



Infosys iEngage™ launches Social Commerce and Employee Engagement platforms

Smartphone-enabled platforms to drive the next generation of digital engagement

Bangalore, London, New York, Sydney June 14, 2011: Infosys Technologies Ltd (NASDAQ: INFY) today announced a new Social Commerce and an enhanced Employee Engagement platform as part of Infosys iEngage™. All platforms of Infosys iEngage are now available on Smartphone-enabled devices.

Consumers rely on social networks to guide purchase decisions. Infosys iEngage Social Commerce Platform uses everyday social interactions on the World Wide Web to personalize and enhance users' online shopping experience. Organizations can monetize these social interactions and increase customer wallet-share. The platform brings the power of social shopping through features such as: co-shopping (enabling buyers to shop online with other buyers replicating a real-world shopping experience), group-gifting (enable shoppers to invite friends, discuss gifts and make a purchase), product combination (empower shoppers to create product bundles and share with friends increasing average order value) and social rewards (enables sellers to recognize buyers who help drive sales and reward them appropriately).

The enhanced Infosys iEngage Employee Engagement Platform is built on top of industry-leading [Jive Social Business Software](#). The platform includes modules such as Policy Manager, Ideation Manager and Knowledge Manager to help foster innovation and increase workforce productivity. The Employee Engagement platform is powered by the iEngage Context Engine which creates the social map of an employee across six different dimensions. It provides content, community, and expert recommendations to employees using a robust rules engine.

The new mobility module renders all the five Infosys iEngage platforms on smart handheld devices driving increased consumer and employee connect. It also enables users to interact both in a browser-based interface and through smartphone applications.

According to Samson David, Vice President and Global Head - Business Platforms, Infosys Technologies, "Building Tomorrow's Enterprise requires organizations to engage with consumers and monetize digital demand. Multiple global companies across industries are successfully leveraging Infosys iEngage for their digital engagement journey. With our Social Commerce and Employee Engagement platforms, companies can successfully drive their sales, marketing, and employee engagement strategies and deliver measurable business value".

Infosys iEngage can be deployed through Infosys cloud or client cloud in the SaaS model. Organizations that are in early stages of social media adoption can experience the full capability of Infosys iEngage in a cloud setup for 90 days with no lock-in.*

The new platforms will be showcased at the Social Media Influence Conference in London on 14th June 2011 and at Enterprise 2.0 in Boston from 21st – 23rd June 2011.

*Terms and conditions apply – please refer -
<http://www.infosys.com/iengage/overview/iengage-trial.asp>

About Infosys iEngage™

Infosys iEngage™ is a Digital Consumer Platform that helps enterprises engage with consumers across the marketing-sales-service lifecycle. It empowers businesses to accelerate awareness, deepen relationships, grow revenue and delight customers. Delivered in the enterprise SaaS model, it includes offerings for social media marketing, eCommerce, social commerce, customer care, and employee engagement. More information at: <http://www.infosys.com/iengage>

About Infosys Technologies Ltd

Many of the world's most successful organizations rely on the 130,000 people of Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise. For more information about Infosys (NASDAQ: INFY), visit www.infosys.com

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 including our Annual Report on Form 20-F for the year ended March 31, 2011, 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.

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