

# 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](mailto:askus@infosys.com)

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