



Gen AI: Ushering in the next era of business

We barely saw it happen. AI walking into our lives. Through the ads that follow us on social media. The personalized pick of movies and shows. Our cars. The maps helping us navigate. Right there in our hands – our super-powerful phones. And now, it's happening again. This time with generative AI. In the form of handy tools – like ChatGPT, MetaAI and Stable Diffusion – that pique our imagination, and stoke our curiosity.

Generative AI technology's path into enterprises too has been just as accelerated and enthusiastic, supported by an exponential increase in investments. While almost every enterprise has started working with generative AI, their struggles with data readiness and concerns around regulatory compliance are just as real. A common acknowledgment is that very few of the gen AI pilots, when considered at scale, promise to deliver tangible business value. In the months to follow, we believe, some ongoing AI pilots will scale to strategic AI programs that will then help pave the way for AI-led business transformations.

Our clients, across industries, are looking to solve tough business challenges with generative AI in ways that produce measurable outcomes for them. For example, supporting and personalizing customer interactions, bringing greater efficiencies to marketing and sales,

improving the quality of code, and even enhancing personal and organizational productivity. They also clearly see that the advent of generative AI, with potential for more pervasive automation, will accelerate the pace of workforce transformation. Talent, across functions, will need support to imbibe new skills, and some will even prep for entirely new jobs that didn't exist before. Generative AI, if embraced responsibly, could drive productivity growth and support a more sustainable, inclusive world.

Embracing AI responsibly also means keeping track of emerging AI regulations across countries and jurisdictions while ensuring compliance. Existing processes, policies, guidelines, and tooling will need to be continuously reviewed and enhanced to cover model assurance, model security, bias, fairness, explainability, reproducibility, training data privacy, safety and alignment, IP/contractual risks and sustainability impact too. We are factoring it all in as we engineer enterprise-scale generative AI developments for our clients. You'll come across some examples right here in this Integrated Annual Report. But what we hope you also won't miss is to see how you too can navigate your next as generative AI paves the path forward for us all, and how Infosys can be the trusted partner on that journey into the future.



Would you like to see yourself on the Infosys Annual report cover? You can do this now by creating a personalized cover page using our gen AI platform at [Infosys Annual Reports \(annualreportai.com\)](https://annualreportai.com)

The cover and theme pages images have been created using gen AI tools.



Microsoft Corporation: Transforming platform engineering. Transforming operations

Microsoft Corporation is a technology company that aspires to empower every person and every organization on the planet to achieve more.

As a vocal advocate for the game-changing potential of artificial intelligence, Microsoft was eager to harness the power of AI, especially generative AI, to heighten their operational agility. This meant reengineering their operations analytics platform for better quality, faster response, and support. The platform is a trusted resource for several thousand users at Microsoft, offering insights and transactions support to manage their business operations across commercial, OEM, and partner channels. To amplify and transform the platform with generative AI, Microsoft teamed up with Infosys.

Infosys brought the capabilities of Azure OpenAI Service and GitHub Copilot to help solve this challenging problem. They also brought best practices for leveraging generative AI technologies for code generation and development support. Infosys used these techniques and started to reengineer the platform, factoring in user feedback

while simultaneously addressing pitfalls preemptively and making efficiency projections. The aim was to transform the platform to meet changing user needs at a revolutionary rate. The outcome was a whopping 35% reduction in development effort and a 24% reduction in test-case generation and code review time. In fact, the platform was ready to deliver on Microsoft's operational aspirations six months ahead of schedule!

The renewed operations platform delivers never-before-seen on-time, on-demand intelligence for users with hugely reduced data latency and cost across the 150+ reports of operational insights that the business counts on. The new generative AI-powered knowledge repository enables the platform's support team to provide quicker responses to queries, resulting in an 18% reduction in support ticket volume. This newfound agility, along with the self-service capabilities added to the platform, has resulted in a sharp increase in internal customer satisfaction.

"Successful operations are all about effective support for the business, firmly grounding the core technology to make that possible, and being able to pivot with agility to meet changing market needs. Generative AI, Azure OpenAI Service, and GitHub Copilot, in the hands of capable Infosys engineers, helped us to transform and modernize our operations analytics platform to be able to meet the demands of our business while saving time, money, and delighting users with the experience."

– Jonathan Chromy, Principal SWE Manager, Microsoft