



Infosys Marketing BPS Services

Vendor Assessment
Report Abstract

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By Mike Cook
Marketing BPS Analyst
NelsonHall

10 pages

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Infosys is a comprehensive assessment of Infosys' marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Infosys began providing marketing BPS services in 2008. Initially, these services were included in Infosys' sales and procurement practice; it provided simple campaign management and support to sales teams in the form of presentation production.

Over the next couple of years, Infosys experienced a demand for content and website management services from its client base; at this time Infosys' IT arm was providing all content and website management. Therefore in 2013, Infosys made the decision to link all marketing related services under a single business unit called Digital BPS Services, in order to provide single points of contact for multi-tier marketing BPS clients.

Currently Infosys has 552 FTEs in China and India providing marketing BPS support.

Scope of the Report

The report provides a comprehensive and objective analysis of Infosys' marketing BPS capabilities, and market and financial strength, including:

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



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Report Length

10 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

Marketing BPS Services Vendor Assessments Also Available for:

HGS

Minacs

Cognizant

Concentrix

Tech Mahindra

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

Wipro.