

Infosys cobalt | INFOSYS PRODIGY - WHERE IDEAS TAKE FLIGHT

Offering Overview

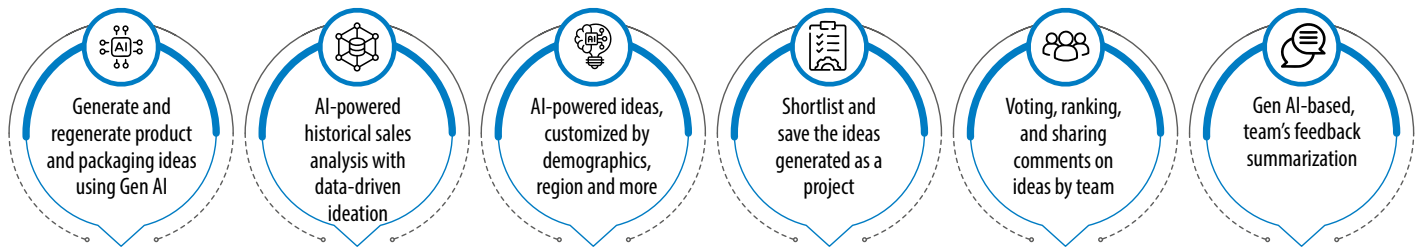
Infosys Microsoft Practice offers **PRODigy**, an application leveraging Gen AI, designed to spark creativity and streamline the ideation process for new products. It empowers Product Managers, Marketing Managers to rapidly iterate, refine, and regenerate ideas facilitated by AI capabilities, and collaborate with their team. The solution allows users to explore completely new ideas or leverage insights from past sales to develop new products and generate innovative product and packaging concepts.

Typical Challenges Faced by Product/Marketing Functions

-  Lack of clear insights into market trends, categories and products
-  Inefficient and siloed ideation and feedback processes

-  Need for rapid innovation to stay competitive
-  Relevant ideation customizing idea generation to specific demographics/region for market relevance

Value Proposition for the Customers



Technology Stack

-  Microsoft Azure OpenAI
-  Microsoft Dynamics 365 SCM
-  Microsoft Power Platform



Benefits



Grow Your
Product Line



Grow Your
Brand



Grow Your
Market Share



Grow Your
Customer Engagement



Grow Your
Business

Deployment Approach



Validate the concept with a **small-scale pilot**, demonstrating immediate value on a specific product line.



Establish a scalable **AI platform on Microsoft Azure**, seamlessly **integrating data** from ERP to power the solution.



Develop a **custom, intuitive application** with Microsoft Power Apps, designed for efficient project management and collaboration.



Integrate unique digital assets and customize the AI to generate ideas perfectly **tailored to business needs**.



Train the team and launch the complete system, supported by a plan for ongoing **maintenance and support**.

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.

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