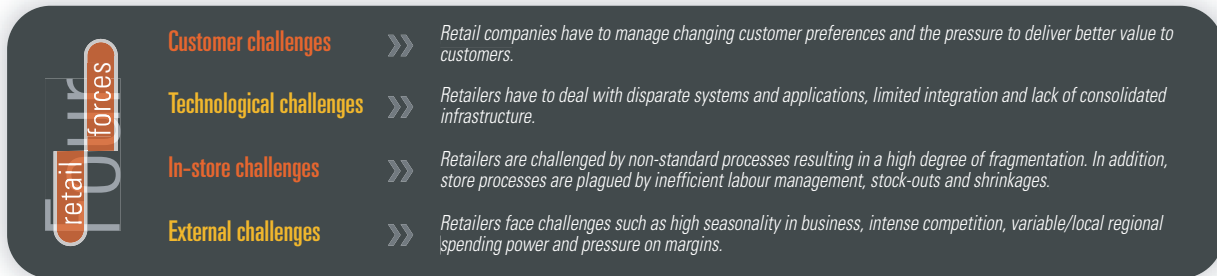


Retail Services at Infosys BPO

The pressures faced by modern retail may be attributed to four retail forces:

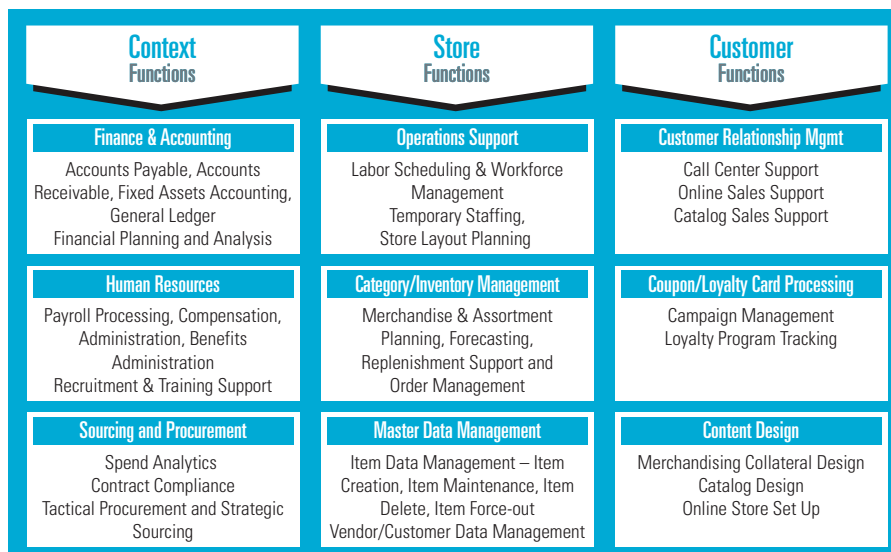


Infosys Retail solutions are backed by deep domain expertise, operational excellence and technology interventions that help organisations transform their retail businesses. The Retail solutions from Infosys are designed to simplify and ease out the challenges of the retail environment through predictable outsourcing.

Infosys BPO Retail Solutions

Infosys BPO has developed several end-to-end solutions, to help retailers win in the flat world

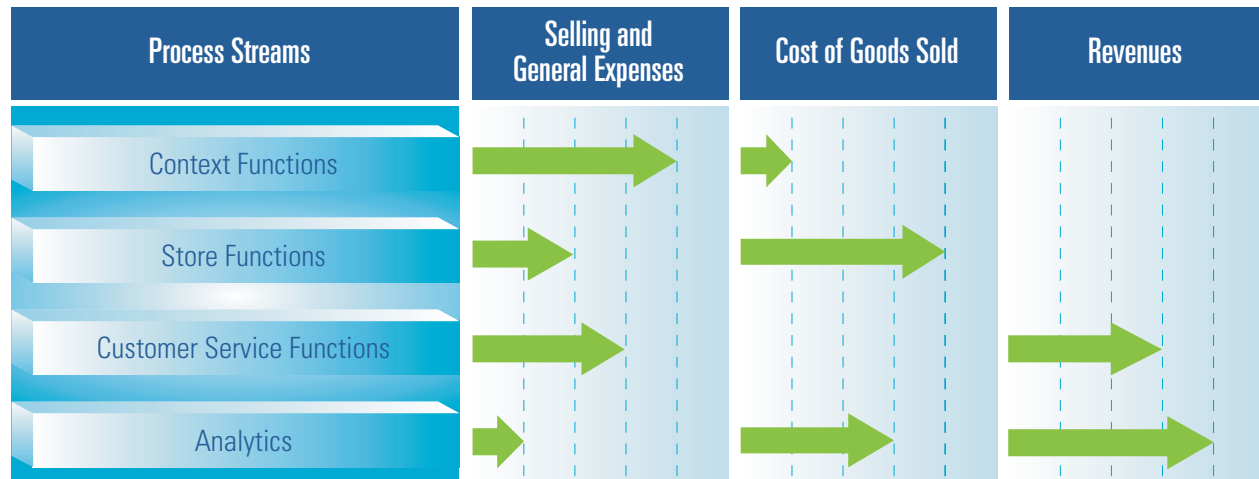
- **Master Data Management Solution** addresses complexities of creating and maintaining product (including prices and promotions), vendor and customer masters to provide multiple users with unified and accurate view of master data.
- **Lean Store Solution** optimises store processes, working with planning elements of store labour, space utilisation and store merchandising leveraging technology and process-expertise to deliver value.



Infosys BPO Retail Functions

- **Context Functions** consist of centralised back office functions like Finance, Human Resource and Procurement which can be key value-drivers in the retail context.
- **Store Functions** include planning functions inside the store, which are important to the efficient running of the store processes on a day to day basis.
- **Customer Functions** refer to functions surrounding the various customer touch-points.

Realised Business benefits would vary across functions and cost buckets



Case Study: Comprehensive CRM Analytics support for a US Specialty Retailer

Approach

- Identifying 3 high impact projects to be delivered - RFMC & Migration Analysis, Market Basket Analysis, Store Loyalty Analysis
- Setup SWAT team, data transfer mechanisms & analytic tools
- Deliver all 3 projects on-time, on-budget

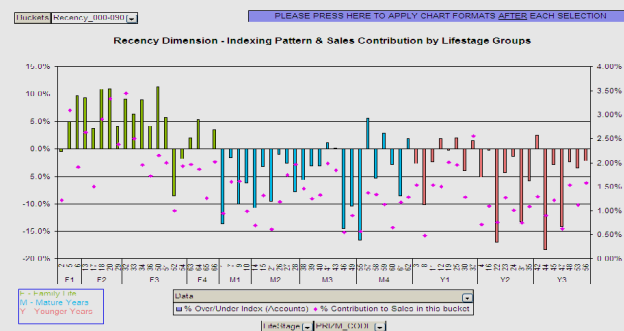
Business Benefits

- Incremental net profit of \$300K+ over 6 months through analytic outputs and strategy recommendations
- Infosys is chosen partner for Analytics Services
- Continuously highlighting opportunities for additional business value

Incremental Response Rates: 5%**
Incremental Sales Potential: \$2.3 MM**

* Potential Business Impact

Sample Output – Identifying Seasonal best Customer Segments



Delivering ongoing business value – Response Models

Current Selection Strategy

- No. of mailers : 1million
- Cost per DM piece : 47cents
- Total Marketing Cost : \$470,000
- Response Rate : 11%
- Total Responders : 110,000
- Avg Cost /Responder : \$ 4.27
- Campaign Sales : \$ 4.1 mm

Applying Model on top of Current Selection

- No. of mailers : 1million
- Cost per DM piece : 47cents
- Total Marketing Cost : \$470,000
- Response Rate : 16%
- Total Responders : 164,000
- Avg Cost per Responder : \$ 2.93
- Campaign Sales : \$ 6.4 mm

Global Presence

North America

Atlanta, Bellevue, Bridgewater, Charlotte, Detroit, Fremont, Houston, Lake Forest, Lisle, New York, Phoenix, Plano, Quincy, Reston, Toronto

Latin America

Belo Horizonte (Brasil), Monterrey (Mexico)

Europe

Amsterdam, Brno, Brussels, Copenhagen, Frankfurt, Geneva, Helsinki, London, Milano, Oslo, Paris, Lodz (Poland), Stockholm, Stuttgart, Zurich

Asia Pacific

Beijing, Hangzhou, Hong Kong, Manila, Mauritius, Melbourne, Shanghai, Sharjah, Sydney, Tokyo

India

Bangalore, Bhubaneshwar, Chennai, Gurgaon, Hyderabad, Jaipur, Mangalore, Mohali, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

For more information, contact bpo_marketing@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered.

Infosys®

POWERED BY INTELLECT
DRIVEN BY VALUES