# DIGITAL FUTURE OF THE SOFTWARE INDUSTRY

Transitioning to SaaS

Infosys®
Navigate your next

## Migrating to a digital future

Like the rest of high-tech, the software industry is in the midst of a major transformation driven by cloud. Almost all software vendors are transitioning their offerings to software-as-a-service (SaaS). The operating rhythm of a SaaS company is different from a perpetual or subscription-driven software company. This can be seen in the way product updates and upgrades are released, markets are accessed, orders processed, and bills generated, which is at a much faster pace in a SaaS company.

The agility introduced by SaaS requires a unique set of underlying capabilities that may be lacking in a traditional independent software vendor (ISV). It is here that the Infosys high-tech practice plays an empowering role.

## Tapping into a SaaS operating model

### SALES AND MARKETING

- Smaller recurring (instead of a lump-sum) revenue that potentially increases over time
- Continuous effort required to drive adoption and minimize churn

### SERVICE DELIVERY

- Stringent SLAs for continuous uninterrupted operation and 24/7 support
- Transparent reporting of customer-facing operations and performance indicators

### PRODUCT DEVELOPMENT

- Continual innovation with periodic feature releases (weekly or monthly)
- Telemetry-driven insights into product usage

### PROVISIONING AND BILLING

- Usage-based monthly invoicing, based on a predetermined usage metric (by feature, transaction volume, users, etc.)
- ASC606-based revenue recognition guidelines

### SERVICE AND SUPPORT

- Continuous customer feedback cycle for customer experience and feature improvements
- Detailed customer product usage metrics required for issue analysis and real-time insights

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## Facilitating the transition to SaaS

The Infosys high-tech practice partners with seven of the top 10 ISVs. From 2004 onwards, we have worked with one of the largest clients in the software industry, enabling them to transition from perpetual to SaaS model that has helped them accelerate their digital journey. We also maintain 360-degree partnerships with our software clients, wherein we help them develop products, enable underlying processes and application infrastructures, and also create and sell solutions for their products. Such closed-loop relationships have allowed us to obtain deep expertise in the software sector.

## Delivering benefits across the value chain

### IDEA TO PRODUCT

- Ideation and co-creation with a networking OEM and semiconductor manufacturer
- Product engineering support for semiconductor, ISVs, OEMs, and device manufacturers

### PRODUCT TO QUOTE

- End-to-end marketing including budgeting, planning, automation, and content management analytics for a large ISV
- Quote management including product, price, and design win management for large distributor

### QUOTE TO INVOICE

- Order to cash automation for several semiconductor firms and ISVs
- Management reporting and business intelligence for large semiconductor company
- Software license infrastructure management for large ISV

### FORECAST TO DELIVERY

- Revenue and demand forecasting for large semiconductor firm
- End-to-end procure to pay solution for large semiconductor firm
- Build to order planning solution for global electronics company

### DELIVERY TO SUPPORT

- Technical support platform implementation for networking OEM
- Technical support web management implementation for large semiconductor company

### HIRE TO RETIRE

- Cloud-based HR platform implementation for a large semiconductor company
- Salesforce incentive management for a semiconductor company

### EDUCATION / TRAINING SERVICES

- Implementation of a technical learning portal for a large semiconductor company

### RECORD TO REPORT

- Customization of ERP packages for revenue recognition for networking OEM, security appliance firm and large ISV
- ERP financials implementation for large ISV

### INFORMATION AND TECHNOLOGY SERVICES

- Design and implementation of application security assurance program for over 4000 apps for a large semiconductor company
- Infrastructure management for several semiconductor companies

### CORPORATE SUPPORT SERVICES

- Contract automation, electronic signature implementation for a large ISV
- Market entry strategy, growth strategy, competitive benchmarking for a semiconductor company

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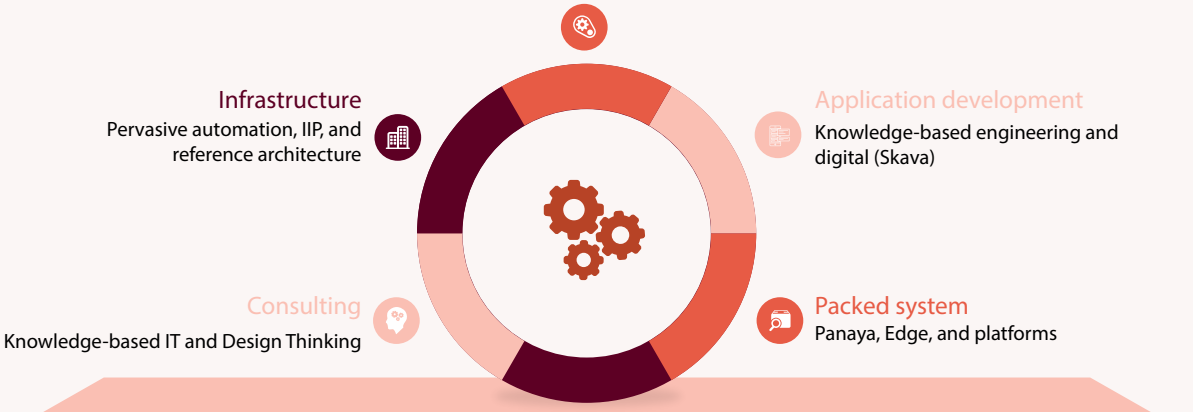
# Fostering innovation

We offer end-to-end services that bring a culture of innovation in everything we do, from management consulting to process outsourcing. The power of 'Design Thinking' enables us to define future operating models, processes, and systems that provide high return-on-investment. Through our unique 'Software + Services' model, we deliver the best solution at the most attractive price point. Last but not the least, our repeat business stands at over 90% – a testimonial to our ability to consistently deliver top-quality work.

## Our solutions
Rethinking every service line, every platform offering




### Our capabilities

- Cloud
- Mobility
- Engineering
- Big data and analytics
- Application development and maintenance
- Infrastructure management
- Independent validation
- BPO
- SAP services
- Oracle services
- AI and machine learning
- Business consulting

### Infosys products and platforms

Infosys Finacle

edgeverve An Infosys company

Infosys | Information Platform

For more information, contact askus@infosys.com

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