

Infosys cobalt INFOSYS CONNECTED MARKETPLACE

Accelerating the Marketplace Economy

Digital transformation is at the core of the IT strategy in every organization. So, what differentiates those companies where digital transformation programs are a success?

Answer is companies who have the right platforms and ecosystems in place.

Organizations are moving from a product to platform-based strategy to augment

offerings and stimulate growth. As platform-based digital transformation evolves, enterprises adopt new digital business models by engaging with ecosystem partners to generate revenue. However, to identify new avenues of revenue, a connectivity platform for digital consumers and partners is the key.

An enterprise marketplace can help organizations streamline the shift to platforms by connecting buyers and sellers, and creating value for all players.



Infosys Connected Marketplace

Infosys Connected Marketplace is a cloud hosted marketplace solution with next-generation analytical capabilities. It helps organizations rapidly create platforms for marketplaces such as B2B marketplaces and API business platforms. It also features capabilities that address challenges related to integration, platform, and connectivity.

Built on serverless technologies, Infosys Connected Marketplace has three layers:



A marketplace layer to connect buyers with sellers



A partner collaboration and IT layer to link IT with the business



A management layer that offers control, governance and insights across the stack

Fully automated continuous development pipelines



Support for green/blue and canary release strategies



Key Features

Observability and application performance management



End-to-end traceability and performance monitoring



How Infosys Connected Marketplace Helps

Buyers

- ▶ Offload connectivity and integration tasks to Infosys
- ▶ Access build-your-own-platform capabilities with flexible pricing options
- ▶ Get predictable cost and timelines for integration

Partners

- ▶ Bundle their services and products with those of platform players
- ▶ Get visibility and insights on performance of their products and services
- ▶ Improve their marketplace position and enable cross-selling and up-selling

Benefits

Infosys Connected Marketplace is a serverless solution that helps organizations benefit from:



Faster time to realization



Highly resilient and self-healing infrastructure



Predictable unit pricing



Lower maintenance



Easy portability across regions

Success Story

Interconnected Business for global online food ordering and delivery platform

The client wanted a flexible and reliable solution to integrate with their point-of-sale partners. They were looking for a partner who could deliver a vendor-hosted solution with scalable infrastructure and predictive pricing models to ensure faster time to market.

Infosys built a serverless marketplace with emphasis on observability to provide end to end traceability and performance monitoring. It also enabled collaboration between restaurants and third-party partners. Infosys technical and functional platform Lego accelerators to speed up the realization Increased operational efficiency via self-service merchant provisioning portal to on-board new restaurants.

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 14,000 cloud assets, over 200 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact askus@infosys.com

Infosys[®]
Navigate your next

© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.