

INFOSYS LEADS AND PROPOSALS SOLUTION

Intelligent Opportunity Management for professional services

Are you a partner or a managing director of a professional services firm trying to drive leads and opportunities?

Are you looking for a simple solution to manage the pursuit cycle?

Leads and Proposals Solution is a modular, industry-specific solution developed by Infosys on SAP Industry Cloud to deliver business innovation especially to the professional services industry.

Unlike traditional products, marketing has a limited role in this industry.

The service is the basic premise and engagement is dependent on deep connections with customers. The professional services industry is shaped by its traditional approach to business. This industry places a high premium on individual expertise and building strong personal relationships with clients.

Staying ahead of the technology curve can prove to be a big growth driver for professional services firms. While enabling exploration of new opportunities and new business models, it will also drive greater value for your clients.



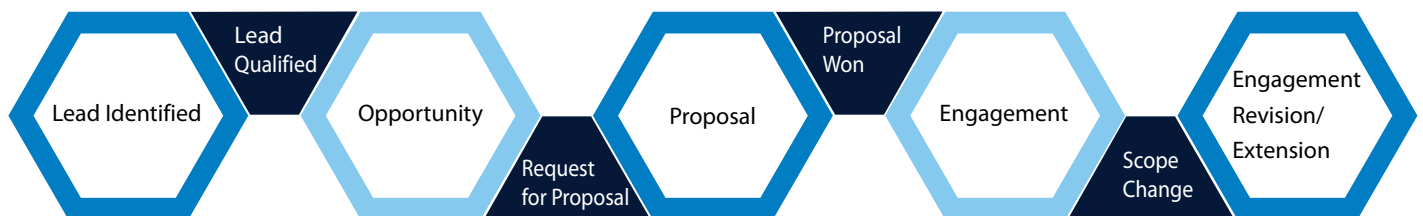
Infosys Leads and Proposals Solution

Our Leads and Proposals Solution provides a lean yet intuitive way for partners and managing directors of professional services firms to track leads, convert them into opportunities, and manage the pursuit cycle. It provides a holistic view for partners to view leads

originating from various interactions and sources, track status, and qualify leads for a formal proposal.

The solution leverages SAP Business Technology Platform (BTP) for designing different applications, SAP S/4 HANA Cloud for professional services, and SAP

Smart Business Services and SAP Analytics for reporting and analytics. It also uses intelligent technologies such as predictive analytics to forecast the probability of a win and recommend the employee best suited for a particular pursuit, and conversational AI for retrieving information quickly and easily.



Key Features

- Simple and configurable dashboard to gain visibility on lead conversion, new clients, win-loss ratio, enable interventions to improve the conversion ratio, and track revenue growth
- With seamless integration with SAP S/4HANA Cloud, project code creation is automated, thereby improving visibility for project managers
- All capabilities are available for new leads and opportunities as well as for scope changes
- The solution is optimized for mobile with the capability to capture leads information when offline. When you connect back to the network, the information is synchronized automatically
- Chatbots and conversational AI enable partners, principals, and other team members to retrieve information without the need to log in
- Surveys to capture the reason for a win or loss enable the business to apply the lessons for future leads and improve win probability

Business Benefits



Increased lead conversion and revenue

The solution guides partners on win probability, recommends employees best suited for the pursuit team, and provides win-loss analysis history



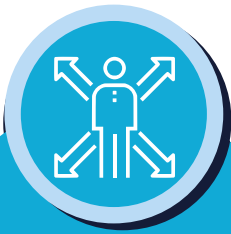
Improved focus on opportunities

Businesses can focus efforts on qualified leads while keeping a tab on potential leads. The solution provides a mechanism to set up a review process to qualify leads



Improved revenue growth

Visibility of historical leads and opportunities along with win-loss analysis leading to approximately 20-30% growth



Reduction in missed opportunities and unstaffed engagements

With notifications and reminders on ageing opportunities, it is easy to spot potential leads from the backlog and staff them as needed to continue the pursuit cycle



Automated dashboards, KPIs, and reduced operational overhead for partners

Ability to measure KPIs such as win-loss ratio, net new clients, top opportunities, top partners, key reasons for win-loss and many more. Since several activities are automated, partners are free to focus on the business and reduce their operational overheads



Capability to capture lead information when offline

Sometimes data about new leads or revisions and extensions is captured offline. This solution is optimized for mobile to capture lead information even when offline. Connect back to the network to synchronize the information

For more information, contact askus@infosys.com

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Navigate your next

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