

Vendor Profile

Infosys Salesforce Practice

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IDC OPINION

The Infosys Salesforce practice is an example of how digital transformation blurs boundaries across the business and IT services spectrum, and it illustrates how a services organization uses its traditional strength to expand into new areas. Further:

- Infosys has grasped what it needs to do to change from being a traditional IT services provider to an advisor helping clients drive an overall digital transformation. This is shown in its combination of business and IT service offerings and focus on clients' digital transformations using The Client Digital Journey framework.
- However, Infosys needs to adjust its market-facing message to align with this wider scope. While the Infosys Salesforce microsite includes other service offers that Infosys provides like business consulting and systems integration as well as relevant industry-oriented preconfigured solutions, Infosys should work with Salesforce to ensure similar messaging in other platforms such as Salesforce AppExchange.

IN THIS VENDOR PROFILE

This IDC Vendor Profile analyzes the Infosys Salesforce practice including a review of its current offerings, go to market and strategy, and future plans. The profile concludes with advice for Infosys.

SITUATION OVERVIEW

Company Overview

Established in 2013, the Infosys Salesforce practice now has just over 2,000 implementation resources that have worked on over 200 engagements. It offers design thinking and consulting services, process engineering, legacy modernization and transformation, and data integration and support services. Infosys has implemented cross-industry solutions using Salesforce's Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, and the Salesforce1 Platform for application/API development including using the AppExchange.

Infosys positions itself as more than just a Salesforce implementer and emphasizes its end-to-end activities such as strategy and road maps, business transformation, and platform simplification along with the traditional systems integration and custom development. When Infosys goes to market, these offerings manifest themselves in terms of its value-based methodology, accelerator kits, knowledge repository, and cross-industry solutions. Its alliance with Salesforce (e.g., the Ignite and Spark programs) and others in the ecosystem, as well as its thought leadership pieces, focus on helping clients with their own digital transformations.

Company Strategy

Overall, Infosys' strategy is to use its advisory-led services as the framework for a client relationship, which spans all of its plan/design/build/run services. Its goal is to amplify clients' digital transformations with its own offers that include business and industry domain-specific consulting and industry solutions. Infosys has acquired both Brilliant Basics and Wongdoody to build out its customer experience and design capabilities and is expanding its digital studios as a part of its advisory services.

FUTURE OUTLOOK

Infosys is positioning its Salesforce offers as part of an overall digital framework it calls The Client Digital Journey to emphasize the broad scope of services and solutions on offer. The framework includes dimensions for experience, insights, innovation, modernization/migration, and customer assurance. IDC believes this illustrates how Infosys is blurring the boundaries of what was traditional implementation services to include this wider range of offers. Infosys understands this type of framework blurs the target buyer as well, because this is no longer a CIO-only sale on the efficiency of IT operations alone; it involves other C-suite executives in conjunction with the CIO.

Likewise, Infosys believes that, while many clients have spent on improving overall customer experience, other work, such as digitizing core operations, gets neglected. Much of its future go-to-market strategy is around helping clients accelerate this core transformation, and this means applying artificial intelligence tools and methods. Clearly, Infosys is connecting its traditional strength in IT operations with the larger scope of digital transformation needs, such as a focus on customer experience, both to attract new buyers and feature its full range of services.

ESSENTIAL GUIDANCE

Advice for Infosys

Infosys has grasped what it needs to do to change from being a traditional IT services provider to an advisor helping clients drive an overall digital transformation. However, Infosys needs to adjust its market-facing message to align with this wider scope. While the Infosys Salesforce microsite includes other service offers that Infosys provides like business consulting and systems integration as well as relevant industry-oriented preconfigured solutions, Infosys should work with Salesforce to ensure similar messaging in other platforms such as Salesforce AppExchange.

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Related Research

- *Infosys Confluence 2017: "Unlimit" Signals a Maturing Strategy for Digital Transformation as Infosys Heads Toward the Post-Sikka Future* (IDC #US42998517, August 2017)

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