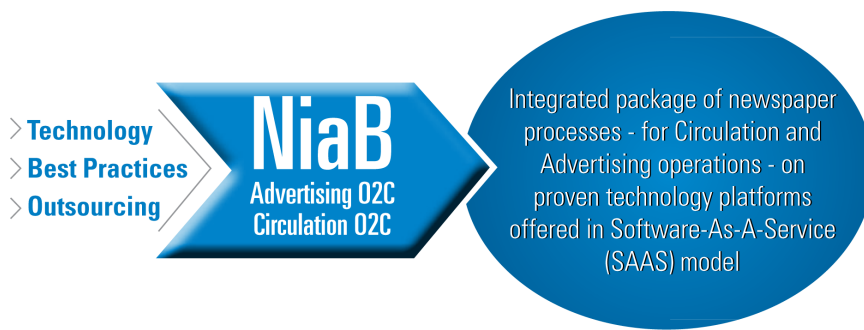


Newspaper-in-a-Box (NiaB) Platform

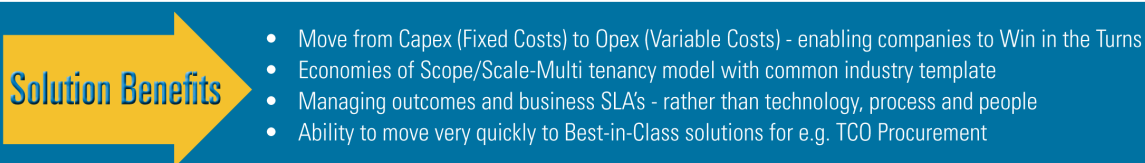
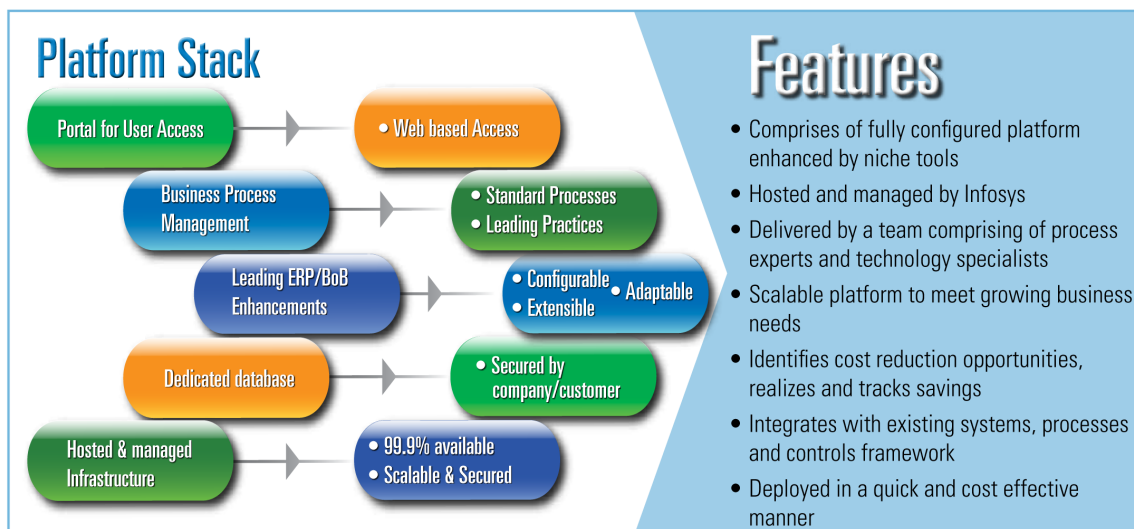
The newspaper industry today is faced with increased challenges as a result of the economic downturn and the ongoing migration of readers to online and digital sources. To remain competitive, newspaper companies are re-inventing their business models by transforming their core processes and technology infrastructure.

Infosys' Newspaper-in-a-Box (NiaB) platform helps newspaper organizations deal with the changing business scenario by converging process, technology and operations to deliver best-in-class solutions through an innovative service delivery model. The NiaB platform addresses client pain points with a flexible pricing model thereby providing cost effective solutions relevant to today's highly competitive market place.



NiaB Solution Features

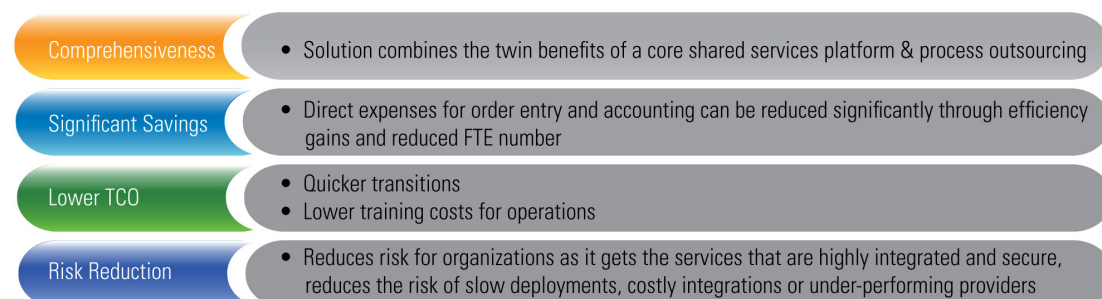
Infosys Business Platform is an "On demand" business solution offered to manage business processes efficiently



Infosys Business Value-add	The Infosys Advantage
<ul style="list-style-type: none"> • Leverage industry best practices (Infosys' experience and process methodologies) • Reduce IT expenditure by moving to an Opex model and realize more savings • Capitalize economies of Scale-Multi tenancy model • Management of operations at locations optimized for cost and responsiveness • A buffer from the traditional notion of selecting a product for a process - shield from potential instability with specific vendors • Seamless migration to latest version of product without business disruption 	<ul style="list-style-type: none"> • Infosys expertise spans across IT services, Consulting and BPO • Transformation and consulting, across industries and countries • Best-in-class ERP expertise with over 6,500 consultants delivering projects across the globe • Global Delivery Model (GDM) to leverage outsourcing and offshoring

How our customers benefit today

Infosys BPO provides significant advantages to clients through NiaB Platform



Allied services

Business Process Outsourcing

We offer business process outsourcing solutions to our global clients by leveraging process, domain and people management expertise. We manage risk for our clients through a scalable, cost effective and predictable delivery platform

Enterprise Solutions

We provide services and solutions spanning the enterprise value chain with focused groups aligned to products and functions built around centres of excellence. ES has delivered services and solutions in more than 28 countries spread across the globe

Infrastructure Management

We ensure that IT infrastructure and application are managed and operated on a 24x7 basis, ensuring high availability to provide better business value with a reduced Total Cost of Ownership (TCO) in a shorter time frame, utilizing the Global Delivery Model (GDM) of Infosys.

System Integration

We deliver integrated solutions to the client organizations, by bringing together products and solutions from multiple vendors / partners, as well as services from the various internal vertical and horizontal practices within an integrated program management approach.

Infosys® | Building **Tomorrow's** Enterprise

For more information, contact askus@infosys.com | bpo_marketing@infosys.com

About Infosys BPO

Global organizations depend on Infosys BPO Ltd, the business process outsourcing subsidiary of Infosys Ltd (NASDAQ: INFY) to deliver measurable business value. Infosys BPO's strong focus on industry solutions, technology and a consulting based approach has created new engagement models to help clients build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosysbpo.com.