INFOSYS HARNESSES THE POWER OF GENERATIVE AI FOR STREAMLINING COSTS IN SALESFORCE ENGAGEMENTS

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Over the last three years, large enterprises have invested in significant digital transformation efforts across front, middle, and back offices. These enterprises are becoming more aware of technology's role in making them stand out. As the adoption of varied technologies and digital initiatives grow, there is also a significant growth in the overheads accompanying them. Organizations are moving from capital investment to the operational cost optimization phase in digital spending. While organizations continuously monitor the ROI of their digital investments, they often overlook optimizing the bottom line via **cost reduction strategies.**

Tapping into Generative AI's extensive capabilities

In this context, it is worthwhile to consider Generative Artificial Intelligence's (Gen AI) defining role in helping enterprises reduce costs during their digital transformation phase. By tapping into Gen AI-powered analytics, companies gain valuable insights into their operations and identify areas where costs can be minimized without compromising efficiency. Through data analysis, Gen AI identifies redundant processes, streamlines workflows, optimizes resource allocation, and automates repetitive tasks, leading to improved productivity, decision-making and reduced operational costs. Additionally, Gen AI enables predictive analytics to anticipate future expenses and proactively manage costs. Those enterprises that have integrated Gen AI-driven solutions have driven a much more significant impact by achieving sustainable cost optimization while maintaining the effectiveness of their digital transformation initiatives.

Some of the largest industry cloud and platform-based digital deals are in the Salesforce ecosystem. In addition, the company has a strong footprint in the AI world with the announcement of the Einstein 1 Platform, which features significant advancements for Salesforce Data Cloud and Einstein AI capabilities.

According to the company, Einstein is a trusted AI platform for their customers. It allows them to safely connect any data to build AI-powered apps with low code and deliver entirely new CRM experiences[1]. This platform offers a range of AI-powered features and capabilities that allow businesses to enhance their customer experiences and drive smarter decision-making. Einstein1 automates many manual tasks, predicts outcomes, and provides personalized recommendations for sales, marketing and customer service teams. A sophisticated platform, it analyzes data, uncovers insights, and optimizes business processes, ultimately helping organizations streamline their operations and improve overall efficiency.

Furthermore, the Einstein 1 platform now natively integrates with Data Cloud, enabling unified customer profiles while infusing AI, automation and analytics into every customer interaction. In addition, Salesforce CRM applications are enhanced with the conversational AI assistant, Einstein Copilot and Einstein Copilot Studio facilitates the effortless development of custom Gen AI applications.

The **Infosys Salesforce practice** has been a leading provider of Salesforce consulting and advisory services for several years. Our advanced concept-to-create capabilities deliver hyper-personalized, immersive, proactive, predictive, and memorable human experiences. Our acquisition of WongDoody, Fluido, Simplus, Blue Acorn iCi, Oddity, BASE life science, and Panaya has helped strengthen our global presence. In effect, a comprehensive **Application Managed Services Offering** will improve Profitability and Efficiency via **"Cost Reduction"** frameworks.

Furthermore, Infosys comes with its set of AI offerings. Infosys Topaz, a comprehensive AI-powered suite of services, solutions, and platforms, extensively uses generative AI and the Infosys applied AI framework to enable cognitive solutions that help businesses accelerate innovation, operational excellence, and business value. Over 12000 AI assets, pre-trained model platforms, and offerings ably support Infosys Topaz.

This potent combination of Salesforce's and Infosys' AI capabilities and responsible by design solutions will provide customers with advanced industry AI solutions designed to deliver the best results for their business.

[1] Salesforce Announces the New Einstein 1 Platform – Driving Productivity and Trusted Customer Experiences Powered by Data, AI, and CRM - Salesforce News
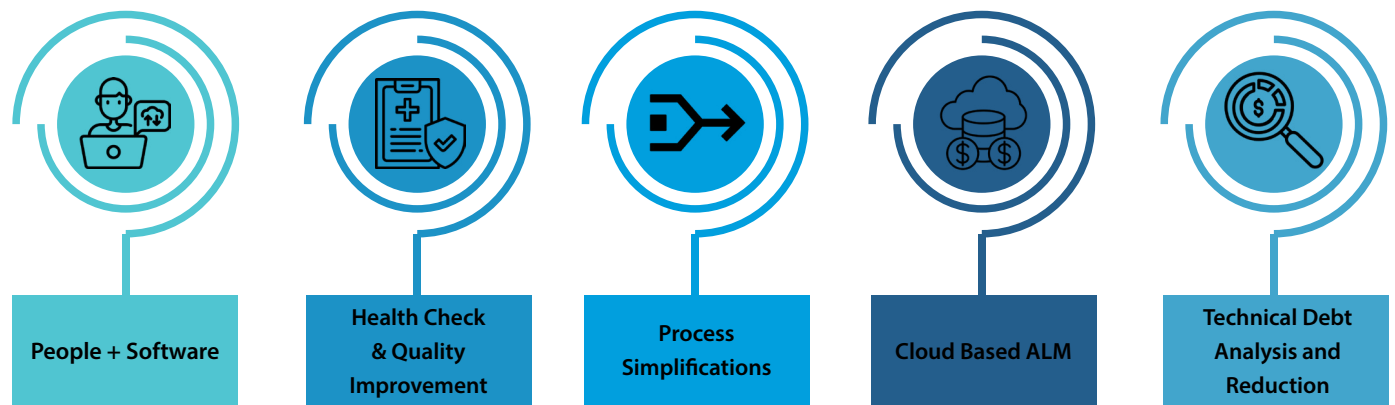
TENETS OF A COMPREHENSIVE APPLICATION MANAGED SERVICES OFFERING BUILT ON COST REDUCTION FRAMEWORKS

In the dynamic landscape of application managed services, the pursuit of excellence extends beyond mere functionality. This comprehensive application managed services offering is grounded in a strategic framework meticulously designed to drive efficiency, foster innovation and facilitate transformative change. The framework is anchored in three fundamental tenets: Industrialize, Innovate and Transform. Each tenet represents a crucial facet, converging to create a robust ecosystem that not only manages but elevates the operational landscape with a focus on cost reduction.

INDUSTRIALIZE

Vendor Consolidation

Service Integration

Knowledge Academy

INNOVATE

People + Software

Health Check & Quality Improvement

Process Simplifications

Cloud Based ALM

Technical Debt Analysis and Reduction

TRANSFORM

Application Portfolio Rationalization

License Consulting Management

Business & Technical Governance
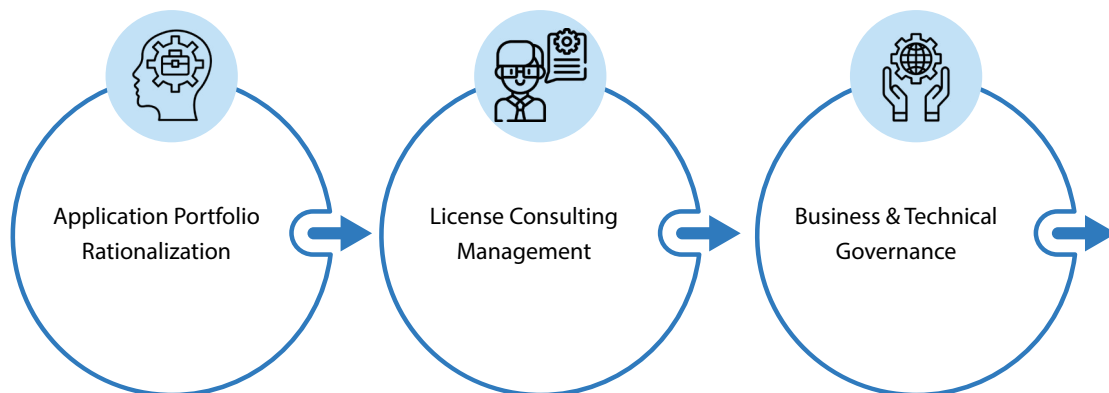
The proof of the pudding

Infosys Application Managed Services Offerings, grounded in three fundamental tenets of the cost reduction framework, facilitated substantial cost reduction through Process Simplification, Data Lake consolidation, and Digital Stack integration for a leading Singaporean telecom firm. The strategic pillars for client's transformation included cost optimization, a cloud-first approach, and transforming customer experience.

Infosys successfully consolidated legacy infrastructure into a unified hypercloud, using Salesforce for transformation. The organization adopted an agile delivery methodology to instigate a transformative shift and enable a comprehensive understanding of client's transition plan. In collaboration with Salesforce Industries, Infosys addressed product limitations, resulting in a robust solution incorporating various Salesforce products, MuleSoft Anypoint Platform, Tableau, and more.

The transformation led to significant positive impacts, including a notable increase in client's market share, a streamlined digital stack, faster sales processes, and a unified data lake. The journey also enabled client to create flexible consumer plans for hyper-personalization, offering unprecedented customization possibilities. With a heightened focus on customer experience, client is exploring innovative services like 5G-enabled content, augmented reality, and virtual reality, aiming to expand offerings for contextual and meaningful hyper-personalization continuously.

TENET 1: INDUSTRIALIZE

Embracing the ethos of efficiency, the first tenet, Industrialize, sets the stage for vendor consolidation, service integration and Knowledge Academy setup. This strategic amalgamation streamlines operations, fostering a cohesive and streamlined approach to service delivery. By consolidating vendors, integrating services seamlessly and nurturing a culture of continuous learning, 'Industrialize' is the cornerstone for achieving significant cost reductions within the application managed services spectrum.

a) Vendor Consolidation can be achieved via:

Shared Services Model with optimized IT organization structure rationalized and roles along with cross-skilling to reduce overheads.

Right-shoring/Extreme Offshoring provisions for overlapping working hours with agile floors and virtual collaboration and working methods. In addition, it leverages new offshore locations from Infosys, such as Mexico and Philippines Development Centers.

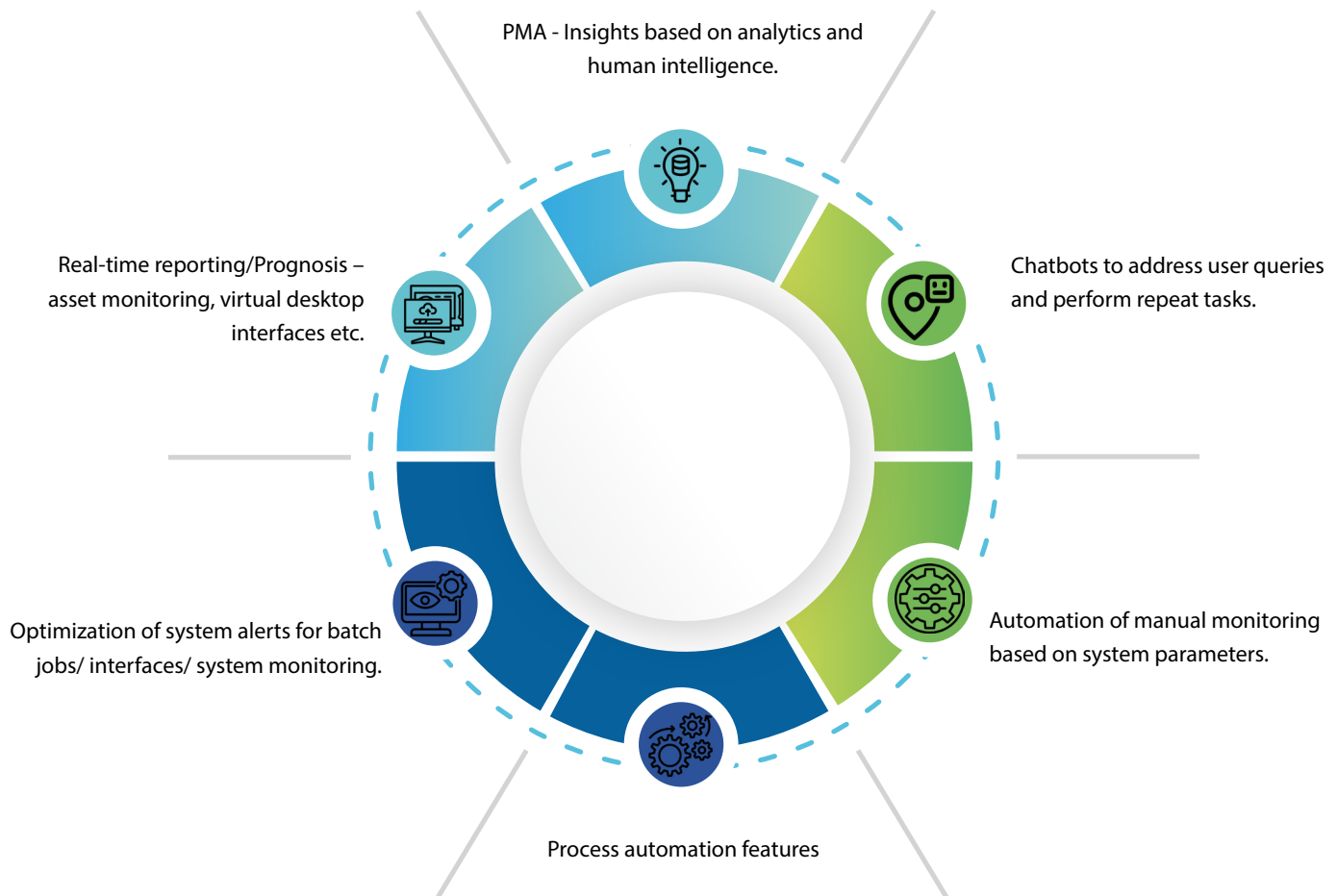*The Gen AI Touch: Drive Cross-Skilling and Efficiency in IT Support*

Cross-skilling employees can lead to optimized roles and responsibilities, ensuring a more efficient workforce handling diverse IT support tasks. AI-based learning platforms can be integrated into the organization's training programs to identify skill gaps, evaluate the training program, and offer employees personalized upskilling and reskilling modules. These modules can enable employees to broaden their skill sets and efficiently handle a more comprehensive array of tasks. With an optimized and cross-skilled IT support team, the organization can reduce the need for excessive workforce hiring and training, leading to substantial cost savings and improved operational efficiency. Furthermore, Gen AI can provide insights into the areas where cross-skilling can bring the most value, ensuring that the training programs align with the organization's strategic objectives and IT requirements.

In addition, Gen AI can significantly boost the performance of offshore development centers. For example, it can enable ticket predictions, proactively plan for surges, and forecast skill requirements using Gen AI capabilities.

b) Service Integration - Shift left, automate, eliminate, real-time monitoring, analytics, and insights via Infosys (LEAP)

Infosys Live Enterprise Application Management Platform (LEAP) is a cloud-enabled platform that delivers Nextgen Application Management Services (AMS). It includes several advanced features, such as:

PMA - Insights based on analytics and human intelligence.

Chatbots to address user queries and perform repeat tasks.

Real-time reporting/Prognosis – asset monitoring, virtual desktop interfaces etc.

Automation of manual monitoring based on system parameters.

Optimization of system alerts for batch jobs/ interfaces/ system monitoring.

Process automation features

AI-powered service integration automation streamlines support operations and enhances service delivery. AI technologies, such as natural language processing (NLP) and machine learning, can establish a unified service portal for employees to report and resolve IT issues efficiently. This automation reduces manual tasks, eliminates repetitive workflows, and enables real-time monitoring and analytics. As a result, it improves service reliability and cost savings and enhances customer satisfaction. In addition, AI analytics provides valuable insights into user behavior, system performance and emerging trends, enabling enterprises to make data-driven decisions and refine their service offerings further. Integrating Gen AI-driven automation optimizes service delivery and elevates employee and customer satisfaction.

c) Knowledge Academy:

Life-long learning enabled by a Knowledge Academy at the client's end, fostering people development, knowledge development, competency building and collaboration.

The Gen AI Touch: Knowledge Empowerment for Enhanced Employee Performance

AI-powered learning platforms can be designed to provide learning experiences tailored to individual employee needs and learning styles. Generative AI algorithms can analyze employee data, identify skill gaps and recommend relevant training courses or materials aligned with their career aspirations to help them enhance their competencies and knowledge. Furthermore, AI can create virtual collaborative environments for team-based learning and problem-solving. It can offer interactive knowledge-sharing tools like discussion forums, virtual workshops and collaborative projects. By harnessing Gen AI in this manner, organizations can promote a culture of continuous learning, skill development and collaboration, improving employee performance and overall organizational success.

TENET 2: INNOVATE

Innovation lies at the heart of progress; the second tenet, Innovate, embodies this philosophy. By synergizing the capabilities of both people and software, conducting health checks, improving quality, simplifying processes, and utilizing cutting-edge tools such as Panaya Foresight for Cloud-based ALM, this tenet propels application managed services into a realm of continual improvement. Addressing technical debt head-on, *Innovate* catalyzes sustained cost reduction while elevating the overall service quality.

a) People + Software

The "People + Software" driven approach helps deliver extreme efficiency with in-house tools catering to Salesforce project lifecycle automation needs.

The Gen AI Touch: A Game Changer for Efficiency

Gen AI automates workflow optimization and provides data-driven insights for informed decision-making during the project lifecycle. Predictive analytics identifies potential issues by analyzing historical project data, current project status and external factors to enable proactive risk management. As a result, project overheads are reduced, risks are mitigated early on, and the chances of the project's success improve significantly.

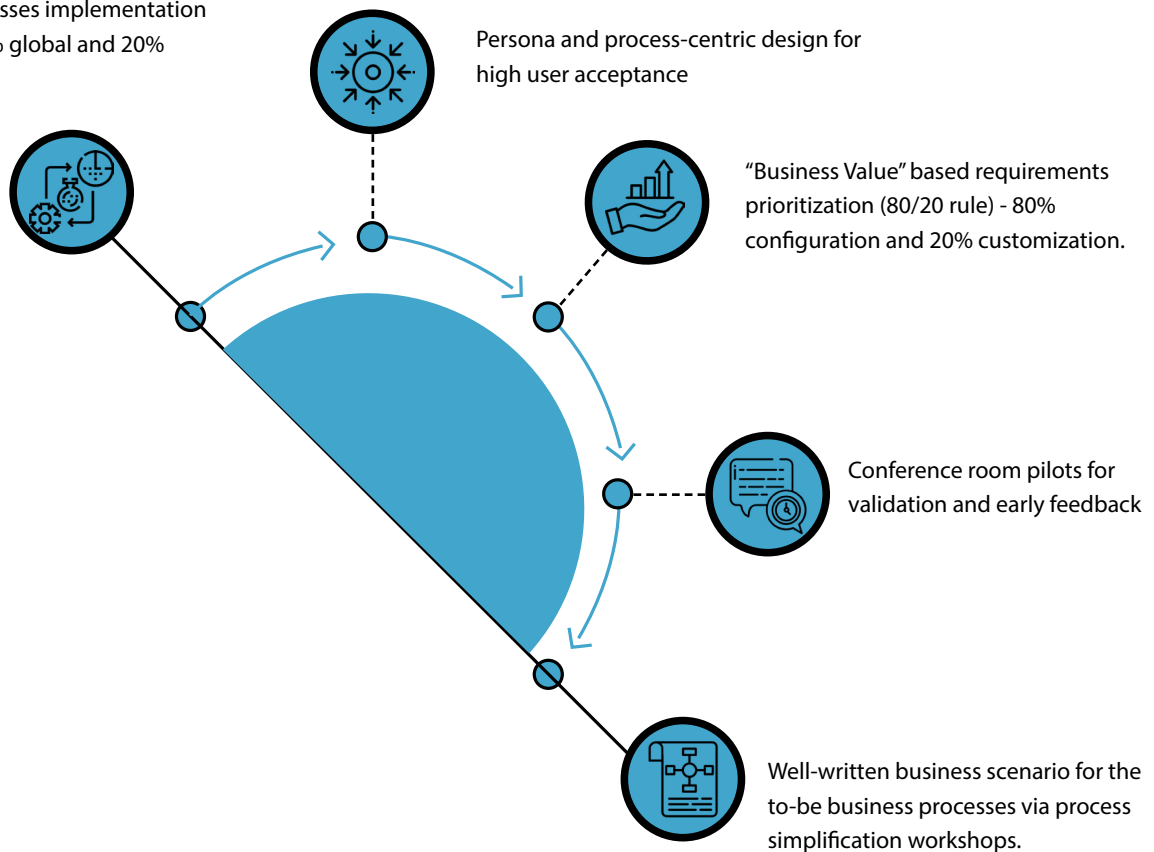## b) Health Check & Quality Improvement

Salesforce health check and quality improvement backed by powerful tools, methodologies and accelerators such as Org Health Checkup Tool, Infosys Sandbox Manager and Unused Fields Extractor significantly contribute towards cost optimization.

The Gen AI Touch: Optimizing Health and Enhancing Performance

AI can give a significant boost through automated data collection, advanced data analysis and pattern recognition to identify root causes and provide recommendations. AI can identify performance bottlenecks, data inconsistencies and potential areas for quality enhancement within the Salesforce environment using machine learning algorithms. It can automate scanning and evaluating the health of the Salesforce instance, ensuring that the platform is optimized and aligned with industry best practices. Additionally, AI can provide valuable insights and recommendations for improving data hygiene, performance, security, and lowering costs.

c) Process Simplifications

Harmonize processes implementation (80/20 rule) - 80% global and 20% local template.

Persona and process-centric design for high user acceptance

"Business Value" based requirements prioritization (80/20 rule) - 80% configuration and 20% customization.

Conference room pilots for validation and early feedback

Well-written business scenario for the to-be business processes via process simplification workshops.

The Gen AI Touch: Standardizing Processes

Gen AI can help simplify processes in several ways. For example, it can help to harmonize processes across different business units and geographies, design processes tailored to different personas' needs, prioritize requirements based on business value, validate processes early on and write business scenarios. Furthermore, Gen AI can identify common patterns and best practices across different business units and geographies. This information can then be used to create a global template that can be used by all business units, with the flexibility to make local customizations as needed.

d) Cloud-Based ALM – Panaya ForeSight

Panaya ForeSight - enables accelerated change, mitigates bugs and error risks, and accelerates the change management process end-to-end with data-driven insights, saving time and money and optimizing Salesforce performance. It does impact analysis for all Salesforce changes, enabling customers to foresee risk before moving to production and reducing the time, cost, and risk of any Salesforce change in the Salesforce organization. It also identifies the root cause of support tickets with a quick and simple search, saving hours of tedious manual investigations, using a powerful 'Free Text Search engine' to find any text or string within the source metadata.

Root cause analysis - identify the root cause of support tickets with a quick and simple search, saving hours of tedious manual investigations, using ForeSight's powerful 'Free Text Search engine' to find any text or string within the source metadata.

The Gen AI touch: Panaya ForeSight

With ForeSight, Panaya's Change Intelligence platform, enterprises can get deep visibility into their Sandbox and Production organizations. ForeSight analyzes the enterprise's metadata to map the visual dependencies of the organization's structure. Armed with these insights, enterprises can easily plan changes, document, test, maintain and debug with minimum risk and without disrupting business users. In addition, AI can help them quickly grasp Salesforce customizations. Gen AI is the driving force behind hassle-free documentation, quick error resolution and user-friendly explanations of the functionality.

e) Technical Debt Analysis and Reduction

The critical focus is architecture and strategy, governance, technical design, performance and scalability, flexibility and maintainability, security, visibility, and usability. It evaluates possible areas for improvement and runs simplify/ transform/ decommission initiatives to reduce technical debt.

The Gen AI Touch: Towards an Efficient and Adaptable Technological Ecosystem

AI provides intelligent insights and analytics that help identify potential areas for improvement. Through sophisticated data analysis and pattern recognition, AI can uncover hidden inefficiencies, bottlenecks and vulnerabilities within the existing tech infrastructure. For example, AI can identify unused or poorly documented code and dependencies on outdated technologies. It can be used to enhance technical design by automating tasks such as code review and refactoring, which can identify and fix potential security vulnerabilities and improve the performance and scalability of code. By evaluating possible areas for improvement and running simplify/transform/decommission initiatives, Gen AI can help organizations reduce technical debt and achieve significant benefits, such as improved performance, scalability, security, and usability.

TENET 3: TRANSFORM

Transform signifies a strategic shift towards holistic change. This tenet guides application managed services towards a future-ready state through application portfolio rationalization, meticulous license consulting management, and the establishment of robust governance structures. By aligning business and technical aspects, Transform ensures that the application managed services offered adapt to the evolving landscape and actively shape it, contributing to long-term cost efficiency and operational excellence.

a) Application Portfolio Rationalization through:

Process redesign based on **Design Thinking** to consolidate processes.

Process simplification and harmonization to consolidate operations in multiple applications that are potential duplicates.

Technology consolidation - Evaluate the possibility of application consolidation to remove tools, technology and integration consolidation and reduce the fixed running cost.

The Gen AI Touch: A Synergistic Impact

AI helps organizations to identify and prioritize applications for rationalization, assess the impact of rationalization decisions, automate tasks and workflows, eliminate redundant applications, consolidate applications, and migrate applications to the cloud. Consequently, organizations can streamline their application landscape more effectively, prioritizing user-centric experiences and aligning technology investments with business objectives, improving operational efficiency and enhancing business agility.

b) License Consulting & Management through:

User Profiling and License Reallocation

License Optimization through Process Control

Software Portfolio Rationalization/Tools Usage Contract Consolidation and Alliance led Negotiations
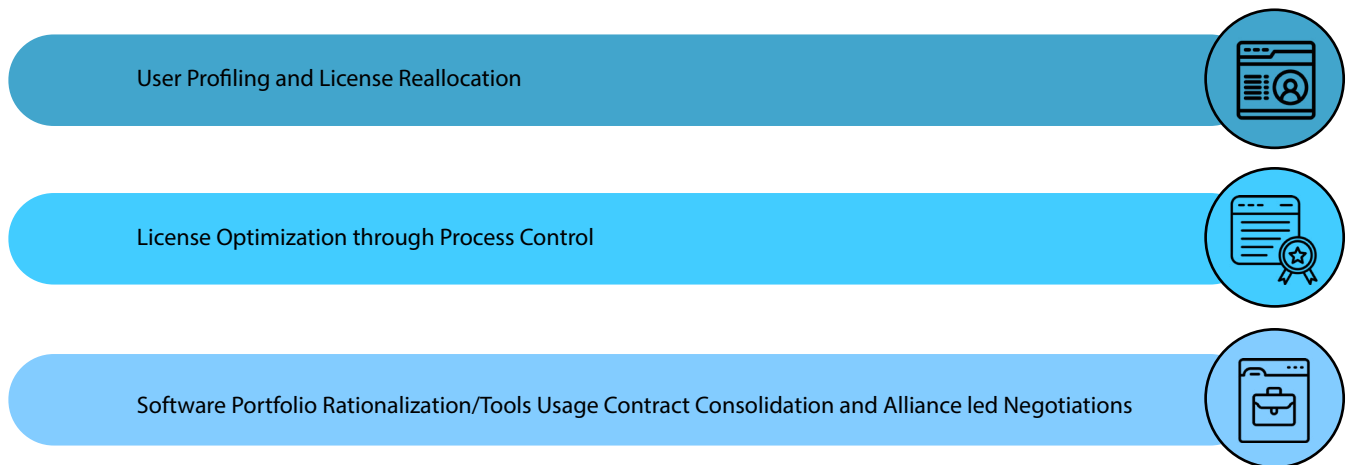
The Gen AI Touch: License Optimization

Gen AI brings a comprehensive approach to optimizing and streamlining the utilization of software licenses. For example, it can analyze historical usage data to identify users who are over- or under-using their licenses. It can also identify unused or unus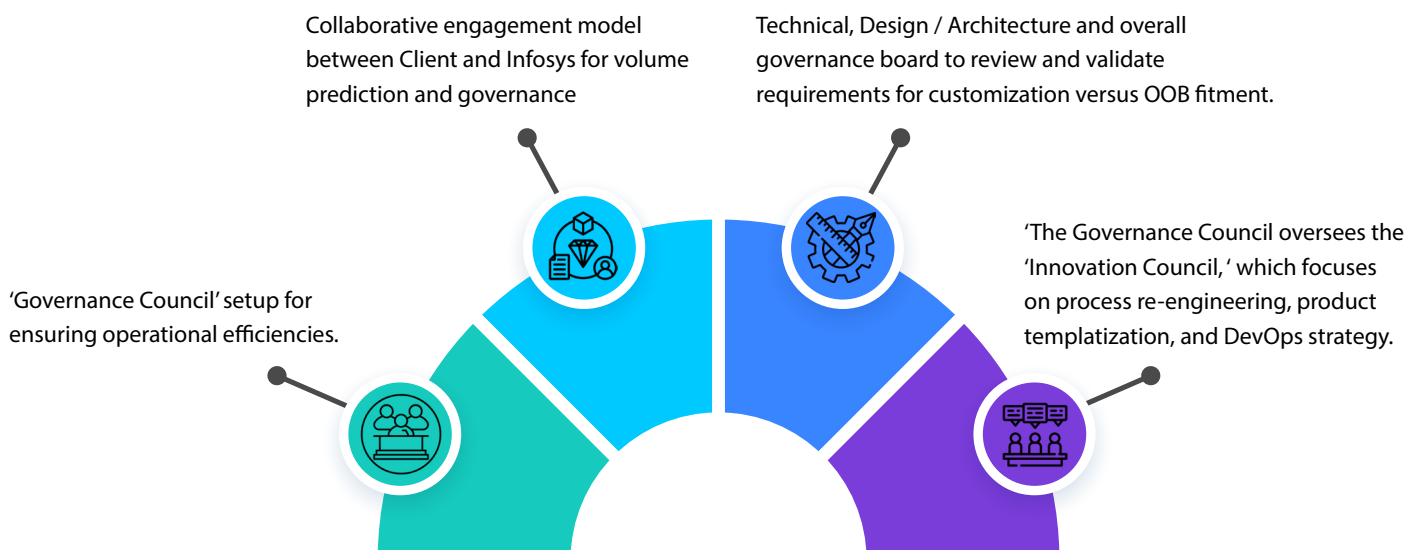ed applications by a small number of users. This information can then reallocate licenses to users needing them more or decommission unused licenses.

Businesses can use Gen AI to profile users and reallocate licenses efficiently, especially when employees join or exit. It also enables sophisticated process controls. This ensures maximum usage, cost-effectiveness, and compliance. Through software portfolio rationalization and data-driven contract consolidation, AI helps businesses achieve greater cost efficiency and optimal software usage while facilitating effective vendor negotiations and contract management.

c) Business & Technical Governance through:

Collaborative engagement model between Client and Infosys for volume prediction and governance

Technical, Design / Architecture and overall governance board to review and validate requirements for customization versus OOB fitment.

'Governance Council' setup for ensuring operational efficiencies.

'The Governance Council oversees the 'Innovation Council,' which focuses on process re-engineering, product templatization, and DevOps strategy.

The Gen AI Touch: Synergizing Business and Technical Governance

Gen AI catalyzes strategic decision-making in business governance by analyzing extensive datasets, identifying trends and providing insights to facilitate informed choices. It ensures compliance through real-time monitoring, risk prediction and proactive intervention, fostering a culture of transparency and accountability.

Gen AI streamlines governance on the technical front by automating routine tasks, ensuring adherence to coding standards and identifying potential vulnerabilities. Through continuous monitoring and analysis, Gen AI enhances risk management, detects anomalies, and recommends corrective actions, contributing to robust technical governance. The integration of Gen AI thus empowers organizations to maintain agility, mitigate risks, and effectively align business and technical strategies.

CATALYSTS AND PRACTICES THAT SUPPORT THIS COST REDUCTION FRAMEWORK

In addition to the three-pronged framework, Infosys has more strategies to reduce costs by comprehensively addressing user experience, learning, automation and intelligent service. These include:

a) Enhanced User Experience:

Persona-based approach to deliver IT services that focus on providing customer experience via concept-to-create workshops, rapid prototyping enabled by design studios and implementation of intent driven rich person-based UI.

b) Learning experience amplified by Wingspan anytime-anywhere learning platform.

c) Leveraging key modules of Panaya ForeSight for Automation, which enables impact analysis for all Salesforce changes, thus helping to foresee risk before moving to production, reducing time, cost and risk of any Salesforce change in the Salesforce organization. Other salient features:

| Reduce technical debt for better organizational performance and meet governor limits | Quick traceability of the source of any bug or issue to fix it | Capability to view, map, document and test automation | Stay on top of organization/s changes by receiving daily notifications and instant organization comparisons |

d) Leveraging key modules of Infosys Live Enterprise Application Management Platform (LEAP), an end-to-end platform built on open architecture, which caters to all lifecycle stages of the application management program from transition – to steady state - and transformation.

- **Business Command Center:** Sense, identify, track and respond faster to potential disruptions and customer needs.

- Real-time monitoring and historical ticket analytics, bringing in the power of predictive SLA compliance to the tower manager.

- Provide a single window for batch job status, dependencies and failure impact

- Allows clustering of tickets problem management analytics based on ML and helps identify automation, elimination opportunities

- Enables automation of repeated tasks, cognitive automation and L3 automation

- Intelligent chatbots enabling self-service and first-contact resolution.

Embracing the Future: AI-Driven Digital Excellence

As the digital sprawl in enterprises grows, so do associated costs, prompting a shift from capital investment to operational cost optimization. Amid this, Gen AI's crucial role in cost reduction is gaining recognition.

The convergence of innovative Gen AI-driven solutions from Salesforce and Infosys, Infosys' strategic framework and forward-looking practices positions enterprises for immediate cost optimization and for a digital-filled future that promises innovation, adaptability, and sustained excellence. As the saying goes, "The future belongs to those who prepare for it today." So, it's time for enterprises to get started.

Infosys Topaz is an AI-first set of services, solutions and platforms using generative AI technologies. It amplifies the potential of humans, enterprises and communities to create value. With 12,000+ AI use cases, 150+ pre-trained AI models, 10+ AI platforms steered by AI-first specialists and data strategists, and a 'responsible by design' approach, Infosys Topaz helps enterprises accelerate growth, unlock efficiencies at scale and build connected ecosystems.

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