Ajay Anand

My name is Ajay Anand. I head the Digital Marketing practice. So this platform, brande edge is specifically created to simplify digital marketing. Now, Digital Marketing itself is marketing done on digital channels. Now, it was a fantastic opportunity for marketers to reach out to consumers directly. It was supposed to be the nirvana of marketers where they did not have to push marketing, be it print media or TV and then hope that their message finally reaches the consumer. Here it was an opportunity to do a two-way communication. Understand what consumers are seeing and then target those messages to really address those specific customer needs. So, easier said than done. What really is happening at large enterprises is, this is what brand manager or marketer needs multiple brands, multiple geographies and languages, multiple agencies typically large companies spread across geographies, they have dealers typical agencies and there is a whole set of tools and technologies and different digital channels. Net-net it is an extremely complex ecosystem. And doing digital is very difficult. We have been in the business for about 18 months now. We went live with this platform. I mean went into the market with this platform, January 2011. We have had a very successful last year 2011. We participated in three RFP'S, two in the Pharma industry, one in the CPG industry and we won all the three. Now, GlaxoSmithKline, it is public information, did a joint press release with Glaxo. Brand edge is in center of this. It is a large multi-year, multi-brand, multi-regional kind of digital initiative that Glaxo has taken on.

Now, what we really realize is there are a bunch of issues that marketers really face when we analyze RFPs that were really coming in this area. There are two areas that we identified. One was when you talk of marketing, usually it is all about consumers, it is all about campaigns, it is all how you drive consumers centre stay in your campaigns, you need to understand your consumer behavior, what are they saying, positive, negative, neutral thing and it is all about understanding your consumers. But really when we looked at the broad set in large enterprises there were two areas we are able to. Now, it was just not consumer centricity that impacted the return on marketing investments. It was also the marketing operations because there was a significant amount of money that marketers were spending to create the campaign. They worked with so many agencies, on board so many tools, technologies and that was a real problem for enterprise that they have to deal with this complex ecosystem. So what we did is we created this framework called 'Blue' which deals with both sides of the campaign. One is the operational side of the campaign and second one is the consumer side of the campaign. So how do you bring in efficiency? How do you bring in speed, agility, flexibility for the marketers within an enterprise to build the campaign? So this is a whole lot of complexity well before the campaign goes out of the door. So " B" in " BLUE" stands for "Build". Then the second is once campaign goes out of the door, you need to listen, you need to listen across your consumers. So "L" stands for " Listen" and after that its "U" for " Understand" and "E" for " Engage". Now we will go through the complete story of " BLUE" with Eva as example.

"Eva is a brand manager and in a leading FMCG company with operations in 30 countries. She wants to launch a whole new product line across all the countries over the next three months. Eva faces certain challenges. She needs to collaborate with more than 20 agencies across the globe. In addition there were internal stakeholders to launch a new product line. She needs to reach and understand her consumers who are acting across various digital channels and the social web. She needs to interact and engage with these consumers about the products to increase mind share and market share. She needs to monitor and measure agency performance, market performance and overall brand performance. Eva sees that the opportunity is huge, but the time is short. Eva identifies Infosys BrandEdge in partnership with fabric, the first comprehensive cloud-based platform that simplifies digital marketing. Eva is spending 60% of her time on agency collaboration and internal operations, leaving her little time to focus on what matters the most her customers. She finds her solution in the blue framework of Infosys BrandEdge. Using the BUILD lever, Eva is

now able to bring all her external and internal campaign stakeholders on a single integrated platform and seamlessly collaborate with them. She interacts with the agencies to build a rich repository of digital assets for the campaign. The agency can use the wizards and reuse assets from a global digital asset repository adhering to bring guidelines thus taking time. Once the campaign elements are built Ebiz is a collaboration portal and an automated work flow processes for reviews with internal stakeholders and approvals. Builds lever saves up her 50% of Eva's time giving her more time to focus on her customers. After efficiently building the digital assets Eva uses the LISTEN lever of the platform that serves a tracking environment that enables her to capture the users demographics in spectrographic behavior, using best-in-class pre-integrated application in the platform. Eva is able to set a comprehensive trading and tracking mechanisms based on the marketing campaigning KPIs to listen to her customers across the digital web regardless of where they are. This helps her aggregate customer's data across digital channels into a single location, the unified consumer profile. Eva activates analytic plans set up and then launches here campaign. She now needs to understand and analyze all the user data which she aggregates. The UNDERSTAND margin lever of platform provides Eva a comprehensive set of analytical report for basic preset reports to highly sophisticated bespoke reports that enable her to understand her customers better and discover new segments faster. She can also integrate existing customer intelligence into the platform so that she has a 360 Degree view of the digital footprint of her customers, their sentiments and responses to the campaigns. Thus the UNDERSTAND lever of platform allows Eva to get holistic consumer intelligence that she can now act on. With the ENGAGE module, Eva is able to quickly execute timely targeted campaigns both on the brands domain and on the broader digital web. She uses best-in-class applications in the connected marketplace to run personalize digital campaigns and conduct user surveys. Over a period of time, the powerful and simple analytical tools and platform helps Eva evaluate her campaigns then help agency effectiveness and best practices across the board, it also allows Eva to easily integrate her existing marketing tools in legacy applications by leveraging the open architecture of the platform. As the platform has delivered in cloud, Eva pays for all what she uses, allowing her focus on growing her business, thus the BLUE framework and the platform enable EVA to approve her time to market by 50% and easily and effectively target customers in all 30 countries, thereby enabling her to acquire customers faster all through the use of a single solution gives EVA Infosys BrandEdge in partnership with fabric we simplify Digital Marketing."

So one of the key things when we started analyzing that the perception in the marketplace for Infosys was really that we were a technology and service player and when we look at our performance in the RFP that have come in this area, we have not really done well. Now, we had two choices one is to build our own skill set by recruiting in the market or could partner somebody who was a leader in marketing because digital marketing especially needs best-in-class technology and best-in-class marketing to come together. So, we evaluated a few companies and wanted the best, so we chose WPP. WPP as you may know is the world leader in marketing process, so this is one of the fundamental differentiators for this platform and the way we are taking the solution to market.. We have built this partnership all the way, starting with creating the blueprint together going to the market together and servicing the clients together. And another key differentiator where we were very conscious when we created an IP. We did not want to create competing IP. The competitors had their position they were market leaders. There is no point in creating completing IP. So, we looked at the day and life of a brand managers, for example kind of scenarios and identify places which we could create IP and take to the market. So, marketing operations which has co-proposed is one of the key white spaces we are addressing Today, we have a framework for continuous improvement that those marketers really look at past campaigns and really optimize their campaigns and get better return marketing investment based on the intelligence. So monetizing of campaigns build information is something that is not available in the marketplace.

Sanjay Purohit

Another illustration of a platform, essentially I hope it brings lights. When we talk of technologies like social, analytics, mobile, cloud, these are real manifestations of those technologies reflected in intellectual property context and it actually important when we go in the journey of products and platforms and solutions where there have been manifectate themselves newer products, newer platforms and newer solutions the clients are buying

And so, with this we will move the context into discussion on what are we doing in Cloud and what is the core thinking, how we are progressing on that business which is also growing at a very good pace. But the brand edge platform in terms of commercial construct has similarities with social platform. So, again it is an outcome-based, multi-year, sustainable deals that's the fundamental construct and that is true for all the platforms, all the platforms are outcome-based, multi-year contracts because that is the way you build sticky futuristic business in this area, if you will.

Participant

So, on a BrandEdge platform is the revenue model sales on the website or also offline?

Ajay

It is all about how many projects are designed. For example, it could be a mobile campaign, it could be a Facebook campaign, it could be a Twitter campaign, and it could be about building a web site. So, there is a metric that we use which is basically monetizing and allowing the customers to really buy it on a pay as go basis which means for us. We offer it at a very, very low level of entry and only when the customer really sees value will they use more of these platforms. So, there is an incentive on both sides. For us, the incentives are more because we do not make money, if we don't make the customer successful. So, the metric that is used to charge the customer is based on the kind of functionality. For example, it could be a website build or it could be a customer analytics in the **LUNE** model. So, it varies, it depends on the kind of functionality to customer.

Sanjay Purohit

Unit of charge will vary by the platform but the fundamentals philosophy is the same. That is per unit outcome and that unit outcome in a talent-edge platform which is about managing human resources in a company would be different from a SocialEdge from a BrandEdge to a TradeEdge to a Wallet edge, it depends on what kind of business functionality are you providing so the per unit outcome is changed but the fundamental philosophy is per unit outcome.

Ajay

The only thing I would add is because it is a monthly subscription fee. Just like you pay a fee for a phone bill for which you will get a certain number of minutes, you will get a basic monthly subscription fee based on which you can, for example, do 25 web sites billed. Now if you want to go beyond 25, let us say between 25 and 30, you get into a slab model. 25 to 30 you pay so much. The more you use the less you pay. So, that is where the customer also benefits in terms of paying a lower unit charge but they use more.

Sanjay Purohit
So, any of these platforms for them to be viable long-term investments there has to be a stability in the base of the platform which comes in through the minimum commitment, rest is optional.

Participant
You said that a saves a lot of time of marketing manager or brand marketing, right. This will totally take away and take into case the digital marketing space or even the non-digital is collaborating it?

Ajay

For now, what we are focusing is on digital. But there is an effort as a part of the roadmap what we call Real 360. Today, what we create, as you saw in the video is digital 360 which means we go to a web site, any digital channel, it could be a social media website, it could be a web site, it could be affiliate sites. But what we are also doing is something called Real 360, which means we are bringing in data from non-digital channels also like the Neilsons of the world, like your data from the past terminals and giving a consolidated Real 360 view to the CMO, which basically takes what is the effectiveness of your campaign, just not on digital channels, but anyway where the campaign touched. So that will happen, it is the part of the roadmap. For now, the functionality that is available in the marketplace is digital 360.

Participant
Any timelines?

Sanjay Purohit

Each of these products, platforms and solutions operate on a three-year roadmap. Because these are solid intellectual assets that we are building and we will sustain to invest and build them overtime. And then there are release plans. Like you would do in any Products and Platforms company that have a certain frequency you keep on releasing the next version, or next upgrade of the product or the same product. These are all manage to a roadmap and there are long-term visions of where these would go and fit over time and we keep on investing in making releases. Both based on the implementations that we do and we learn and we integrate and plus there are features and functionalities which are planned for subsequent release over times which get released as we go.

Participant

Analog plug-in would be there?

Sanjay Purohit

What also comes part of saying this is the time to actually introduce analog plug-ins. So on the roadmap it defines at what stage what capabilities we will bring into this new platform overtime. It is one way to wait for the gold standard platform to be ready and then launch but that usually is not a good way because we should build with the market rather than in isolation from the market. So, we have launched BrandEdge but the development on the roadmap continues.

Participant

And in terms of any milestone, in terms of number of customers or revenues, is that looking to chip into plug ins.

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Sanjay Purohit

So the roadmap and the business plan always go hand-in-hand in terms of what kind of revenues do we expect out of the platform and what kind of roadmap development that we do because each release has to have an incremental commercial value as we go into the releases. So that is the synchronized processes. I cannot give you the exact milestone of when we launch Real 360 and what would be the revenue at that snapshot but both of the roadmap and the business case they go hand-in-hand over time.