|  |  |  |
| --- | --- | --- |
| Index | contents | Page number |
| 1 | Introduction | 2 |
| 2 | Service concepts | 3 |
| 3 | Operating Strategy | 4 |
| 4 | Competitive Strategy | 4 |
| 5 | Service Differentiation | 5 |
| 6 | Conclusion | 5 |
| 7 | References | 6 |

Introduction

Infosys technologies Ltd is an Indian multinational corporation that was founded by N.R.Narayan Murthy along with his other six members and was established in the year of 1981 (Infosys Limited, 2019). Its headquarters is situated in Electronics City, Bangalore, India which is also knows as the ‘’India’s Silicon Valley”. “Sustainability” is the key component that Infosys works upon. The company generates sustainable value through their transformation efforts among various industries. The company develops software products and provides various other software related services. It is a NYSE listed and global IT consulting company which has more than 228,300 employees (Infosys Limited, 2019). The company is keen to introduce the participation of women into their business leadership. This helped in strengthening the company’s business core. As well as, by investing more into the physical and digital infrastructure opened the gates to the people having various disabilities.

Infosys is the first company from India to be listed in NASDAQ (Infosys Limited, 2019). Over the years, there’s an increase in its capital of US$1.8 billion with a market capitalization of approx. US$47.7 billion (Infosys Limited, 2019).

The company provides three business packages such as EAGLE, DMAP, BANCS 2000 and has its operations situated in various countries such as USA, Europe, Japan and the Indian sub-continent (Kumar, 2006).

This report delivers the idea on the services that is provided by Infosys to its customers, its operating strategy and its core competitive advantage that stands out over other companies.

Service concept

Infosys provides mainly consultation and vivid system related services into two major areas i.e. Consulting and IT services and Product engineering services. The company acts as a “navigator” for their clients to provide them a road map of their corresponding ideas, plan and to execute them with reduced risks.

Consulting and IT services assess the client’s current business strategy and aligns it with the existing IT initiatives. These services also cover the clients prevailing in various sectors such as healthcare, manufacturing, transportation, telecom etc.

Where as Product engineering services mainly takes care and pushes the process of product development and Product management life cycles for the clients that are mainly in engineering and hi-tech industry sectors.

Apart from these, the company has penetrated various services for their customers as shown below:

1. Cloud and Infrastructure

The cloud strategy and its solutions allow various agencies to modify their IT infrastructure by changing their business processes to make it easier and simpler through a mixture of public, private and hybrid cloud infrastructure (Infosys Limited, 2019).

1. Cyber security

It provides the data safety and does a discrete data management for the agencies by keeping the risks aside (Infosys Limited, 2019).

1. Analytics and insights

Designing and implementing system takes care of the analytics and insights of the agencies by helping them to make improvements in their delivery system, optimize their operations and dumps out the unnecessary waste that cause hindrance in the process (Infosys Limited, 2019).

1. Digital

This service provides various Digital transformation initiatives to their agencies and helps them to build deeper and long-lasting relationships (Infosys Limited, 2019).

1. Infosys BPM

It mainly operates as an end-to-end outsourcing service provider that provides various integrated IT and business process outsourcing solutions to the companies (Infosys Limited, 2019).

1. Internet of things

The company offers a bundle of IoT services in vast sectors such as Industrial IoT, Consumer IoT, Industry vehicles and many more (Infosys Limited, 2019).

1. Engineering services

Infosys Engineering services provides advanced computer, mechanical labs to the keen engineers in-order to grow, learn and cultivate new ideas to achieve their desired goal (Limited, 2019).

1. Microsoft cloud business

Infosys Microsoft cloud business speeds up their customers digital journey with the power of the cloud and making it more innovative and unique (Infosys Limited, 2019).

1. iMother Application

Infosys designed an application especially for women that are going through their important stage of their personal life called motherhood. It is a one-stop shop for their employees that are going or leaving for a maternity leave. To ensure that the employee always stay connected, safe and inspired.

Operating strategy

The prime focus of Infosys is to be a well-grounded organization that provides various market offerings and services through their effective business models and vivid methodologies. The company came out with a Zero Distance program that gave their clients a huge benefit by deriving more value from their projects (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018). Zero Distance is a process in which they gave their employees an individual space to develop/create new innovative ideas or methods through their own jobs. The primary focus of the program is to have a positive impact towards the customers. In FY2017, the company deployed Zero Bench program which utilizes the unused resources towards their internal projects (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018). This resulted to a better employee management and operational efficiency.

The company mainly operates on the four pillars towards its strategy and they are listed below:

1. Scale Agile Digital (Infosys Limited 2019)

The company’s agile digital includes investing in various digital capabilities and their services that in turn would be beneficial in navigating their client’s digital journey to the future.

1. Energize the Core (Infosys Limited 2019)

Ingesting AI and automation have helped their clients to energize their core by providing them various solutions.

1. Expand Skilling (Infosys Limited 2019)

The company’s strategy of recruiting the best and skillful personalities from all over the world and from the well renowned academic institutes has not only been of huge benefit but has also resulted in long lasting relationships with their clients.

1. Drive Localization (Infosys Limited 2019)

The company has implanted various tech hubs near their client’s surroundings that can easily be accessible.

Competitive Strategy

1. Global Delivery Model (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018)

In Infosys Global Delivery Model (GDM), the huge development projects were divided into various categories. The work was taken to the location that is nearest to the respected client. This model provides their client a high-quality solution in a smaller number of timeframes that helped them to achieve their operating efficiencies. Usually the company operates most of its projects globally. In March 2018 the company had 126 development centers in 27 countries, and 82 sales offices in 35 countries. This led their clients in 45 countries to execute strategies of their digital transformation. By implementing this model, the company were able to reduce the risks that were associated with offshore technology services provided to their customers/clients. As a result, in FY2018 the onsite revenue was 53.1% of the total revenue and 46.9% offshore revenue.

1. Liquid Position (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018)

By the end of FY2018, Infosys has a current ratio of 3.6 which was higher than the IT strategy services which was accounted for 2.1. The higher current ratio indicated that the company was good at keeping their commitments. Their higher current ratio also indicated that the company was steadfast in competition as compared to their competitors such as Accenture and Capgemini. Keeping the current ratio in mind the company has a strong liquid position unlike its competitors.

1. Financial Performance (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018)

The total revenue of the company increased 3% that is from INR 684,480 million in FY2017 to INR 705,220 million in FY2018. This was due to the increase of 3.1% of revenue from the IT software services. Due to this there was a steady increase in the number of projects executed for the clients.

1. Innovation capabilities (Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review, 2018)

Infosys provides different business and IT solutions to various fields such as healthcare, aerospace, education, goods and many more. More emphasis was laid in investing in tools and techniques, learning new emerging technologies in order to develop digital expertise. In 2015 the company launched “Infosys Innovation Fund” with a motto to discover various entrepreneur projects around the world. The funding was provided to the start-ups in the field of AI, automation, machine learning, big data, analytics, cloud computing and many more. By partnering with these start-ups, the capital was provided to them at early stages of development

Service Differentiation

Infosys an Indian multinational corporation company offers a heap of services/offerings to their customers/clients in order to meet their desired goals of the projects. Skillful and talented employees have been a great and powerful asset for Infosys as they extract their employees from well renowned institutes from all over the globe.

Keeping them in mind the company provides various services towards their employees/clients for their well being among which is the iMother application. Infosys launched this application for the wellbeing of employees that are going through their important stage towards their life known as motherhood (Infosys Limited 2019). It is a one stop shop that ensures the employee’s wellbeing, safety and provides a sense of connection/touch towards them. Whereas in 1994 Petit Infoscion Day was introduced by the company in which they introduced various activities, games and food for the children of the employees (Infosys Limited 2019). Apart from these the children are recognized who excel in these activities such as sports, academics etc.

HALE (Health Assessment and Lifestyle Enrichment) (Infosys Limited 2019)

Infosys Employee Relations team conducted various activities among their employees in-order to study their tactics, skills and reactions to the desired task given. As a result, it was found out that most of the young employees undergo physical and mental illness. Having a desk bounded/inactive lifestyle with a high work pressure, stress lead to various heart bound diseases such as high blood pressure, depression, having suicidal thoughts/actions.

HALE was introduced with a prime focus to increase the awareness, overall wellbeing of the employees that will result in good health, reduced stress levels, safe work environments and improved quality of work levels.

The pillars of HALE are as follows:

* Health
* Safety
* Leisure
* Emotional wellbeing

Community Engagement (Infosys Limited 2019)

Aarohan : Solving problem of the heart

Aarohan, a platform that was introduced by the foundation in which the products with their working models that helped to improve the social challenges were pushed forward towards its implementation.

The categories included are as follows:

* Healthcare
* Rural development
* Women’s safety and empowerment
* Education and support
* Sustainability

Conclusion

Infosys is ranked second in the overall business world list behind google India (Infosys Limited, 2019). The company was started by a team of seven member with an investment of $250 and now has a revenue of 11.8 billion USD till date (Infosys Limited 2019). With employee as a powerful asset the company has wide range of services prevailing for their clients to attain their desired outcome in the future.

References:

* Limited, I. (2019). *Infosys - Company History & Defining Milestones | About Us*. [online] Infosys.com. Available at: https://www.infosys.com/about/Pages/history.aspx [Accessed 4 Aug. 2019].
* Kumar, S. (2006). A comparative analysis of key information technology players. *Technovation*, 26(7), pp.836-846.
* UKEssays.com. (2019). *Vision And Mission Of Infosys In Consulting And It Services Business Essay*. [online] Available at: https://www.ukessays.com/essays/business/vision-and-mission-of-infosys-in-consulting-and-it-services-business-essay.php [Accessed 4 Aug. 2019].
* Limited, I. (2019). *Infosys BPM - Services | Business Processes Management*. [online] Infosysbpm.com. Available at: https://www.infosysbpm.com/offerings/functions/ [Accessed 4 Aug. 2019].
* *Infosys Ltd (INFY) - Financial and Strategic SWOT Analysis Review*2018, , Global Data Ltd, London.
* Limited, I. (2019). *Infosys – Founders of the Company | Management Profiles*. [online] Infosys.com. Available at: https://www.infosys.com/about/management-profiles/Pages/founders.aspx [Accessed 4 Aug. 2019].
* Limited, I. (2019). *Infosys is No. 2 in BusinessWorld's List of 'Most Respected Companies'*. [online] Infosys.com. Available at: https://www.infosys.com/newsroom/features/Pages/most-respected-companies.aspx [Accessed 4 Aug. 2019].
* Infosys Limited 2019, Infosys Sustainability Report 2018-19, Infosys, data retrieved 4 Aug. 2019, <<https://www.infosys.com/>>.