



Infosys Digital Experience Consulting Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Digital Experience Consulting Services Vendor Assessment for Infosys is a comprehensive assessment of Infosys' digital experience consulting services offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for digital experience consulting services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the experience consulting services sector.

Key Findings & Highlights

In early 2017, Infosys formally launched its Infosys Digital practice consolidating disparate digital capabilities into a single organization to address the breadth of digital capabilities including:

- Systems of record
- Employee and customer experience
- Cloud solutions
- Analytics solutions
- Digital marketing solutions.

Initially, the team was built through the consolidation of existing employees housed across the organization and then outside hires, primarily with industry or marketing skills. This included a dedicated practice specializing in communication and design across multiple service lines: brand experience, instructional design, user experience design, creative content, and AV specialists. Design practitioners from this group were also embedded in technology delivery teams providing the necessary design intervention within broader application development and transformation initiatives for clients across the globe.

However, recently, Infosys has used inorganic growth to more quickly build its digital experience capabilities, as well as expand onshore and nearshore.

In September 2017, it acquired Brilliant Basics, a privately held London-based digital innovation and CX design firm. The acquisition added to Infosys' Digital Studios capabilities for the financial, retail, and telco sectors, primarily in the Europe region.

In May 2018, Infosys completed its acquisition, for up to \$75m, including earnouts, of WONGDOODY, a U.S.-based, creative, and consumer insights agency. Founded in 1993, WONGDOODY is headquartered in Seattle and has an office in Los Angeles. It has served clients in the telecoms, media, consumer electronics, healthcare, consumer goods, and other sectors. Clients have included Amazon Fire TV.

Infosys' total revenues for CY 2019 were \$12.7bn. NelsonHall estimates that Infosys' digital experience consulting services revenues in CY 2019 were ~\$1.05bn (8.2% of total company revenues).

Infosys positions its digital consulting capabilities across four offering families:

- Customer value consulting, including:
 - Brand strategy
 - CX consulting
 - UX consulting
- Smarter enterprise consulting
 - Domain and process consulting
 - Technology and architecture consulting
 - Digital operations consulting
- Re-imaging businesses
 - Business model disruption
 - Innovation as a service
 - Connected ecosystem
- Organization and digital culture
 - Organization design
 - New ways of working
 - Digital talent refactoring.

NelsonHall estimates that ~50k of Infosys' total workforce of ~243k has been trained on digital services. Within this group, Infosys has the following teams delivering digital experience consulting services:

- ~3.5k digital consultants
- ~1.5k digital designers
- ~4k digital architects
- ~300 digital strategists.

Infosys has historically used digital experience consulting services, built organically, to support broader internal-focused client engagements. As it has focused on building out dedicated digital capabilities, it has also pivoted its strategy by acquiring two design agencies. These agencies provided Infosys a broadened design studio network, extended capabilities, new clients, and core teams in key locations across both U.K. and western U.S. It is also focused on expanding its capabilities through partnerships with start-ups and academic institutions to build more skills and standardized methodologies. While the integration of Brilliant Basics and WONGDOODY across the geographic breadth of broader Infosys is still a work in progress, the broadly complementary capabilities of the three organizations position it well to address client needs.

The acquisitions and a focus on expanding its client-proximate design studio network have helped expand Infosys' capabilities located near to clients, but its overall team is still weighted toward remote delivery centers. Continuing to invest in building skilled labor forces near its clients (for example, through its partnership with the Rhode Island School of Design) will further its ability to deliver these high-client engagement consulting services.

Unlike many of its competitors, Infosys is also investing in building out a proprietary set of tools and accelerators to support the delivery of experience consulting services. Infosys' home-built toolsets and accelerators enable it to provide a more tailored solution in a reduced timeframe than its competitors using a common portfolio of tools.

Scope of the Report

The report provides a comprehensive and objective analysis of Infosys' digital experience consulting service offerings, capabilities and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.



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Sales Enquiries

NelsonHall will be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager:

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