

GO TO MARKET WITH INFOSYS





The Infosys Consulting practice offers a unique research-backed ethnography and design thinking based 'Go To Market' approach specific to payments and cards to help you launch your new / innovative products & solutions. We provide services right from the product and market discovery for your product, establishing key partnerships in target market and market launch roadmap with strong customer-focus and market-alignment of your product to gain maximum gains in early in the game and achieve sustainable growth.

Need for right Go To Market Strategy

In the era of Fintech, banks are facing dwindling fee revenues from electronic payments and merchant side acquisition.

The choices left are limited. However, opportunities open if you innovate. We have been helping banks to go to market with infosys co-created products or service offerings. These have brought about definitive and positive outcomes in

medium to long term.

We help FIs and card networks through some of the recent interventions like smart collections, payments as a consumed service offering and white labelled service bundles etc.

Why Infosys is the right partner?



- Delivered large-scale **Payments Transformations, Digital Enablement and Platform Modernization** programs across the globe Payments value-chain
- **Development and System Integrator** capabilities across Payments value-chain



- **30** Global Hub Offices including Zurich, Dallas, Singapore
- Client delivery **5** Eastern European based near-shore delivery centers
- Presence in **20+ countries** around the world



- **Partnerships** across Payments value-chain: 4 of the Top 5 Payment Networks, 3 of Top 5 Card Issuers, 2 of Top Global Remittance payers, 4 of Top 10 Acquirers
- **Strategic Partner** to leading financial institutions for Payments initiatives
- **Alliances** with top technology organizations and research agencies



- **3,000+** business, management and IT consultants
- **300+** Payments domain experts
- **65%** hold a Master's degree



- Supported leading **Card Issuer** to launch one of its product in new market
- Assisted in establishing **strategic partnership** of payments services company with leading bank for venturing in new geography

With our market & customer-focused and research-based approach we can help create the Winning Go To Market Strategy for your product/offering.

Infosys Value Proposition and Offerings

Ethnography based market research

Package your payments product/
service right

Apt partnership alignment
recommendations

Suitable technology interventions

Business-value driven Pilot to build
business case

Roadmap to Market Launch

We will leverage our global presence and Payments domain expertise along-with Infosys' proprietary frameworks while creating the Go To Market strategy for you



Ethnography based Market research

Our **experience in providing an outside-in view** will enable revisit your product launch & underlying technology construct



Package your product right

We will leverage **Infosys presence in target markets** and **Payment's domain expertise** to help package your tech-driven solution true to the target customer segment.



Apt Partnerships alignment

We have been harnessing the Fintech collaborations for compelling Financial solutions. Our Payments Fintech partnership across the globe, will assist you stitch partnerships to derive maximum synergy.



Suitable Technology intervention

Our deep **domain, design & architecture understanding of end-to-end Payment value chain**, will bring the leverage for creating a pioneering impact in the market.



Business-value driven Pilot Strategy

We will work closely with you to define the **pilot strategy** of your product by clearly defining the **early-adopters user personas with clear business case to back it up**



Roadmap to Market Launch

We will use our proprietary **Value Realization Framework (VRM)** to create the **Market Launch Roadmap** for your product to drive maximum uptake and adoption

Our delivery approach caters to all your market launch needs right from product & market discovery to market launch roadmap and post-launch sustainability

Infosys Delivery Approach

We can provide customized set of services basis your needs and readiness for market launch...



Align with
Vision

- Align with the business vision and objectives



Product
Discovery

- Conduct product discovery workshops using Design Thinking approach
- Identify the value proposition of the product
- Discover customer need-based use-cases
- Define user personas mapped to the use-cases



Market
Assessment

- Geo Market / Industry research & analysis of competitive landscape
- Conduct Voice of Customer (VOC) surveys to clearly map the ethnographic parameters of your customers
- Bring together market and customer needs aligned towards product use-cases



Product
(Re)Invention

- Define the best-fit operating model for the product
- Define the most relevant channel strategy
- Define the best Pricing strategy for revenue & profit maximization



Establish
Partnership

- Onboard Business & Strategy partners to complement/supplement your product
- Partner with Technology Organizations to remain at forefront of technological trends



Pilot
Execution

- Selection and prioritization of use-cases for pilot execution
- Execute agile delivery of pilot use-case and integrations components



Market
Roadmap &
Deployment

- Develop the roadmap basis pilot outcomes
- Develop implementation plan using our integrated Agile-DevOps framework
- Execute the plan and roll-out to production
- Design the training and change management approach

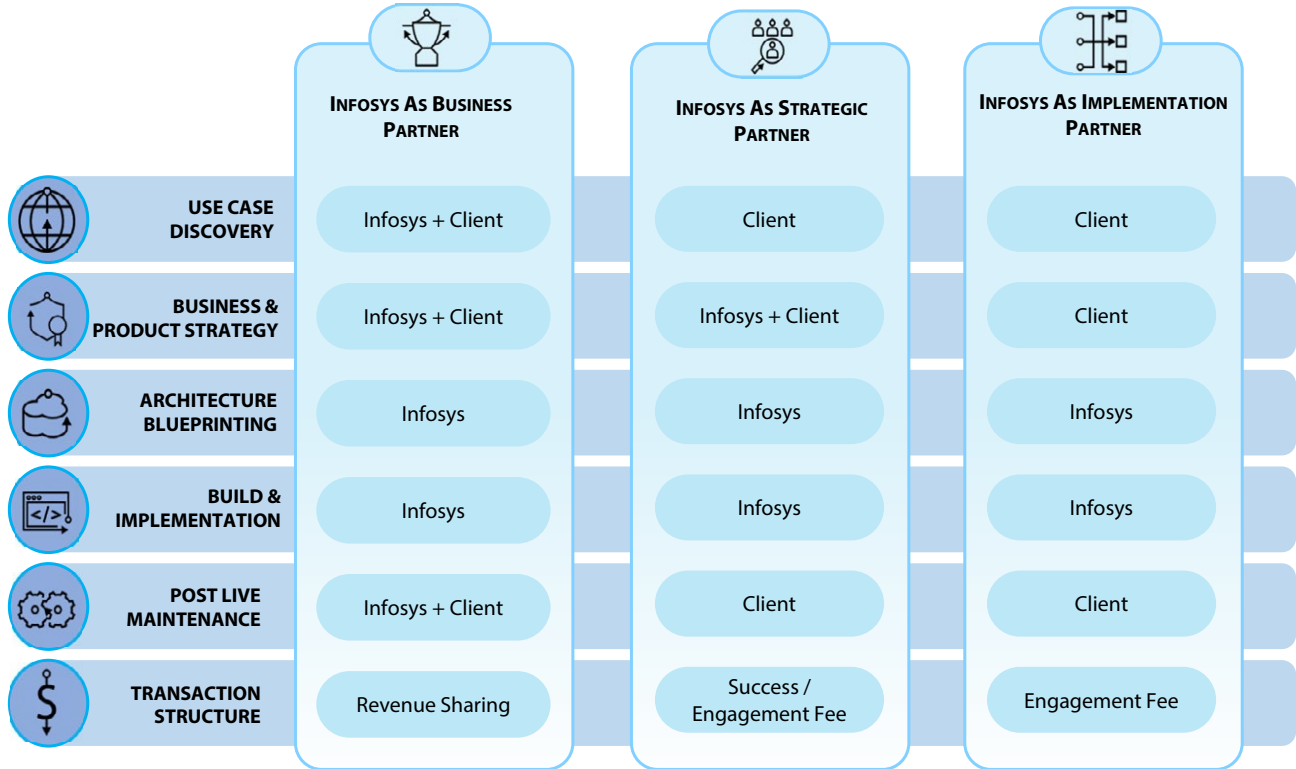


Win in the
Market



Engagement Models

Choose from the engagement model that best fits the strategic vision as well as short term objectives of your product ...



For more information, contact askus@infosys.com



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