

A HOLISTIC TRANSFORMATION TO POWER YOUR FUTURE

Accelerating towards a Resilient and Live Enterprise with Microsoft Business Applications Services at Infosys

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Introduction

Many businesses are rethinking their strategies while they continue to operate in an environment that is persistently getting disrupted by new technologies and business models.

Adding to volatile markets and uncertain geo-political circumstances, the Covid pandemic has further placed pressure on business leaders to reckon with their arsenal of digital tools – or their lack of thereof. The rise of remote workforce has put a strain on enterprise security while highlighting the need for flexible and agile processes that drive business continuity during unpredictable times – an area where many companies were caught off guard.

Lastly, the competition has grown tougher not just with digital natives but also because many existing players are competing in new digital ways. It has become evident that enterprises that

adopt an operating model that continually pivots in response to changing market demands, with both improved business processes on the inside and new end-to-end customer journeys on the outside, are the ones who will succeed.

This brings us to the core of your organisation – your core enterprise business applications that can either power your resilience and success, or slow down your growth and hinder your innovation efforts.

In this guide, we're outlining five areas to focus on when transforming your enterprise applications. It's a strategic approach on what to consider when transforming, so that your business can realise the value of transformation quicker – and for greater impact.

By 2023, 40% of all enterprise workloads will be deployed in cloud infrastructure and platform services, up from 20% in 2020.¹

From vision to realisation: transformation is not just about technology

Despite many lessons learnt during failed digital transformation projects, most businesses still view this necessary shift as mere technological transformation – but to be effective, it must include a revamp of systems and processes, as well as an internal cultural alignment.

To extract maximum value from cloud technology, leaders need to first understand the impact on their operating model, employees and customers, uncovering impediments and setting up a strategic agenda that will help to move away from monolithic, legacy architectures.

When the transformation is performed correctly, your business will be equipped with a future-ready operational model, harnessing the power of digital that can simplify the customer experience, introduce more value added services and leverage technology to continuously optimise processes. It will be **live, and resilient**.

70% of digital transformations fall short of their objectives, often with profound consequences.²

Why do business application transformations fail?



Misalignment between business and IT

Scope requires complex discussions during the project, often slowing down progress.



Poor project management

Lack of skilled managers, no rigorous programme governance, insufficient level of input from business sponsors.



Undetermined business value

Transformations should be defined, and quantified and impact monitored to continue to drive the project.

Why your core focus should be on the core

To build a reliable enterprise core – a stable foundation for the ever-changing capabilities and experiences today's consumers demand – your business applications need to be built upon a cloud platform that permits rapid adoption of emerging capabilities and technology. In the case of core enterprise applications such as ERP and CRM, these were traditionally hosted on-premises, involving cumbersome implementation cycles.

However, digital capabilities delivered by cloud-based applications mean implementation has become shorter, more agile and with a much lower dependency on software and hardware systems. Operational strategy driven by cloud fortifies the core and opens it up: organisations can use API-microservices to decouple their frontends and backends, continuously delivering an optimised frontend experience without disrupting the core. The modularity of cloud applications allows for easy customisation and fewer dependencies, while low-code/no-code development removes complexity from building great, modern apps, decreases costs and reduces time to innovation.

But running your core applications in new cloud environments requires both industry and technical expertise to realise powerful opportunities around flexibility, speed and insight. There are critical, strategic elements to consider beyond just tech stack set-up.

The rapid pace of innovation in cloud infrastructure and platform services makes cloud the de-facto platform for new digital services and existing traditional workloads alike, which is why **40%** or all enterprise workloads will be deployed in cloud by 2023.³

Successful core enterprise application transformation is built around five areas of focus:



Exceptional Experiences

Understanding shifting customer needs and preferences to design personalised offerings and retain a competitive edge.



Rapid Acceleration

Remaining relevant by continuously digitalising the enterprise core to amplify customer experience.



Smarter Insights

Using data to make better, more confident decisions and democratising data across the organisation to drive innovation.



Purposeful Innovation

Instilling a culture of innovation and catering to ever-changing expectations across industries and ecosystems.



Assured Outcomes

Realising business outcomes while retaining security and controlling risk, and focusing on staying ahead.



Build exceptional experiences

Increasing customer expectations and rapidly shifting demand continue to place importance on designing engagement models that deliver almost immediately. The ability of an organisation to quickly iterate and optimise customer experiences and proactively manage engagement are key to building (and retaining) competitive edge in a market that punishes those who don't address the dramatically evolving landscape.

To satisfy the customer and to protect and grow your market share, you need flexibility that allows your business to quickly pivot. Unfortunately, when thinking of legacy core applications such as ERP, flexibility is not the first thing that comes to mind. What's more, clunky CRM systems might be clouding the most important insights and contain outdated information, costing you opportunities. Remaining proactive when the demand shifts fast is also a challenge.

Cloud-based applications can transform the way your customers interact with your business, delivering:

Flexibility to adapt quickly

Managing, optimising and iterating your customer experience becomes easier as your enterprise gets nimble thanks to an open platform.

Tailored and unique customer experience

Vast amounts of intelligence gathered by your business will inform the design of bespoke and unique products and services, delighting your customers.

Real-time data

Having access to immediate data revolutionises how quickly you can rectify your tactics, pivot towards the strongest demand and create impact faster.



Accelerate your digital efforts

From line of business (LOB) applications that can be moved to cloud quickly, to enterprise cloud migration that enables an integrated, enterprise-level cloud ecosystem – to maximising a combination of the two – businesses vary in how they approach their applications transformation. The objective, however, is the same: a fundamental shift in core IT capabilities to better prepare for what's next.

Without a doubt, hosting applications in the cloud will accelerate your digital transformation as your organisation takes advantage of scaling effects and cost efficiencies. Confidence after deploying one enterprise application creates a domino effect for further use cases, resulting in even more digitised core. As your enterprise undergoes transformation to compete with digital natives, what stakeholders need to keep in mind is the long-term continual change that will result in accelerated time to market, greater scalability, a reduction in IT cost and complexity and faster product development cycles – as well as improved alignment between IT and the business.

When run in the cloud, your core business applications will enable your enterprise to:

Accelerate the pace of transformation projects

Simplify your IT, reduce IT complexity, streamline costs and increase efficiency – getting rid of the backlogs and freeing up IT teams towards innovation.

Move from monolithic, legacy tech stack to being a platform company

Create an agile, nimble and responsive operational model that provides immediate value to your processes, employees and customers.

Elevate your digital footprint

Create diverse touchpoints, design services that respond to specific customer needs, and offer frictionless experiences that reduce customer loss and churn.



Leverage smarter insights

While legacy enterprise applications such as ERP served a purpose and solved problems twenty years ago, their non-integrated siloed systems created data and process inconsistencies, limiting the end-to-end visibility into valuable intelligence. Nowadays, with data being the lifeblood of any highly performing organisation, access to insights is paramount to understanding the shifting customer demand, building sophisticated experiences and making strategic business decisions with confidence.

Running core enterprise applications in the cloud brings data closer to those who need it in their daily decision-making, so they can proactively manage business strategy, design business models geared for success and build customer offerings that meet current, and anticipated, needs. By integrating core apps with technologies such as IoT, Edge Computing, Machine Learning and AI, your business data goes even further – helping leaders ready the organisation for the future.

Smarter insights powered by the cloud help you:

Democratise data

Bring new visibility to everyone across your organisation, empowering them with insights they need to be more effective in their job.

Speed up and improve the decision-making process

Access your data quickly and self-serve your data needs so that critical decisions can be made fast, and with confidence.

Protect your market share

With real-time insights into your operations and your customers, you're never caught off-guard, proactively addressing any issues and safeguarding your bottom line.



Focus on purposeful innovation

Catering to new and ever-changing market expectations requires the marrying of physical and digital capabilities – and only a culture of innovation instilled within an organisation can drive successful business strategy forward. Innovating for today's customer means not only meeting their expectations, but also anticipating their future needs. But beyond the customer, business innovation needs to also drive margins and ensure profits – especially if significant investments are required.

Delivering cutting edge products and services is only possible when innovation is anchored to reliable, accessible, and accurate data, but speed to market is also paramount. For many enterprises, business applications transformations are driven by the need to become more agile and innovative more quickly, as legacy architectures often hinder growth and result in missed opportunities. Cloud-based core applications foster fast deployment cycles, quick iterations, rapid shipment of products and services and provide access to the latest, most advanced technology that places the customer at the centre.

Transforming your core enterprise applications in cloud will drive:

Competitive advantage

Designing innovative customer solutions will make you more competitive and provide the differentiation needed in a saturated market.

Customer-centricity

Through technology that is flexible and open, you can firmly put the customer at the centre, building a business model that meets evolving needs and stays in tune with the most recent trends.

Ongoing enterprise progress

Cloud is a continuously evolving platform: leveraging its potential means always being attuned to the latest technology and using its advancing potential to create a smarter enterprise.



Assure the right outcomes

Your core business applications are now more important than ever. From process planning to CRM, when this data becomes connected, you can build a smarter – and more resilient business. But while the case for transforming core applications and leveraging cloud is often clear, envisaging the exact business outcomes (and realising them) creates hurdles. To ensure successful transformation with a long-lasting impact, you need to access solutions that allow you to transition with minimal risk, and maximum security.

Equally important is to understand that the move to digital is a continuous process involving people, processes and technology. Transformation projects require you to look both inwards into how you can create a more agile enterprise at the core, and outwards – determining how the transformed applications can better serve your customers and protect your business in the rapidly evolving landscape.

A strategic and expert-driven enterprise application transformation project will:

Ensure security and low risk

The right services and solutions will safeguard business continuity and deliver no disruptions to the running of your business, keeping your organisation safe at all times.

Outline and monitor the value and impact of your transformation

It's crucial to define the objectives of the project, quantify them and monitor them against progress – so you can keep the momentum going.

Help you align business and IT objectives

Realising the impact of transformation beyond an updated tech stack, the business needs to work in tandem with IT on delivering the value of the transformation across the entire organisation.

Use the potential of cutting-edge technology to ready your enterprise for what's next

With the latest innovation-led technology delivered by Microsoft, enterprises worldwide are making great strides in building up their agility, growth potential and resiliency. That is why at Infosys, we have built our **Platform of Possibilities 3.0** upon Microsoft Dynamics 365 and Power Platform, delivering both the domain expertise and cutting-edge services your business needs to thrive.

Dynamics 365 Suite

Intelligent business applications that help you **fortify your customer relationships**, improve productivity and increase performance.

- Modular, pre-built apps that easily connect with the systems and tools you already use
- Quick deployment and onboarding, facilitating greater innovation and faster results
- Apps to optimise operations, innovate across teams and better engage customers
- Flexibility to choose apps that connect your entire business

Microsoft Industry Clouds

Industry-specific cloud offerings that can support and co-innovate with customers and partners, providing a launchpad for further innovations.

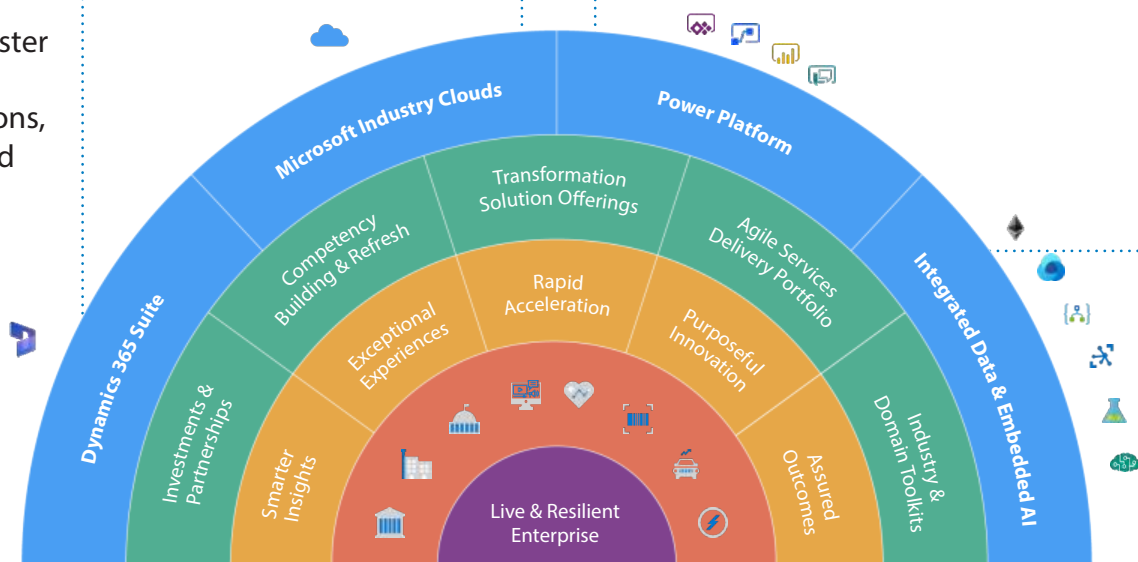
Power Platform

An innovative platform **strengthening your digital foundation** by enabling you to analyse your data, build solutions and automate processes.

- Analytics and reporting tools to make the most of insights with Power BI
- A wide range of customisable apps to assure last-mile business agility and operational continuity
- Automation of tasks and operational processes to enhance productivity
- Integrated chatbots and virtual assistants to offer a differentiated customer experience

Integrated Data & Embedded Analytics

Provides the bedrock for actionable intelligence that directly impacts smarter decision making.



Infosys can help you build a live, resilient enterprise

To realise full value from digital transformation, your organisation requires more than disruptive technology. Above all, it needs strategic guidance.

The Infosys unique approach delivered by our **Microsoft Business Application Services team**, leverages Infosys Cobalt - a set of services, solutions, and platforms that act as a force multiplier for cloud-powered enterprise transformation, to offer tailored technology and consulting solutions across industries, functions and lines of business, helping your business navigate the next.



Investments and
Partnerships



Competency
building
and refresh



Transformation
solutions



Agile service
delivery
portfolio



Industry and
domain toolkits

Prepare your organization for the post-pandemic world

The new, post-Covid-19 business reality requires leaders to shift their platform thinking from large, centralized and standardized set ups to nimble, responsive and flexible infrastructures that support strategic business goals – even when the unexpected happens.

The team at Infosys can help you realize your key digital business imperatives and revamp legacy systems and processes, readying your organization for what's next.



Supply Chain Resiliency and Agility

- Strategic procurement – building alternate channels
- Inventory / Supply Visibility / Health checks – with IOT
- Product Insights / Track-and-Trace



Workforce Well-Being and Productivity

- Workforce Health and Safety
- Focus on workforce management / Remote Working
- Training / Competency Building



Revised Business Models for Growth

- Optimized Warehousing and Logistics – Direct to Stores / Direct to Consumers
- Introducing Innovative / Differentiated Offerings / Products



Last Mile / Customer Services

- Efficient Case / Incident Management
- Omni-channel Service Operations
- SLA Adherence and Customer Trust



Technology Innovations

- Tech Platform consolidations to Cloud
- AMS Modernization / Take-Over Infrastructure / Ops Efficiency
- AI and Automation / Bots / RPA

Transform your core business applications to drive better outcomes for your customers, partners, employees and your own business by leveraging Microsoft technology and the Infosys Platform of Possibilities.

Contact your local Infosys representative to find out more or email us at Dynamics_Marketing@infosys.com



For more information, contact askus@infosys.com



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