enterprises look about new product launches. The new product launch is an enterprise process. It's a process that begins with ideations of testing and learning, test marketing and then launching. Are there capabilities, processes, that ties with product in system whether it is to do with, product related systems, consumer related systems or marketing related systems and can we integrate it and social is an add on to it. You don't need to vacate the traditional marketing, it will actually complement those traditional marketing with social add on. So those are a couple of areas where enterprise needs lot of capabilities and this platform addresses that space. So this social edge we have to two sides to it, one is for the external engagement which is consumers where you can go to consumer engagement you can drive marketing, you can drive online selling, or drive customer service, all these touch point the entire lifecycle of consumers and you can manage through a single platform. This is one window for the enterprise regardless of how many brands, how many GMs and how many consumer segments you are addressing. It is one single platform which the customers use. They use the same platform with different capabilities added to it to drive internal collaboration. Our point of view in this particular space is that if the companies are not connected internally, they will find it difficult to engage externally. These are real time conversations, this is not a digital asset that is communicating something about the brand and comes through a different channel back to the company. Here is a live person talking to a live person. You need to have the internal engagement capability to orchestrate the internal engagement and administer that consumer experience, whereby you address the consumer concerns, consumer requirements and many things. So both the platforms are there in the market and there are about 14 customers who use it across these two domains we have got a few of them who are now moving into leveraging the integrated one which is the point of view and the vision that we always carry for this market. We are beginning to see some initial investments moving in where the customers are planning to put their house in order, so that they can manage their assets well.

Amit

The online retailer of high-end apparels, designer footwears and accessories and they are targeting generation Y who are basically digital consumers who are always online, who carries smart phones and who are always connected to their friends through the networks. So how Infosys Socialize helps? Infosys Socialize helps in understanding what the market is saying about the brand, about the product, create and manage campaigns across social channels, understand the effectiveness of the campaigns and drive online sales through better targeting, thorough better social shopping experience. So Evolve is now in the process of launching a new summer ware collection for women. But the problem with Evolve is what are the sentiments or what are the problems or what are the key topics that people are looking for around the brand. So, Infosys Socialize helps the brand manager in listening real time to the market what they are saying. So it can be based on the key words or it can be based on the media type that they want to search for. So let's say **ISA** as a brand, I want to listen to what people are saying and understand the sentiments, understand what are the pinpoints what are their preferences, I am keying the key words and then I am getting a real time post on across different social channels. So it is covering million of blogs, it is covering different social networks, mainstream news, media so all those are there. And then I can see what are the different topics. So apart from let's say I have searched for women apparel but I can see other topics that people are talking in the same brand as women apparel, so I get key insights.

Coming to it I can also see different charts, let's say this chart talks about what are the medias where people are active. So let's say for this you see mostly posting on our blogs, and then

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facebook or twitter. So this gives me an idea on where I should target my marketing or where I should be present or where I should a reply to the customer front because they are talking on that channel. So these are some of the key reports that I am showing obviously they are much more deeper analysis we did on this, so then there are demographics so you can see the gender, you can see the location, you can see the age group on what people are posting, and what are the demographics depreciation around that and then you can see the future sentiment analysis so this is going deeper in to the post so this a more textual analysis where I have searched for women apparels and there are key attributes of what people are talking on the key attributes. So it gets to very deep insights and it gives you actionable insights on what you can do out of that. So based on the insights or socialist platform also helps is engaging with the customers on the channels that we are present, we are present on facebook, we will engage with them on facebook, we are present on blogs we will engage with them on blogs. So similar with the campaigns. So let's say based on the insight that brand manager got from the listening, decides to launch a campaign, launch a campaign for women's wear, so there are different listed assets it can be images, videos, it can be banners so all those things he can create, he can attach messages and then if we go up, you can see there are different channels, so you can see facebook, twitter, youtube, emails, all these channels you can publish from the single platform. Also you can see that it's a 360 degree profile. When I target my campaign, I not only get the normal targeting criteria that we normally see. We also have something like physcographics, techno graphics and other social profiles which we basically get from integration with the CRM which gives you normal profile details and also from the social profiles and from the post that the user is posting. So we accumulate all that and then we create a social profile which helps in better macro targeting to your customers. So let's say the brand manager now decides to publish this campaign to facebook, so you can see that the campaign is now published on facebook. So after sometime brand manager wants to see what has been the response on the campaigns, so you can go the campaign response page and this is campaign response across all the channels so what has been the views, shares. Likes, if it is an email campaign, open, delivery, conversion rate, what has been the sentiments now, who are the key authors who are now posting about your brand and what are the sentiments if you go down what has been the adoption of the campaigns and now what are the sentiments. So let's say my campaign was around price attributes, now what is the sentiments of that, whether it is worth. If it is not then I can take corrective actions. So let's say the campaign that I published on facebook, so let's say Sara is a 28 year old business development manager who has bought evolved product, she is a digital consumer, and she is always connected. So she sees this campaign on her facebook wall and she clicks and comes to the page. So here Sara is logging in from her facebook credential. So the idea is that when Sara is logging in from her facebook credential, we have other information which is flowing in. So once she logs in, she can see her friends who are already part of this commerce platform and then who are the other friends who are not, she can send invite to all of them or to some of them whom she is interested that they should be part of this platform. So once she sends the invite she can see how many friends have accepted and are successful sending of the invite.

Sunil

So the idea now is to break that barrier. The biggest barrier that we see in online property adoption is log in. I go to 10 of website, where I go and explore products and discover prices and compare and things like that. I don't want to create log in credentials in every website that I go to. So by logging and using facebook which is a most popular log in mechanism now, we will first remove that barrier. Now that's obvious. I think many will probably do that. What this platform does is instead of targeting a buyer which is what most platforms or solutions would do, here you are targeting network of buyers. With this particular thing, that you just saw where I logged in and then I was able to invite others, who from my friends list in facebook are already present, I have created a sense of comfort in my network and that drives footfall to the website. A brand sending an invite, the acceptance rate is very low. But a friend sending an invite to the network, the acceptance is very high. So that's the key idea which is driving the brand adoption.

Amit

So Sara has now logged in from her facebook credential and she was interested in this campaign, so she clicks on that and now she can see a different product which is listed. This is all personalized based on Sarah's social profile based on the activity she is performing and based on the behavior. So she is interested in the red dress, she clicks on that, the normal commerce thing that you can see. The social features that we have added adds to the social experiences, so when Sara is looking into the product, she wants to see what are the reviews. But I don't want to see the normal review. I want to see if some of my friend has posted around that. So she clicks on that and she sees the other two friends have posted reviews on this product. So that gives me a sense of comfort and if they are online I can chat with them. If there are no friends who have posted reviews so then I can close and I can ask my friends to review. So normally I share all my details across all channels, so I can ask friends so let's say I want to read reviews from my facebook friends. So I click on it, I can type and this is already there I can share. So you can see that this is posted on Sara's facebook wall and people can come and if they click on it, they come back to the commerce portal. So this is how you are driving, more footfalls to your portal and that is through online.

Sunil

So the entire commercial model or the pricing model that we have for our customers on this is value driven. There is absolutely no effort linkage right per se to it at all. So if you look at this platform, there are 3 basic value crops that we are targeting. So it's a multiplier effect that we are targeting for our customers. One is to increase in footfall, second is increase in conversion, third is increase in order value. So there are lot of features that we are not able to demo like pool shop in group where you bring consumers together to be able to do some shopping and do what is called group shopping which drives the order value out. Cross selling other things that social opinions drive. So the platform is priced according to the page views which is a proxy for the footfalls that you get, end number of consumers coming in and clicking on Y number of pages is a reflection on how much of consumer engagement you are able to drive on to this. The second one is about conversion. So we get paid on page view and order which is how we monetize this particular platform. Now you can see platforms of this category if it gets into consumer segment, different product categories receive different kind of response. So the pricing is set according to the product value which is set which is sold to this. So if we have a value density product the pricing, the particular price point for that is different from a large volume FMCG kind of model. But essentially it is playing in to the value game in seeing how much value this has added to the brand and then we monetize for the brand. There are also flavors of this platform which drives consumer engagement . For example there is the slide that I was talking about had lot of consumer engagement product and lot of employee engagement part of it and which are monetized based on the number of users in the platform. So there are live examples of this of customers who got 30000 employees using this across the enterprise doing this so we have a model we charge per Employee per month.

Sanjay

This is just to reinforce the point that Bala mentioned that these pricing models are not project based but they are longer term based along with the clients business in rhythm with the client business kind of points. So these are much more sustainable revenues streams and also the longer they sustained, the more profitable the business becomes because the intellectual asset investment is right only in that front. After that it is only leveraging of that asset, so it has a non-linear profit characteristics and it also a non-linear revenue characteristics overtime.