

G Cloud 15 – Framework Service Definition

Crown Commercial Service

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1. Service Overview

As a global leader, Infosys empowers organisations to transcend traditional operations and evolve into truly data-driven enterprises. Our robust "Data" expertise isn't just a capability; it's a deeply ingrained strength, forged from profound technical mastery, a formidable talent engine of over 39,000 dedicated professionals, strategic collaborations and an unwavering commitment to delivering impactful, measurable outcomes for every business.

Our expertise in "Data" addresses the entirety of its lifecycle, offering a seamless, end-to-end service portfolio. From establishing robust data management and governance frameworks to deploying advanced analytics, cutting-edge AI/ML solutions, and scalable big data architectures, we partner with the Client every step of the way – from initial strategic planning to continuous optimisation and value realisation. Our deep technical proficiency spans the critical technologies that underpin modern data landscapes, including leading cloud platforms (AWS, Azure, GCP), powerful big data tools (Hadoop, Spark), sophisticated data integration and visualisation techniques, along with the most advanced AI/ML frameworks. This knowledge base is constantly enriched through dedicated research and development investments, ensuring we bring along the most innovative and effective solutions.

At the heart of our "Data" prowess is our exceptional talent pool of seasoned data scientists, experienced data engineers, visionary data architects and innovative AI/ML specialists. This ensures that we can assemble the precise expertise required to tackle every Client's unique challenges. Our focus extends beyond mere data processing; we are driven to deliver actionable intelligence, uncovering meaningful patterns and translating them into tangible business results through the power of advanced analytics and AI/ML. Recognising that data's value is often industry-specific, we offer tailored data solutions designed to address the unique nuances and opportunities within industries such as public sector, finance, healthcare and manufacturing.

Our client-centric ethos, evidenced by our strong client retention, ensures the Client receives consistent, high-quality service underpinned by robust governance and clear Service Level Agreements. This fosters long-term partnerships built on mutual trust and a shared commitment to the Client's success.

In summary, Infosys's leadership in "Data" is a direct result of our comprehensive service offerings, deep and constantly evolving technical skills, unwavering focus on delivering actionable insights, tailored industry solutions, robust data governance practices and a future-forward development strategy deeply rooted in AI, cloud innovation, data democratisation, intelligent platforms, data monetisation and the fundamental principle of trust. This powerful combination empowers organisations to not just navigate the data-driven era, but to truly thrive within it, unlocking unprecedented levels of efficiency, innovation and competitive advantage.

Infosys Data & Analytics Practice differentiators include:

- **Skill sets: World class Consultants**
 - Over 33,000 experts; over 4,000 Big Data and Cloud Consultants
 - Over 1,000 Data Analysts and Scientists for Advanced Data Analysis, Predictive Modelling and Visualisation
 - Dedicated R&D Group having more than 200 key folks to understand the business and technology trends.

- **Breadth: Offers broad range of Services:** Strategy, Roadmap, Business Process and IT consulting, Technology Strategy, Implementation and Integration, Support and Managed Services, Governance
- **Alliance: Structured Alliance Programmes**
 - Over 75 Alliances
 - Structured alliance programmes and strong working relationships to support solution development, training, certification, etc.
- **Centre of Excellence: Providing Optimum Value**
 - Solutions, Methodologies and Tools
 - Knowledge Management, Training and Certification
- **Predictability: Creating success stories**
 - Over 50 client relationships
- **Multiple Industry Domains and Business Functions**
 - Solutions: Industry specific solutions and horizontal solutions
 - Industry and functional solutions: focused on specific needs.
 - A dedicated BI competency group that focuses on latest market trends and research on industry wide challenges

Our Data, Analytics and AI offerings towards building an AI First Enterprise includes leveraging AI first principles and reimagining traditional services with AI, extreme automation, partner ecosystem and IPs. Infosys offerings with respect to data analytics and business intelligence services are as listed below:

1. Defining AI Strategy:

Enterprise AI Strategy

Advisory, AI Value levers, Blueprint, Roadmap, Plan, AI Maturity Assessment, Data & AI Governance Strategy Responsible by Design Blueprint, Data & AI Platform Strategy, AI Operationalisation Strategy

Business Value Maximisation/ Management Office

BVM Office, BVM Articulation, BVM Measurement, BVM Monitoring, BVM Delivery

2. Building AI- Ready Enterprise

Autonomous Data & AI Estate

Services Domain Knowledge, Mesh Autonomous Data Engineering, Autonomous AI Engineering
Estate Management, MLOps, LLMOps, FinOps, DevSecOps, Continuous Operations

Data & AI Landscape Modernisation

Migration, Technology Transformation, Enterprise Platform Modernisation, Consumption Modernisation, AI/Analytics Modernisation

AI Foundry Service

AI/GenAI Lab, AI-first Software Engineering, AutoScrum, Living Labs as a Service

3. Enabling AI Powered Business Transformation

Industry AI Cloud

Retail, Manufacturing, Lifesciences, Media, FS, Auto, Telco, Insurance, Energy, Consumer, ESG

AI Brain for Business (Co-Pilot & Autopilot)

Customer Services, Marketing, Supply Chain, Procurement, Autonomous Business Framework

Business Experimentation

Experimentation-as-a-Service, AI Product Incubation Platform, Knowledge Services

AI Model Benchmarking Services

AI Functional Testing Strategy, AI Functional Testing, AI Business Reliability Engineering

4. Building AI Centric Business Ecosystem

AI Products and Services

Retail, Manufacturing, Lifesciences, Media, FS, Auto, Telco, Insurance, Energy, Consumer, ESG

AI Marketplace and Exchange

AI Monetisation | AI Collaboration

5. Data & AI Governance

Data & AI COE

Charter, Structure & Skills, Operating Model

Data & AI Governance – Blueprint

Organise and Fingerprint, Integrated Control, Privacy and Compliance, Security, Govern Consumption

2. Service Description

2.1 Business Intelligence, Reporting and Visualisation

Infosys Business Intelligence, Reporting and Visualisation services comprises of the following offerings:

- Reporting and Visualisation implementations and support
- Business Intelligence Factory and BI CoE Setup
- BI Landscape Modernisation including BI and Reporting tools version upgrade, BI tools rationalisation and migration from one tool to other.
- Regulatory Reporting
- Data Visualisation and Self-Service Reporting
- Planning and Optimisation

Our Visualisation Centre of Excellence (CoE) supports delivery, sales, and consulting teams through various interventions:

- Exploration and visualisation of data
- New age sources Integration (Big Data, Web Services, Hana, R)
- Self Service Enablement
- Modelling and Analytics
- Mash Up and Embedded Analytics
- Streaming Analytics
- Integration with spreadsheets, databases and data warehouses
- Support browser-based dashboards and analytics on Laptop / Mobile
- Power-pivot and application embedding
- Integrating with Hadoop Hive

We have expertise to provide BI and Analytical services including but not limited to the below technologies:

- **Reporting:** MSBI, Cognos, MicroStrategy, Actuate, OBIEE, SAP BO, Jaspersoft
- **Visualisation:** QlikView, Tableau, Spotfire, Power BI, Zoomdata
- **Analytics:** SAS, SAS VA, SAS text miner, SPSS, R, FICO, KXEN, Rev R, Python, Rapid miner
- **Mobile BI:** Roambi, Microstrategy Mobile Intelligence, Corda, Windows Mobile, Cognos 8 Go! Mobile
- **EPM** – Cognos TM1, Hyperion Essbase

2.2 Data and Analytics Consulting

Infosys Consulting is a global advisor to leading companies for strategy, process engineering and technology-enabled transformation programmes. We partner with clients to design and implement customised solutions to address their complex business challenges.

Data Consulting focus on solving business problems leveraging knowledge of an Industry, Domain or Technology through specified approach and proven frameworks and methodologies in the world of data and analytics.

Key offerings include:

- **Data Strategy, Maturity Assessment and Strategic Roadmap Definition** – To plan the data lifecycle in such a way as to correlate business need and analytics outcomes.
- **Data Governance Setup** – To establish people, process and technology to correct and maintain data quality and ensure trust and compliance.
- **Data Management**- To model the technology plan quality expectations and data cleansing to enable strategy and govern effectively.
- **Data Security, Privacy & Compliance (including GDPR)** – Identify and protect sensitive data and manage privacy standards, regulations, and compliance.
- **Data Multiplier (100x)** – 100x is a framework focused on speed, scale and business value helping clients transform into analytics driven organisation.
- **Emerging Space**- To build and leverage consulting offerings, frameworks and accelerators around latest trends and technologies with a strong focus on data and business value, helping clients transform to analytics driven organisation.

2.3 Advanced Analytics, Data Mining, AI/Machine Learning

Infosys AI and Advanced Analytics provides services covering the whole spectrum of Analytics work done in an organisation, from Insights and Modelling to AI and ML. We also enable mining of value, through embedding analytics in the enterprise's processes and systems. Through technology and consulting, we ensure the adoption of scientific decision-making across the enterprise, rather than in pockets/silos.

Infosys helps organisations transform themselves into analytics-driven enterprises with a range of Advanced Analytics Services offerings with focus on Machine Learning enabled business insights:

2.3.1 Analytics Advisory Services

Infosys can help its client partner in Analytics Maturity assessment, Strategic roadmap definition, COE setup etc. with a Consulting led engagement:

- Maturity Assessment
- Strategic Roadmap Definition
- Governance Setup
- Use case identification and Business case development.
- Domain and Technical Consultancy
- Technology selection and Architecture Definition
- Setup and Operationalise Analytics COE
- Platform-as-a-service on-cloud or on premise

2.3.2 Rapid Insights as a Service

Enable swift Business diagnostics insights and on-going performance improvement through decision support:

- Business context mapping
- Exploratory Data Analysis – plot, tabulate, summarise data
- Root cause analysis
- KPIs and trends by key slices
- Adjusting performance by known factors and benchmarking
- Presenting insights to business via data-driven narratives

2.3.3 Predictive Modelling

Infosys develops and deploys Analytical Models built using complex Machine Learning algorithms for actionable insights:

- Business case elucidation
- Quantitative problem definition
- Data Mining/Feature Engineering
- Algorithm Selection
- Model Training/Learning
- Model Performance Assessment

2.3.4 Model Development, Support and Enrichment

Infosys also supports continuous Model Improvement and support to maintain its robustness and accuracy via existing model assessment, tuning and enhancement:

- Production support for deployed models
- Model Performance Assessment
- Model [Re]calibration.
- Functional Model Validation [Domain]
- Model Migration and Upgrades

2.3.5 Prescriptive Analytics/Decision Science

Complex Decision Science leveraging Hierarchical and Ensemble Methods and automated what-if analysis to provide prescriptive insights to the Clients:

- Experimental Design [A/B Testing]
- Hierarchical and Ensemble Methods
- Constrained Optimisation
- Automated What-If analysis
- Sensitivity Analysis for Robustness

2.3.6 Artificial Intelligence

Artificial Intelligence is central to Infosys' Analytics practice strategy wherein through our AI Consulting and Services, focusing in the areas of NLP, Computer Vision, Voice Analytics, Reinforcement Learning and RPA, we emphasise on the intelligent interplay of information, knowledge and value which is key for organisational success.

- **Smarter Predictions:** These include our offerings on Machine Learning, Reinforcement Learning, Deep Learning etc. for decision support in areas like Anomaly detection, Fraud analytics, Recommender algorithms etc.
- **Cognitive Insights:** These include our offerings on cognitive sensing using Computer Vision (Image, Video), Information extraction from text, Voice and Speech analytics, Information Search and knowledge discovery, Intelligent Automation etc.
- **Engaging Experience:** These include our offerings on Advanced recommender systems and Robot Advisors, Customer Intelligence, Intent Prediction, Next Best Action, Chabot and virtual assistants, Virtual and Augmented Reality, Collaborative Robots etc.

3. Assets & Tools

Infosys Commercial Insights Platform (CIP) – Drive patient outcomes and digital transformation across the Lifesciences value chain.

Autonomous Marketing (AM) – An Autonomous Sales and marketing system that transforms the sales and marketing business functions, content creation and processes into sentient functions with enterprise governance principles at core.

AI Brain – A human centric and responsible Autonomous Decisioning Platform that continuously assimilates, contextualises, thinks (Left Brain), learns (Right Brain), resolves, orchestrates, activates and governs AI Powered Decisioning to realise an AI First enterprise.

Infosys AI Factory (AIF) – Accelerating AI at Scale across the AI /ML Life cycle with an Open and Poly Cloud assets that reduces 30%-40% of Effort.

AI Powered Smart Insights (AISI) - An AI engine to augment business user” tasks. Up to 40x speed to creating narratives and explaining business metric movements for effective decision making.

Customer Intelligence Platform – The main objective of the Infosys Customer Intelligence Platform is to harvest consumer knowledge and make it accessible to all channels, touchpoints, and partners. Driven by data privacy and artificial intelligence at its core, the solution aims to connect any unconnected data across touchpoints, unify them, harvest consumer knowledge. It also makes the intelligence ambient in a secure network within the enterprise and across the partner ecosystem.

Data Experience Studio - Data Experience Studio is a Low-code/no-code solution for minimising the UI development process and having the production ready UI functionalities within hours with few clicks and configurations.

4. Credentials

- **A UK Public University** partnered with Infosys to modernise its fragmented reporting landscape—built over 50 years across numerous bespoke systems—by implementing a unified Azure-based data and analytics platform (TITAN). The modernisation focused heavily on reporting by migrating legacy SAS/CSV reports into a scalable Power BI ecosystem, underpinned by Azure Data Lake and Synapse for governed, high-quality and optimised data models. Infosys automated data ingestion, established consistent metric definitions and delivered a suite of regulatory, student success, module performance and qualification dashboards. The result was a centralised, future-ready reporting environment that improved insight accuracy, reduced manual effort and enabled self-service analytics for academic and operational stakeholders.
- Infosys improved **Internal Auditing with Analytics using QlikView for a leading UK investment bank**. Main challenge was to handle large volumes of data. Infosys developed a dashboard in QlikView which helped in reporting the key asset quality metrics of the Bank. Details and summarised view of the data in 1 dashboard with multiple sheets, full functionality was completed in span of 6 months by a team having optimal mix of on-site and offshore resources. Entire audit process became streamlined which led to better, faster and effective decision making. Proper scheduling of people and planning of audits can be done effectively. Already more than 450 users are using the dashboard, and the number is increasing every month.
- Infosys helped one of the Retail Banks of Scotland to identify the strategic priorities and set up a centralised AI Centre of Excellence. Helped in organisation wide AI vision and stakeholder alignment, standardised business case templates and frameworks for AI, developed best in class tools/solutions/platforms to provide AI as a service, built strong network of AI champions/influencers to ensure early value realisation and developed partner ecosystem for continuous innovation based on industry insights, secondary research and analysis of initiatives from various banks/financial institutes, competitive analysis and identification of priorities and by building bank wide objectives that the AI COE can support and a timeline for impact value creation.
- **Advanced Analytics for a global confectionery leader**: Enabled client to validate business hypothesis quickly within weeks; along with needful environment to run multiple experiments at the same time quickly for existing data in the platform. End to end POC project (From AWS cluster provisioning, NIA installation to delivering final insights) was delivered in a period of 3 weeks. Infosys innovation to alleviate big data adoption challenges with NIA, helped the client to achieve data to insights in a short span of time.
- **Data & Analytics Lab @ a World's Leading Retailer**: Infosys reduced the time to insights from 3 days to 1 hour leveraging the power of Hadoop by setting up marketing data labs for the customer on a 300 Node Hadoop Cluster to improve model build performance. Infosys team designed and refined the data ingestion and processing components for better performance.

- For a leading healthcare firm, we processed 50,000 claims for overpayment tagging every 15 minutes leading to GBP 3.7 million net savings in a year, identifying the overpayment and the fraudulent claims by developing model and rules performance tracking dataset, which acts as a primary input for operational dashboard to executives and captured the execution times and detect performance bottlenecks in-process.
- An athletic apparel company was keen to enhance consumer experience with a Global Data Analytics Platform on Cloud, along with addressing challenges in measuring campaign effectiveness Infosys was engaged due to its strong expertise in cloud platforms to harness clickstream data for business insights from online shopping and provided State-of-art analytics capabilities: to enable data mining, predictive analytics and machine learning. Our solution helped the client analyse sales better, identify revenue distribution across products, volume distribution of online transactions, total visits from various cities, measure campaign effectiveness and revenue distribution.
- For a multinational financial services corporation we improved customer satisfaction and reduced manual intervention with automated faster and accurate responses to user queries on information already available on the company's various systems, using an NLP / NLU based chatbot based on deep learning and probabilistic models that allow conversations to evolve organically without requiring constant modifications instead of prescriptive instructions in a flowchart providing credit cards, debit cards and prepaid cards.

For more information, contact askus@infosys.com



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