Infosys BPO India Business Offering

The emergence of India as a major player on the global economic landscape has triggered an era of high growth across all the sectors. Increasingly Indian organizations are turning towards outsourcing to enable them to concentrate on the core business issues and outsource the non-core back office functions thus, creating a major demand for high quality BPO services. However the long term scope of BPO within Indian business context is not restricted to just back office process augmentation, organizations are increasingly looking for a strategic differentiation of attaining economics of scale coupled with benefits of consolidation and standardization across dispersed business units and locations.

Infosys BPO’s India Business offering provides Business Process Outsourcing (BPO) services to Indian industries and government delivering the benefits of efficiencies of scale and skill. Infosys’ unique delivery model focuses on delivering high quality levels and transformation benefits allowing the client to focus on core business activities. Infosys services for the domestic market range from high-end transformation solutions to pure play BPO solutions to suit the needs of the client.

Infosys India Business Offering Portfolio

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Description</th>
<th>Service Portfolio</th>
<th>The Infosys Edge</th>
</tr>
</thead>
</table>
| System Integration | Complete end to end IT + BPO implementation program providing one stop solution. | • All types of end to end service implementation over consolidated IT platform  
• E-governance deals requiring comprehensive IT support  
• Specific technology based solutions such as Value Added Service, Reverse Auction and Customer Value Management  
• HR payroll processing over a consolidated IT platform | • Appropriate the high expertise of Infosys Technologies as the world leader in technology to devise the platform solution  
• Help clients to leverage these solutions to enhance the efficiency of existing models |
| Business Service Centre | Consolidated back office operations across typical business functions to bring about benefits from process harmonization and consolidation | • F&A/HRO/Procurement  
• Order Management  
• Knowledge Service  
• Customer Service  
• Network/IT Implementation  
• Sales and Marketing Support  
• Specific Industry front end processes | • Moving away from Capex to less expensive Opex model  
• Save up to 30% of G&A expenses over the entire life cycle  
• Potential 10% reduction in the "Procurement Spend"  
• 5% positive impact on revenue through predictive analytics  
• Simplification and standardization of business processes across BUs and geographies  
• Increased scalability to support growth |
# Infosys India Operating Model

## India Delivery Model
- Redefines the cost parameters to make outsourcing more attractive
- Dedicated 500 resource facility from tier 2/3 cities to serve the Indian clientele
- Leverage on the low cost of operations and low attrition in smaller India cities and passing the benefits to the client
- Optimized technology and infrastructure support to ensure quality service at least cost

## Rural BPO Model
- Create tie ups with rural BPO players and leverage on the use of their facility to operate at low cost
- Due support and training to the rural BPO centres to ensure high quality
- Complete ownership of the services rendered thus infusing the Infosys’ high standards of delivery
- Cater to the regional language demands from Indian clients
- Leverage on the low cost of operations and low attrition in rural India and passing the benefits to the client
- Enabling BPO as an attractive career stream to the rural educated citizens, therefore supporting socio economic balance

# The Infosys Value Proposition
- Providing a transformational road map to Indian companies to position outsourcing as a process enhancement tool through enhanced control and monitoring facility for better governance
- Realizing economies of scale and benefits of consolidation through process standardization and harmonization across Business Units and locations
- Use of internationally tested and acclaimed delivery framework and process implementation to ensure smooth transformation of processes. Also the best in class technology competence of Infosys Limited to leverage on the complete IT implementation requirement
  - Infosys is implementing a very large Greenfield project for the Indian Government that requires a complete end-to-end system integration support
- Dedicated “India specialists” for program management who have high domain expertise in Indian environment
- Developed innovative pricing models by redefining many of the cost parameters aimed at offering higher flexibility to Indian clients and make outsourcing more attractive

# Recognition
- Infosys BPO awarded “Provider of the year” by FAO Today, a leading F&A outsourcing magazine for the second consecutive year
- Infosys BPO conferred the prestigious RASBIC award for 2 consecutive years, the award recognizes best-in-class Recruiting and Staffing practices
- Infosys BPO recognized for “consistent excellence for outsourcing practice across all disciplines” by the National Outsourcing Association (NOA)
- Asia Business Continuity awards 2008 conferred Infosys BPO with the award for “Group Excellence in Business Continuity Management”
- Infosys BPO received the award for “Company of the year” and “CEO of the year” at the India times BPO awards 2008
- Infosys Ranked 2nd in the Global Services Outsourcing Award in the Top 10 Best Performing IT Service Providers category
- “Best achievement award for business improvement in transactional Services” awarded to Infosys BPO at the Global Six Sigma and Business Achievement Awards
- FAO today recognizes 3 Infosys BPO leaders as FAO Superstars

---

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