



Infosys UX-UI Services

Vendor Assessment
Report Abstract

October 2018

By David McIntire
IT Services
Research Director
NelsonHall

11 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's UX/UI Consulting and Implementation Services Vendor Assessment for Infosys is a comprehensive assessment of Infosys' UX/UI consulting and implementation services offerings and capabilities designed for:

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

Key Findings & Highlights

Headquartered in Bangalore, Infosys was founded in 1981 in Pune by a group of seven programmers. It became a public limited company in India in June 1992 and was listed on NASDAQ in 1999, having set up development centers in several Indian cities to serve the global market.

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 2017 were \$10.7bn. It has provided guidance that its FY19 revenues will be ~\$11.7bn.

NelsonHall estimates that Infosys' UX/UI consulting services revenues in CY 2017, prior to the acquisitions of WONGDOODY and Brilliant Basics, were

~\$300m (2.8% of total company revenues). NelsonHall estimates that CY 2018 UX-UI consulting service revenues, incorporating both WONGDOODY and Brilliant Basics, will be ~\$360m.

Infosys focuses its digital customer experience offerings around the following:

- Strategy and planning
- Digital content
- Mobility
- Data management
- Personalization
- Programmatic
- Search
- eCommerce.

These offerings are delivered through a design-led approach that balances user requirements, business objectives and technical capabilities.

NelsonHall estimates that ~20% of the total Infosys headcount of ~200k is focused on delivering digital transformation services (~40k). NelsonHall estimates ~1k of this headcount is focused on UX-UI design services. These employees span skills including consulting, usability and interaction design, branding, content strategy, front-end technologies, information architecture, usability and accessibility, advertising and marketing. NelsonHall estimates that ~60% of this team is located in India, with the remainder located near clients in the U.S. and Europe.

Infosys has historically used UX-UI services, built organically, to support broader internal engagements. As it has focused on building out dedicated digital capabilities, it has also pivoted its strategy by acquiring two different design agencies. These agencies provided Infosys a broadened design studio network 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 academic institutions to build more skills and standardized methodologies. Infosys is looking to continue to grow its workforce and broadening its design studio network.

Unlike many of its competitors, Infosys is also investing in building out a proprietary set of tools to support the delivery of UX-UI consulting services. Infosys' home-built toolset enables it to provide more tailored tools than its competitors using a common portfolio of tools.

Scope of the Report

The report provides a comprehensive and objective analysis of Infosys' UX-UI 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 and examples of current contracts
- Analysis of the company's strengths and weaknesses.



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Report Author

David McIntire

david.mcintire@nelson-hall.com

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