

Infosys BPM Recognized as the

2021

Company of the Year

Asia-Pacific Business Process
Management Services Industry
Excellence in Best Practices

Infosys[®]
BPM

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Infosys BPM excels in many of the criteria in the Asia-Pacific BPM services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Addressing Unmet Needs

In an increasingly changing technology landscape, organizations are under immense pressure to embark on their digital transformation journey to remain competitive and sustain growth. Organizations are looking to maintain their competitiveness through process optimization, customer satisfaction and retention, and workforce productivity. Additionally, most organizations' C-suite executives are focusing on cost optimization and on growing their top line. Organizations are gradually moving beyond cost reduction as the only compelling factor and are exploring outsourcing to increase efficiency, improve the overall customer experience, optimize business operations, implement digital technologies, and gain access to a pool of skilled talent to maintain their competitive advantage.

Infosys BPM addresses these challenges through its traditional business process services, digital solutions, vertical utility platforms, and shared service center models. With over 18 years of industry experience, the company provides clients with integrated IT and BPM solutions that allow them to drive optimized outcomes, unlock business value, address business challenges, and navigate their next transformation journey. Frost & Sullivan research shows that Infosys BPM distinguishes itself in the industry by providing customized industry solutions across service lines by combining deep domain expertise and process management services, including consulting, technology, integration, and support capabilities. Additionally, Infosys BPM seamlessly combines its traditional outsourcing services with next-generation digital capabilities through the following new digital transformation services: Infosys

NIA (knowledge-based AI platform), robotics-process-as-a-service (RPaaS), digital transformation services, predictive analytics, digital interactive services, and McCamish Insurance Utilities.

“Infosys BPM has effectively integrated business and technology solutions, combined with domain expertise, to co-create business value for clients. The company has gained a leadership position in the industry through its commitment to innovation, emphasis on operational excellence, and continuous improvement.”

- Sherrel Roche, Industry Principal

Infosys BPM delivers industry-specific solutions across financial services, banking, insurance, energy and utilities, healthcare, telecommunications, manufacturing, media and entertainment, retail, consumer, and logistics. The company’s enterprise services encompass all service line areas, including finance and accounting, sourcing and procurement, customer experience, and human resources outsourcing, in addition to digital and customer analytics offerings, such as digital interactive services,

analytics, robotic process automation (RPA), and artificial intelligence (AI). Infosys BPM differentiates from competitors through its suite of value offerings, approach to innovation, and the move to business problem identification to implement the right solutions, thus delivering on business outcomes and identifying new growth opportunity areas to build future-ready organizations.

Visionary Scenarios through Mega Trends

Digital solutions encompassing AI, automation, and intelligent analytics are radically reshaping the BPM services industry, with widespread adoption as part of an organization’s transformation journey. Infosys BPM remains at the forefront of development by significantly investing in intelligent analytics and AI solutions. Over the past several years, the company has reimagined outsourcing solutions using its in-house-developed digital technologies to deliver industry-specific offerings, along with humanware, which is the human element integrating with automation. Infosys BPM is well positioned to partner with clients and help them navigate their transformation journey through digital solutions. The company drives business value for clients through its integrated, end-to-end outsourcing approach; process reengineering; automation; and cutting-edge technology platforms. The company’s digital solutions deliver on the 4Es: Efficiency through industrialization and automation, Effectiveness through analytics and business insights, Experience through innovation, and Empathy through humaneness.

Through its client approach called ‘Navigate Your Next,’ the company steers clients from where they are now to where they aspire to be. This digital navigational framework is based on an AI-powered core, Agile digital at scale, and Always-on learning, underpinned by a high degree of localization. Infosys BPM has developed a robust portfolio of proven digital solutions across many processes in varied industries, delivering the following specific results:

- Infosys Workbenches for email, events, and documents bring the capabilities of journey orchestration, integration, automation, natural language processing (NLP), and optical character recognition (OCR) stacks into a common workbench to address email handling and template-less document processing.

- Prescriptive analytics/AI-driven automated decision-making capabilities are embedded into the client's technology workflows. For example, Infosys BPM developed a decision-assist chatbot for a technology hardware and software client to help its field agents.
- Infosys BPM developed cognitive domain automation capabilities, such as order hold management, logistics scheduling, and LIBOR transition management solutions, which allow clients to improve productivity and performance across functions and drive digital transformation.
- The company offers AI/ML-powered business-process-as-a-service (BPaaS) platforms, such as Infosys AP on Cloud (APOC) and McCamish claims management platform, helping clients move from a capital expenditure (CAPEX) to an operational expenditure (OPEX) variable cost structure.
- Infosys BPM developed cognitive analytics solutions, such as category digital cockpit, AP digital cockpit, working capital optimization, contact center predictive analytics, and sourcing and procurement, providing actionable insights based on near real-time data integration.

These digital solutions enable clients to deliver highly accurate results, eliminate the risk of accidents or human error, reduce manual and repetitive processes, improve processing time, and increase productivity.

Infosys BPM recently developed the Cortex2 digital transformation solution to enable clients to reimagine their customer care operations by providing intelligence to aid in better communication, make smarter and faster decisions, and deliver business value based on the data collected by customer care centers. Cortex2 uses data to simulate interactions for agents, performs deep analytics, and delivers real-time guidance to agents, resulting in improved customer satisfaction and agent performance.

Implementation of Best Practices

Infosys BPM's established project implementation process is based on the continuous process improvement approach. The company's digital navigation framework guides clients in navigating the dynamic digital ecosystem and in driving efficiency across the enterprise through best practice initiatives that run concurrently. In addition, the framework assists organizations in driving hyper productivity and enabling fluid operating models through intelligent automation capabilities. Organizations can reimagine their customer touchpoints and experiences by driving a comprehensive program of digitizing from the core, at scale, and through continuous learning and change management across the following five key areas:

- Insight: enabling the delivery of actionable insights through advanced analytics, Big Data, reporting, visualization services, and AI-led solutions
- Innovate: driving improved business outcomes and enhancing effectiveness through vertical platforms, Internet of Things (IoT), and digital product engineering, such as BPaaS solutions and point solutions

- Accelerate: fast tracking the implementation of the digital experience through RPA, cloud migration, legacy modernization, and digital system integration to tackle high-frequency decision making and to achieve zero latency
- Assure: building digital trust to ensure compliance through services such as cybersecurity monitoring, business risk, and General Data Protection Regulation (GDPR) monitoring
- Experience: redefining the end-user experience through the digital customer experience, technology enablement, point solutions, and digital studio services

Infosys BPM's Process Progression Model™ (PPM) transforms the client's processes and moves them up the maturity curve toward best in class. The company implements this model as part of every solution to both prospective clients and existing client engagements. In addition, the company brings to all client engagements its expertise and years of experience in operational excellence, Lean Six Sigma, continuous improvement, customer journey mapping, business transformation, and resource optimization capabilities. Infosys BPM's proven methodologies and tools, along with client feedback, enable it to control costs and improve quality, productivity, project scheduling, and work activities.

Customer Ownership Experience

Customer centricity is at the core of Infosys BPM's growth strategy, solution development, and investment decisions. Customers/clients increasingly see Infosys BPM as an empathetic advisor because it works closely with them in one or more of the following areas: improve operational efficiencies, enhance the customer experience, enable product innovation, and foster competitiveness through faster go-to-market solutions. Moreover, the company follows an open and seamless partnership approach, creating a two-way communication that leads to an agile relationship as a direct extension of the client's organization. Through its integrated business domain expertise, combined with software, the company delivers a humanware approach to build lasting relationships with clients.

- Zero Distance/Be The Navigator: Infosys BPM has institutionalized the Zero Distance/Be The Navigator process across all client engagements. This process enables service delivery teams to understand clients' needs thoroughly, go beyond the stated contractually committed scope, and provide additional value through a mix of grassroots improvement initiatives and top-down-driven ideas.
- Persona-based service offering: The company's service delivery team analyzes each persona's need at different job levels for clients and customizes the support approach for a superior experience and reduced effort for users.

With the COVID-19 pandemic disrupting businesses throughout 2020, BPM service providers quickly innovated and transformed the way they deliver services while ensuring business continuity. During the pandemic, Infosys BPM rose to the occasion with a clear focus on delivering secure client operations virtually and fulfilling clients' demands onsite by ensuring business as usual and beyond while ensuring employee safety in the return-to-office phase. Moving forward, the company's emphasis will be on an accelerated push toward 'Digital@scale,' which will involve more virtual, remote, and digital connections and more agile solutions.

Through its deep domain expertise and robust technology capabilities, Infosys BPM works closely with clients to help them achieve business value and optimize their cost of revenue (CoR). The company's willingness to invest in the customer relationship, commitment to deliver business outcomes, and track record of execution excellence have resulted in high satisfaction levels, customer stickiness, and enduring customer relationships.

Brand Equity

Frost & Sullivan recognizes Infosys BPM as a technology leader and innovator in the BPM services industry. Over the years, Infosys BPM has grown through targeted industry-specific acquisitions, enabling it to accelerate the development of new solutions, increase its customer base, and enhance its leadership position in the BPM services market. Infosys BPM has built its expertise in operational excellence, automation, and continuous improvement capabilities through its digital transformation services. Organizations are attracted to partnering with Infosys BPM based on its customizable, end-to-end portfolio of integrated IT and business process service offerings across industry verticals and enterprise segments. Moreover, the company has successfully built long-term relationships by supporting clients across their entire business value chain.

Infosys BPM has achieved a 99% client retention rate through its robust portfolio of industry-specific service offerings, integrated technology solutions, digital capabilities, Lean Six Sigma methodology, and comprehensive global delivery model.

Financial Performance

Infosys BPM registered a strong year-on-year (YoY) revenue growth of 38.4% in FY 2019, growing faster than the industry average. Driving this double-digit growth is the increasing demand for sales/fulfillment and finance/accounting services in the financial services, healthcare, insurance, and life sciences verticals. Over the years, Infosys BPM has evolved from an offshore to onshore and nearshore geography in Asia-Pacific (APAC). India and the Philippines house the company's largest delivery centers that support more than 40 clients.

Infosys BPM has been successfully gaining traction from its expanding operations and client base in Australia and China. The company enjoys success in Australia because it has emerged as an onshore geography, especially during the COVID-19 pandemic because clients are keen to bring back work onshore. With Japan opening up for a joint venture (JV), Infosys BPM has successfully set up the Infosys HiPUS (Hitachi Panasonic) JV for large category and procurement management services. Furthermore, as part of its industry-specific growth tactics, Infosys BPM partnered with Vanguard in July 2020 to enhance its defined-contribution business and to deliver a technology-driven approach to reshape the corporate retirement experience. This strategic partnership has added approximately 10% to Infosys BPM's revenue share.

In addition, Infosys BPM acquired Eishtec, a contact center services provider, to enrich its customer experience service offerings and add clients in the telecom, social media, healthcare, education technology, and fintech verticals.

Conclusion

As digital technology underpins growth and competitiveness, organizations are considering outsourcing as a competitive strategy to optimize processes, increase efficiency, and accelerate innovation.

Infosys BPM has rapidly emerged as a leading BPM service provider through its commitment and focus on transforming its BPM services to cater to clients' digital transformation needs. The company has successfully reimagined its traditional BPM services using digital technologies to provide customized, vertical-specific solutions and humanware and to deliver business value. Infosys BPM has achieved success in the BPM services market through its vast global delivery model, proven track record in onshore delivery, commitment to process execution, and continuous improvement project implementation approach.

With its strong overall performance, Infosys BPM earns Frost & Sullivan's 2021 Company of the Year Award in the APAC BPM services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

