



DIGITAL TRANSFORMATION JOURNEY LEVERAGING PLATFORM OF POSSIBILITIES 2.0

Abstract

Digital transformation is no longer a future state. It is now an initiative that needs to be woven into the very fabric of an organization by engaging with customers, empowering employees, optimizing operations, and transforming products. This whitepaper highlights various digital initiatives that can be rapidly scaled across industries and how a strong technology foundation with Infosys' Platform for Possibilities (PoP) 2.0 helps to accomplish them.

Reimagining Digital in a Post-COVID World

Digital transformation has upended businesses on a global scale. It is changing how organizations deliver value to their customers and is actively fueling both success and failure. The positive disruptions are amazing, and many organizations are reaping real and tangible rewards by embracing end-to-end digital transformation. IDC estimates the economic value of digital transformation at over \$20 trillion, or over 20% of global GDP, and this is just the start.

With the COVID-19 pandemic bringing the need for digital resilience into the limelight, organizations across the world are reassessing their digital transformation initiatives. A recent 'McKinsey B2B Decision Maker Pulse Survey' highlights that digital interaction with B2B customers is now two times more important than traditional

channels—more than a 30 percent jump from before the COVID-19 crisis hit. Across B2C as well, some of the changes in customer behavior are likely to stick. For instance, research suggests that more than 55 percent of Chinese consumers are likely to permanently buy more groceries online. While customer behaviors will continue to shift and more trends will emerge as the crisis unfolds, one thing is for sure – the importance of digital transformation can no longer be ignored.

As such, many organizations are taking a step back and revisiting everything they do, from internal systems to customer interactions. They're asking big questions like "Can we change our processes in a way that will create new growth opportunities, help understand customer behavior, enable game-changing efficiencies, or deliver a better, more personalized customer experience by leveraging Internet of Things (IoT), blockchain, big

data, artificial intelligence (AI), machine learning, and cloud computing?"

Cloud as a Change Enabler

Implemented in the right way, digital transformation can enable organizations to create new business models, and unlock opportunities for expansion, new revenue streams, and new ways to communicate with customers and suppliers. Cloud-based solutions that are modern, unified, intelligent, and adaptable play a critical role in enabling this shift, offering reach and connectivity that allows organizations to transform the way they conduct their businesses. They can turn decades-old business models on their heads to increase revenues, efficiencies, and customer satisfaction.

Cloud-based platforms not only make digitalization inexpensive but also easily accessible. This is clearly evident from the below illustration:

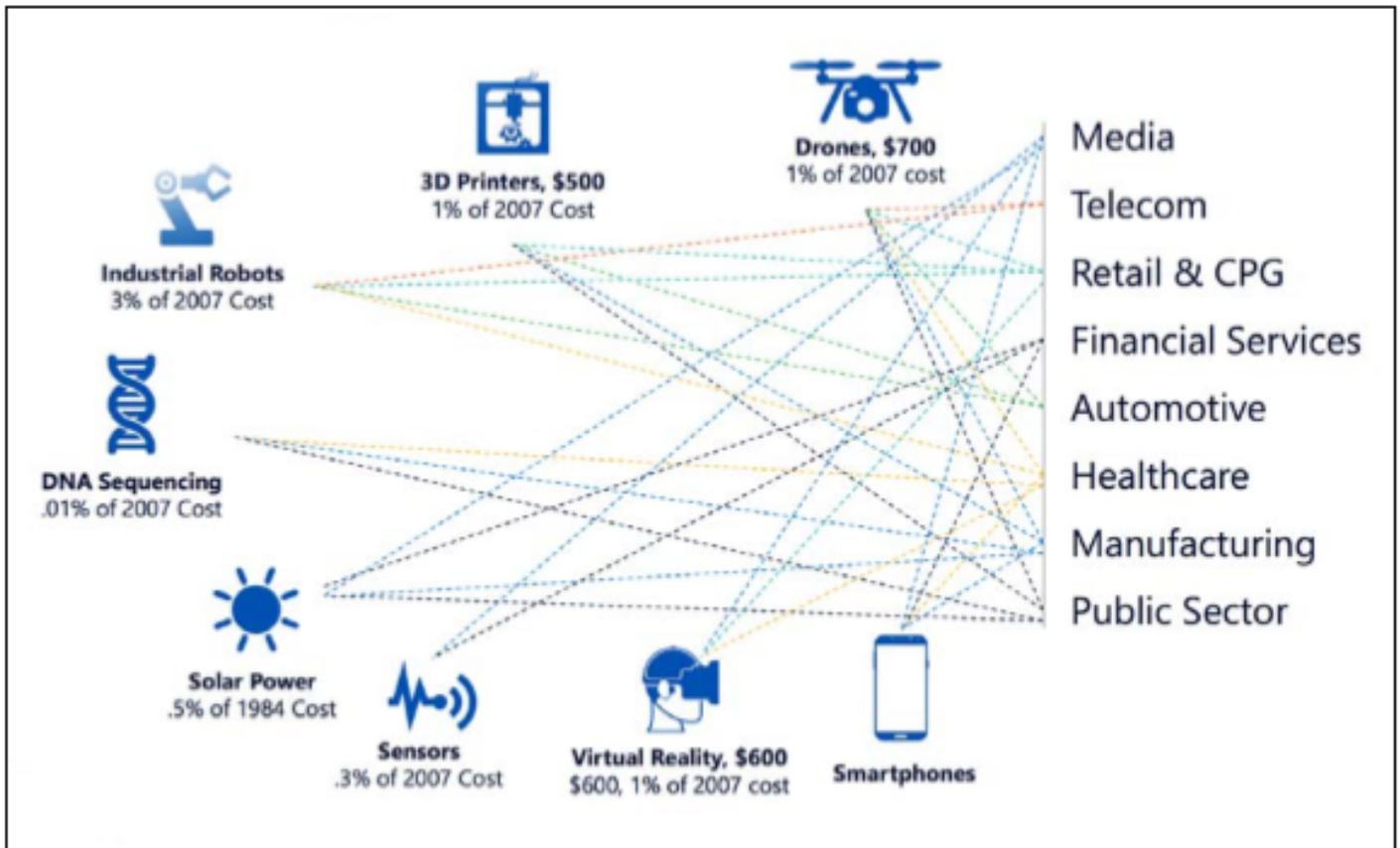


Figure 1. Spread of Digital technology

By making it easier for organizations to unlock the full potential of technologies like big data, IoT, artificial intelligence (AI), and robotic process automation, cloud-based platforms accelerate prototyping and make it possible to create innovative use cases. Some of the interesting possibilities include:

1. **Big Data:** Scalable, cloud-native database services provide enterprise-grade reliability, built-in security, and global replication, simplifying connectivity and collaboration within an organization.
2. **Internet of Things:** Enabling organizations to seamlessly create a network of wirelessly connected machines and people that can instantaneously collect, analyze, and distribute real-time data.
3. **Artificial Intelligence:** Aid enterprises in prognosticating events with unmatched precision.
4. **Robotic Process Automation:** Democratize automation and optimize processes by delivering faster and higher-value results.

Driving Value at Scale with Microsoft Dynamics 365 and Power Platforms

While many vendors offer cloud-based enterprise platforms to support big data analytics, IoT, artificial intelligence and even web and mobile app hosting, Microsoft is undoubtedly one of the leading providers in computing services for businesses of all sizes. Microsoft Dynamics 365 and Power Platform offerings connect seamlessly with other elements on the Microsoft cloud and can be integrated with LinkedIn, Office 365, and all the other elements on the Microsoft stack to help deliver outstanding experiences.

To help organizations reap these benefits, Infosys created Platform of Possibilities (PoP) in 2018.



Figure 3. Platform of Possibilities

PoP leveraged Dynamics 365 suite of modern technologies to help businesses on their digital transformation journey. As digital transformation is a continuous and evolutionary process, we designed PoP to be a dynamic platform.

With the wide range of new capabilities and learnings from PoP, Infosys renewed the platform to deliver more value for businesses, boost productivity, optimize resources, and accelerate the pace of innovation. Enter Platform of Possibilities (PoP) 2.0.

Some of the key differentiators offered by PoP 2.0 include:

1. PoP 2.0 enables real-time data processing using AI and machine learning (ML). This, in turn, enhances the speed, scale, and convenience of analytics initiatives, making it possible for organizations to create intelligent solutions faster. We believe this is a key differentiator as it allows organizations to reason over large data sets and assist customers in more productive ways.

2. Internet of Things (IoT) technologies, smart manufacturing, smart vehicles, and smart cities are already making enormous strides towards Modern Systems. Alignment of 5G with edge computing will enable new possibilities by bringing autonomous vehicles, drones, and smart cities into reach for every organization. The integrated experience of Platform of Possibilities 2.0 helps organizations leverage these opportunities.

3. Platform of Possibilities 2.0 can deliver end-to-end automation capability and reinvent business processes for a wide range of workloads across industries. This aids in digitizing pen and paper processes and simplifies automating complex processes. Using PoP 2.0, organizations can easily create virtual agents using a guided, no-code/low-code point-and-click graphical interface without the need for data scientists or developers.

Conclusion

While digital products and services have been around for nearly 15 years, the fact remains that most global businesses were created for the physical world. Thus, they are still working to reposition their systems and processes to compete and grow with digital technologies. It requires a full shift in their mindset toward enterprise transformation and embracing new cultures and structures to innovate at scale.

Thanks to technology advancements in data capture and analytics, better access to data, and the ability to build new proprietary solutions, organizations are now able to apply technologies such as

AI and machine learning to unlock key insights and competitive strategies. This shift is helping organizations transform across every industry, while impacting corporate culture and benefiting our global society for good. And in a future defined by highly personalized solutions, smarter decision-making, intelligent operational processes, and dynamic business models Strategic realization frameworks, like Infosys' PoP 2.0, will play a key role in building customized transformation journeys across different industries and lines of businesses.



About the Authors



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Veerendra Chundru is a Senior Project Manager with Infosys. He has over 15+ years of experience in the Microsoft Dynamics product family and worked with global clients across the industries. As a delivery lead, he currently focus on strategic relationships, growth, innovation and delivery of Dynamics 365 and Power Platform programs within Microsoft account.

Also, the image in page 2 was very clear. Attached is the image. Please see if you can enhance clarity.



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Sarvajeet is a Lead Consultant with Infosys having 17+ years of experience in Implementation and support of Microsoft Dynamics suite and other Microsoft Technologies including Microsoft Dynamics 365 Finance and Operations. He has been actively involved in consulting and project Management for Automotive, Financial Services, Retail and Oil field services industries He has helped customers across Europe, Canada, Middle East and South East Asia in implementations with his cross functional knowledge of Finance, Sales & Distribution, Purchase, Warehouse and Inventory Management and EAM.

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