

**TO ALL STOCK EXCHANGES**

**BSE LIMITED  
NATIONAL STOCK EXCHANGE OF INDIA LIMITED  
NEW YORK STOCK EXCHANGE**

Date: December 4, 2018

Dear Sir/ Madam,

**Sub: Press release**

Please find enclosed the press release titled “**Infosys Research: Data Analytics Most Instrumental in Enhancing Customer Experience and Lowering Risk for Organizations**”

This information will also be hosted on the Company’s website, at [www.infosys.com](http://www.infosys.com).

This is for your information and records.

Yours Sincerely,

For **Infosys Limited**



**A.G.S. Manikantha**  
*Company Secretary*

## **Infosys Research: Data Analytics Most Instrumental in Enhancing Customer Experience and Lowering Risk for Organizations**

- *Innovating new business models and maximizing revenue and profits are the next set of priorities for data analytics*
- *Finance and accounting, marketing and operations are key functions that leverage analytics extensively*
- *When combined with data analytics; allied technologies like AI, IoT & Cloud perceived to be the most effective in delivering better business outcomes*

**Bengaluru – December 4, 2018:** [Infosys](#) (NYSE: INFY), a global leader in next-generation digital services and consulting, today published a global research on data analytics from the Infosys Knowledge Institute. The survey titled, '**Endless possibilities with data: Navigate from now to your next**', reveals that a majority of organizations are deploying analytics to enhance customer experiences and mitigate risk.

This research tries to understand how data analytics is becoming core to driving digital transformation for enterprises and makes an assessment of enterprise expectations in a world of endless possibilities with data. It also explores a range of challenges, opportunities, and the role of new technologies in the analytics world.

### **Highlights of the survey**

- 31% of respondents identified the use of analytics with experience enhancement. This includes using intelligence generated by listening to internal and external stakeholders to drive extreme personalization and high quality customer service
- 28% respondents were interested in leveraging analytics for risk mitigation – predicting risk to enable better decision making, and detecting anomalies that could disrupt business effectiveness
- Developing new business models by unearthing the latent needs of customers and offering innovative products and services was seen as the primary analytics requirement of 23% of respondents.
- Revenue and profit maximization through increasing channel effectiveness and thereby enhancing profitability across processes, channels and stakeholder ecosystems was the analytics priority for the remaining 18%.
- The majority of respondents in the U.S. (32%) and Europe (34%) stated they would like to use analytics for experience enhancement whereas in ANZ about 31% respondents consider it for risk mitigation



Functions across organization are benefiting from the possibilities of data. Finance and accounting was found to use analytics the most at 32%, followed by marketing and operations at 20% and 17% respectively. In terms of emerging technologies, Artificial intelligence was perceived to deliver increased outcomes when combined with analytics at 37% followed by IoT and Cloud Technologies at 19% and 16% respectively.

The survey found that enterprises in every industry encountered several challenges that prevented them from implementing their analytics initiatives fully. The biggest challenges stemmed from a lack of expertise in integrating multiple datasets (44% of respondents) and failure of understanding in deploying the right analysis techniques (43%). This is where enterprises are looking up to their partners to help industrialize their analytics capabilities by creating an analytics strategy, build an operational framework, and define a process for executing and governing analytics initiatives.

**Satish H.C., EVP and Head, Data Analytics, Infosys**, said, "In the world of endless possibilities that data provides, being data native is core for enterprises to being digital. As enterprises work with limitations of siloed systems, data integration issues, resources and skills, harnessing the possibilities with data will be essential to navigating their next. We believe that the findings of this survey will help our clients to fast-track their journey into a data-native enterprise by industrializing their analytics capabilities and ultimately monetize data.

For a full copy of the report, please visit: [www.infosys.com/endless-possibilities-with-data](http://www.infosys.com/endless-possibilities-with-data)

## **Methodology**

Infosys commissioned independent market research company Feedback Business Consulting to undertake a study to understand how companies are using data analytics today and their expectations in a world of endless possibilities with data. The study was carried out by interviewing 1062 senior business and technology executives from organizations with annual revenues exceeding US\$ 1 billion and 1000+ employees. Overall the respondents represented 12 industry groups from the United States, Europe, Australia and New Zealand.

## **About Infosys Knowledge Institute**

As enterprises navigate the path to being digital, Infosys Knowledge Institute offers thought leadership to guide their transformation. With decades' worth of business and technology experience we help enterprises strategize how they reinvent themselves from the core: their people, processes, and proposition.

## **About Infosys Ltd.**

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 45 countries to navigate their digital transformation. With over three decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

Visit <http://www.infosys.com> to see how Infosys (NYSE: INFY) can help your enterprise navigate your next.

## **Safe Harbor**



Certain statements mentioned in this release concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, data privacy breaches or cyber security incidents, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2018. These filings are available at [www.sec.gov](http://www.sec.gov). Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company unless it is required by law.

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