

# Infosys Outlines Strategy for Creating Hyper-Productive, Sentient Enterprises

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## ADVISORY REPORT

## REPORT SUMMARY

During an analyst gathering at its Raleigh Technology and Innovation Hub, Infosys outlined how it is investing in the future, detailing its technology, localization, and education strategy.

## SUMMARY

### Issue

On May 3, Infosys brought together industry analysts to update them on the company's strategy for helping its enterprise customers compete in today's evolving market. The meeting took place in Raleigh, North Carolina, at the IT services provider's Technology and Innovation Hub. Infosys provided an update on its U.S. localization strategy, highlighted initiatives to improve collaboration with customers, and showcased emerging technologies.

### Key Takeaways

- Infosys plans to help its customers become hyper-productive and sentient so that they stay relevant as markets evolve.
- At its U.S. hubs, Infosys creates a collaborative environment among customers and employees to drive innovation.
- Infosys has seen considerable traction with its localization strategy; multiple clients have taken advantage of the capabilities offered at its five U.S. hubs.
- Infosys is investing heavily in education, for both its employees and client teams.

## PERSPECTIVE

### Current Perspective

In early May, at its Technology and Innovation Hub in Raleigh, Infosys hosted a small gathering of industry analysts and updated attendees on its vision to help customers become hyper-productive, sentient enterprises that will stay relevant as markets evolve. The discussion focused on preparing for the future at a time when the distinctions between the lines of business and IT organizations are blurring, technology is becoming increasingly commoditized, and digital skills are in short supply. Infosys pointed out that these changing times require a fluid environment that allows teams to come together and innovate rapidly, fail fast, and learn even faster. It noted that clients need around-the-clock access to customer insight platforms; design-led solutions; specialized talent; people-first workplaces; immersive prototype environments; fast innovation prototypes; integrated teams that include lines of business, design, and technology specialists; and distributed agile workforces that can scale innovation. The tour of

the Raleigh hub highlighted this sort of collaborative capabilities and environment and demonstrated solutions Infosys has developed using artificial intelligence, augmented and virtual reality, digital twins, data analytics, and other technologies for the banking, retail, manufacturing, and sports and entertainment industries, to name a few.

In 2017, prompted by a desire to build up a U.S. presence that leverages local employees, Infosys announced its vision to open multiple innovation hubs across the country. Two years later, the IT services provider is enjoying considerable success with its strategy. The company has met its target of hiring 10,000 U.S. employees (many of which are recent college graduates) and has established five innovation hubs, located in Hartford, Indianapolis, Providence, Raleigh, and Richardson (Texas), with plans to open a site in Phoenix at the end of the summer. Infosys has seen considerable traction with its new strategy in a surprisingly short period of time: multiple clients have already taken advantage of the new hubs and numerous customer wins have leveraged the collaborative environments the sites provide. The company believes the immersive, living lab experience is the way forward and expects to move a sizeable portion of the work done offshore to these facilities.

Infosys reiterated its commitment to education during the analyst gathering, highlighting its partnerships with local universities and community colleges. To staff up its local sites, the company plans to work closely with academia to develop the talent it needs to succeed. In addition to cultivating students in the sciences, it also is looking to expand its cadre of liberal arts graduates, who it claims excel in identifying problems (not just fixing them), as well as in collaboration and communication. Infosys is also investing heavily in initiatives to retrain its own teams, as well as its customers' employees. It plans to open a 141-acre corporate training facility in Indianapolis in 2020 that will re-skill Infosys and customer employees as well as showcase new technologies.

There is no doubt that Infosys is investing heavily in the future, as evidenced by its technology, localization, and education strategy. Furthermore, the company recognizes that although technology is important, it is its access to the right people, at the right time, and in the right place that will be a true differentiator. Its collaborative teams hold the key to propelling Infosys and its customers forward at a time when end-user expectations and market dynamics are changing rapidly.

## RECOMMENDED ACTIONS

### User Actions

- Customers should consider the advantages of collaborating face-to-face with a U.S.-based team located in their region of the country.
- Companies should investigate how emerging technologies are being used not only by direct competitors, but also by businesses in other vertical industries; deployments in seemingly unrelated areas may inspire innovative use cases.
- Re-skilling employees can be a time-consuming and resource-intensive challenge as technology evolves; enterprises should consider working with an experienced third party when looking to expand the capabilities of existing teams.

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