

**For immediate release**

## LESS COST, LESS HASSLE, LESS PAPER: INFOSYS LAUNCHES CUSTOMER COMMUNICATIONS MANAGEMENT PORTAL FOR ENTERPRISE COMMUNICATIONS

*Australia and New Zealand consumers can opt for eco-friendly SMS, email and tweets -- potentially saving millions in printing costs for corporates*

**Melbourne, Australia – August 17, 2009:** Banks, telcos, utilities and other organisations with large customer bases stand to improve their green credentials, customer service and bottom line with the launch of *The Communications Hub*, a new customer communications management solution offered by Infosys Australia.

*The Communications Hub* provides a central consolidated platform which captures data from the company's core systems and allows it to be easily formatted and routed into multiple customer communication channels such as print, web, email, SMS/MMS or even social networking sites.

For example, a payment overdue notice could be automatically routed via email or SMS according to consumer preference, while a new promotion might be announced via Facebook. The savings resulting from sending these communications electronically rather than print could be significant; an implementation in the U.S. showed cost savings in the millions of dollars, or between 30 to 90 percent in print production costs.

"Customers today expect the flexibility to receive information when and where they want it – whether that's letter box, desktop or mobile phone," said Infosys Australia CEO Jackie Korhonen. "*The Communications Hub* is that rare solution that allows companies to deliver more responsive customer service, while reducing costs, risk and environmental footprint."

*The Communications Hub* leverages proven dynamic content publishing technology with a new management function. Known as CEM ("Communications Environment Manager"), this tool facilitates orchestration of complex communications campaigns and provides enterprise reporting capabilities – for example, an audit trail that can indicate exactly what communications were sent to whom and when.

*The Communications Hub* is available as a fully managed service – offering the advantages of a guaranteed cost per communication, an operating expense model rather than a capital investment, and the flexibility to quickly scale operations up or down as business requirements change. Because Infosys assumes the responsibility for providing communications at an agreed price – managing the people and processes as well as technology – this fully managed service offers large

organisations, such as financial institutions and telecommunications providers, additional cost savings and risk mitigation.

“Converting fixed into variable costs is an absolutely critical strategy for businesses looking to thrive in a downturn,” said Subhash Dhar, global head of sales and marketing for Infosys Technologies and member of the Infosys Australia board. “*The Communications Hub* is a smart way for Australian businesses to control risk and build in rapid scalability as conditions change – something we call ‘Winning in the Turns.’

For companies that prefer not to use the managed services approach, *The Communications Hub* is also available as a licensed system operated by either the customer or Infosys.

*The Communications Hub* is initially being offered in Australia and New Zealand only. Infosys Australia will provide the systems integration expertise through its recently formed Consulting and Systems Integration Unit.

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### Case study

The technology behind *The Communications Hub* has previously been proven as an onsite, licensed solution in the United States. For example, Infosys and EMC Document Sciences successfully implemented a Communications Hub that helped a Fortune 100 financial services company save more than \$USD 20 million and reduce its correspondence costs by more than 95%. *The Communications Hub* enabled the client to standardise customer communications onto a single standardised platform for print and email channels. The common system enabled the retirement of six other systems, resulting in cost savings of more than \$10 million annually while avoiding another \$15 million in re-engineering costs. Last year, the customer was able to process 300 million correspondence letters using *The Communications Hub*, with reduced per correspondence cost from \$0.44 to less than \$0.01 (not including postage savings).

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### About Infosys Australia

Infosys Australia ([www.infosys.com/australia](http://www.infosys.com/australia)), a 100% owned subsidiary of Infosys Technologies Limited, is a leading provider of business-driven technology solutions. Infosys Australia works with clients in the spirit of partnership to assist them in becoming globally competitive, delivering world-class solutions cost-effectively, predictably and in the shortest possible time, utilising outstanding local talent backed by vast global capability, in-depth industry knowledge and technical excellence.

Locally headquartered in Melbourne, Infosys Australia is home to one of Infosys' largest delivery centres outside India. With approximately 1000 local employees and a strong local management team, the team collaborates with colleagues all over the world to help Australia and New Zealand's leading organisations win in a Flat World.

### **About Infosys Technologies Limited**

Infosys Technologies Limited (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 103,000 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit [www.infosys.com](http://www.infosys.com).

### **Infosys Safe Harbor**

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at [www.sec.gov](http://www.sec.gov) including our Annual Report on Form 20-F for the year ended March 31, 2009, and our other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake, and disclaim any obligation, to update them.