



*Infosys Recognized as the*

**2021**

**Company of the Year**

Global AI Services Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Infosys excels in many of the criteria in the AI services space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Market Overview

Artificial intelligence (AI) is transforming organizations, industries, and the technology landscape. The world is moving to the increased adoption of AI-powered smart applications/systems, and this trend will grow exponentially over the next few years. AI technologies are maturing, and the need to leverage their capabilities is becoming a chief experience officer priority. As businesses make AI part of their core strategy, the transformation of business functions, measures, and controls to ensure ethical best practices will gain importance.

As enterprises, governments, and consumers produce more data, it becomes unfeasible for them to analyze reams of data to guide their decisions. AI technologies help organizations analyze large volumes of data to find patterns and correlations that either go unnoticed by human analysts or consume inordinate amounts of their time, thereby uncovering new sources of competitive advantage in a limited time. Owing to the ubiquity of cloud computing, the rapid expansion of wireless communication networks, and the increasing reliability of low-cost sensors, enterprises are witnessing a decline in the technical barriers associated with the deployment of AI solutions. It allows them to implement AI solutions quicker with less spending on AI-related hardware and IT infrastructure.<sup>1</sup>

<sup>1</sup> *Ethical AI is Pivotal to the Maximization of the Future Growth Potential of the Global AI Market* (Frost & Sullivan, October 2021).

## **AI's Ability to Unlock Value**

Vendors and service providers in the information technology (IT) ecosystem increasingly focus on AI technologies and services. Competition in the IT industry is rising, and technology companies must focus on offering products and services that enhance customer value to differentiate themselves from their competitors. Frost & Sullivan's study reveals that enterprise leaders are assessing the way forward to help organizations benefit from AI technologies while balancing and safeguarding ethical concerns.<sup>2</sup> Infosys introduces a clear-eyed strategy for AI services that attends to the concerns and needs of customers. It strives to align with the customer's priorities, helping the company define the problems to be solved. The company addresses real-world problems and maximizes value for clients from incubation to industrialization with its integrated offering, [Infosys applied AI](#).

The offering accelerates the digital transformation journey by integrating AI with the core and generates value from AI at scale. A leader in next-generation digital services, Infosys empowers organizations by merging the capabilities of AI, analytics and automation, and cloud. The company's fundamental value proposition is its ability to expand its business models to cater to customer requirements. The solutions and service offerings are fabricated on the trilogy of discover AI, democratize AI, and de-risk AI. With discover AI, Infosys assesses and uncovers AI's true potential and determines the right fit use cases. Democratize AI strategically uses and analyzes data extracted from online sources and ensures AI development is available to a broad customer base. De-risk AI evaluates unstructured data posed with varied risks and reskills talent to promote seamless human-machine co-working.

The industry moves beyond the experimentation phase with AI and is open to widely deploying AI technologies. Infosys' Applied AI strategy encompasses offerings covering every stage of the AI services life cycle across discovery, enablement, innovation, acceleration, servicing, and de-risking. With its unique strategy, the company caters to the enterprise-level AI problems around governance and regulations, complexities, technology changing rapidly, legacy systems, and skillset shortage. Technologies like AI, automation, analytics, cloud, and robotics are weaved together on one platform.

C-level executives of many organizations and businesses find the current platforms limited and inflexible, and end-to-end processes require multiple automation technologies. Infosys caters to the requirement with its Live Enterprise Application Management Platform (LEAP) that behaves as synonymous with the convergence of technologies. LEAP is a holistic cloud-enabled open platform that leverages domain-specific methodology for transforming application management services with nimbleness in decision-making, analyzing, identifying, prompt measures, and learning. It assures customers buy the optimal solution by operating as the digital brain that captures and analyses inputs and translates to digital knowledge management assets.

With advanced technologies, the platform improves operational efficiency and helps enterprises identify the evolving needs and the shape of operations. AI can disrupt the way enterprises operate, create, and deliver value. Large-scale adoption requires an ethical and responsible framework to ensure sustainable and long-term adoption.<sup>3</sup> With its applied AI, the company offers an ethical AI framework throughout

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<sup>3</sup> *Ibid*

the AI development and management lifecycle, ensuring the chances of ethics and security remain uncompromised. The company's applied AI and intelligent automation deliver a positive experience throughout the product lifecycle. It helps enterprises significantly reduce the total cost of ownership and time to market, eliminate the need for expertise, and improve productivity. Infosys offers a diverse portfolio of innovative AI solutions and services that are reliable and scalable, maximizing the AI potential and adoption while ensuring data privacy. Frost & Sullivan firmly believes that Infosys is well-positioned in the industry with its reference AI platform architecture. The platform scales, democratizes, and accelerates AI. It comprises five layers: AI Infra and Polycloud Management, AI Engineering Life Cycle Management, AI Control Center, uberization of services on demand using application programming interfaces, and AI store.

The company assembles AI solutions with the core values of deciding, analyzing, sensing, learning, and acting. [Infosys Cognitive Automation Studio](#) is its in-house intelligent automation platform that reduces

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**- Ruman Ahmed,  
Research Analyst Best Practices**

the workload of overstretched staff with its digital workforce. The technology extends distinctive microbots that behave as digital workers or workerbots depending on the intensity of tasks. The solution is cost-effective, prebuilt, requires no additional integrations, and has a quick turnaround time. The company creates a demand in the uncontested market with its intelligent digital worker. The low code, smart, reusable microbots make tailored workforce and manage every move. Its video analytics platform sorts video feeds from multiple

sources by applying AI and generates insights to develop AI-driven video solutions or automate processes.

Responsible AI Framework focuses on each aspect of responsible AI like unbiased, reproducible, secure, purposeful, explainable, and ethical. The end-to-end offering manages and evaluates data, data snapshots, and models while ensuring appropriate levels of security and privacy. By focusing on the purposeful dimension, the framework adopts the human-centric approach and provides appropriate recommendations based on user behavior and preference. With the explainable feature, it interprets results, ensuring accuracy. With ethical considerations, it assures transparency in data models and compliance to legal and social regulations.

Infosys creates a virtual world experience with its 20,000 square feet space, [Infosys Virtual living lab](#). A future-ready offering that prepares clients to operate as Live Enterprise, leveraging next-generation capabilities. Applying the principles of the Infosys AI environment like design, thinking, and technology capabilities, the lab stimulates innovation, fosters possibilities, and revolutionizes experience.

Infosys caters to various verticals like autonomous mobility, media, and the entertainment industry with its solutions specifically designed to meet their requirements. For autonomous vehicles, the company collaborated with Maini Group to build an [autonomous golf cart](#), autonomous tow truck, and remote

guided vehicle. The solutions operate through a unique platform, [Infosys Autonomous System Platform](#). With its advanced engineering capabilities, the company's vision is to foster autonomous technologies. It created a hybrid model with Drive-by-Wire systems and advanced light detection and ranging systems technologies. The company is mindful of building a comprehensive solution that is scalable and meets the price-sensitive concerns of customers, which quickly accelerates the adoption.

With [Infosys Tennis Platform](#), the company offers a unified sporting experience through a plug-and-play feature, and with AI and three-dimensional (3D) solutions, enhances match viewing. Infosys' media platform weaves media and metadata management frameworks to deliver services and facilitate creative collaboration for the media and entertainment industry. By integrating AI and machine learning and using intelligent workflows, it designs, controls, and orchestrates workflows across different operations. The extensive AI solutions support other verticals like banking and financial services, manufacturing, and retail sectors. Its development of vision-based technologies help manufacturing and retail segments in mapping and localization, lane detection, object detection, and path planning and optimization.

### ***Best-in-class Practices***

Frost & Sullivan recognizes Infosys for its continuous efforts to implement best-in-class practices to enhance customer service and solve unique business problems by leveraging AI to create measurable business value. It applies a distinctive approach to delivery that ensures 100% adherence to schedule and zero-defect delivery. The company continuously evolves to offer high-quality solutions to its global clientele through its AI repositories, standardized AI development methodology, ensuring repeatability with reusable tools, accelerators, adapters, skillset enhancement, and effective oversight of projects by the AI council. Its repositories consist of over 24,000 reusable bots, more than 200 industry cloud-first solution blueprints, 25,000 cloud assets, 50+ platforms and solutions, 50,000+ processes automated, 15+ AI cloud models, 100+ AI cloud datasets, and 50+ AI templates. The company follows a structured procedure across different stages of an AI project revolving around discovery, implementation, and support. It strictly adheres to guidelines required at each phase and delivers high-quality service with regular reviews.

Infosys makes a difference with strong pillars built through the deep expertise of talented and eminent individuals. The company has a well-accomplished team of distinguished experts to decipher AI's true potential. The company's culture derives from these individuals' expertise, reflected in its top-notch technology and solutions. The workforce excels in reliably delivering services as it has an AI committee that supervises AI projects. At the start of AI engagement with clients, the company sets defined metrics and establishes the scorecard at the process level. It then measures the different efficiency criteria, and a status report is available through a reporting dashboard. Based on the bots deployed, bot optimization and pooling, charges, performance metrics are updated annually.

### ***Creative Thinking and Continuous Improvement***

Infosys works closely with its customers to understand how they are adopting AI and the challenges they face. It then creates strategies revolving around AI and automation while taking care of development, maintenance, testing, migration, modernization, implementation, and the rollout of projects and

services. As the company ensures support through every step of the AI project, for application support, it identifies and evaluates the data, anticipates failures, and takes forward-looking actions to prevent incidents. Automation solutions require zero human intervention and are designed for self-service.

Solutions are assembled with principles of Dev-Sec-Ops and agile global delivery framework to facilitate the time to market and ensure smooth collaboration. The development phase extends the power of low

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**- Hemangi Patel,  
Senior Research Analyst ICT**

code and no code capabilities that deploy and host the solution quickly. The company’s transparent methodology for database migration improves implementation. For testing, it revamped the service with Infosys Test Automation Framework, Infosys Test Data Management Suite, and Infosys Data Testing Workbench. Infosys impresses Frost & Sullivan with its applied AI strategy, a navigator for its clients as they ideate, plan, and execute their journey to a digital future by providing them pioneering models of engagement,

ready-to-use solutions to help them accelerate their AI journey.

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### ***Delivering Superior Experience***

The COVID-19 pandemic and its impact accelerated the demand for work from home or hybrid models driven by new-age technologies. Infosys being a process-oriented company, finds it easy to help customers adapt to remote working conditions. It effortlessly implements zero-touch operations. With the predictive power of AI and analytics, the company is helping customers traverse through unprecedented times with seamless business continuity. Infosys’ quick action in deploying bots like AssistEdge based on robotic process automation technology alleviates the stress of the COVID-19 impacted landscape. These bots help engineers identify COVID-19 affected homes and reschedule engineer visits to over 21 days. Its video analytic solution incorporates edge AI to ensure adherence to safety measures such as wearing masks and social distancing.

The key value the company provides is its expertise nurtured over four decades and widespread reach in more than 50 countries, successfully empowering customers with AI. The company’s always-on-learn orientation leads to improvement through its innovation ecosystem. For offering the best value to

customers, Infosys provides a complete value-centric range of commercial models. Its engagement right at the discovery, requirements, and key performance indicators stage helps offer flexible models. The company recommends fixed price models when conditions are clear or for small-size projects with limited resources, time, and budget constraints. For scaled automation engagement, it offers catalog-based services with a governing body permitting each requirement of the agreed catalog.

As a variant of fixed pricing models, it extends Automation Pods that comprises a small team of automation experts capable of delivering entire use cases. The exceptional AI as a service model provides AI tools and components owned by Infosys (like infrastructure, licensing, services for discovery, execution, and support). It can also extend this model to multiple clients or a group of companies who agree to share these services. As customers build out their services, Infosys proffers a platform-based model, nonlinear consumption of services, along with software licensing. It creates a significant competitive edge by committing to “skin in the game” for large engagements, where models demand a part of the investment for the new use cases coming from savings derived from previously implemented use cases.

The company accompanies customers throughout their journeys by actively focusing on usability and providing multiple options to explore. It identifies the best service suitable for customers. Infosys is a renowned service provider leveraging the right blend of context, warmth, diversity, culture, and pointed showcases in the best of work environments. As COVID-19 creates a halt in business operations, Infosys nimbly maintains an experience as close as the physical one. With its Infosys Virtual Living Lab, the company gives real-time tour experience in 3D of the retail store. The company is well-placed to help customers recognize the apt service with its data-driven approach. Several unique maturity assessment systems give Infosys the visibility of an organization’s structure and help it determine the right solution based on pain points. To boost the purchase and contracting process, Infosys templated its service (around scope, deliverables, roles, solution clauses, risks, dependencies, and pricing models) and are ready to use. Frost & Sullivan applauds Infosys for its continuous efforts to maintain superior service quality and ensure customers buy optimized solutions while catering to their needs throughout the product lifecycle.

## Conclusion

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Enterprises face challenges around complexity, shortage of skilled talent, dependency on legacy systems which hampers artificial intelligence (AI) adoption. Frost & Sullivan recognizes Infosys for reshaping AI capabilities by integrating it with intuitive, adaptable, agile, and scalable features. The company accelerates the digital transformation journey by providing tailored solutions and services that cater to customer needs. It maximizes value by integrating AI with the core and generates value from AI at scale. A leader in next-generation digital services, Infosys empowers organizations by merging the capabilities of AI, analytics and automation, and cloud. Infosys offers a diverse portfolio of innovative AI solutions and services under one umbrella. The company couples AI solutions and services with core values of deciding, analyzing, sensing, learning, and acting. It closely works with its customers to understand how they are adopting AI and the challenges they face. It then creates strategies revolving around AI and automation while taking care of the areas around development, maintenance, testing, migration, modernization, implementation, the rollout of projects and services. The company is wholly involved

throughout the customer's journey and identifies the best service suitable for customers. With its comprehensive solutions, expertise, and superior customer experience, Infosys earns Frost & Sullivan's 2021 Global Company of the Year Award in the AI services industry.



## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

