



# MAXIMIZE THE VALUE OF CLOUD INFRASTRUCTURE WITH INDUSTRY SOLUTIONS FOR BUSINESS TRANSFORMATION

Cloud transformation programs empower enterprises to modernize operational processes and enhance quality of service. The cloud augments seamless connectivity with security and governance to facilitate agile and secure deployment of digital applications. Private, public, hybrid, and multi-cloud platforms support application-centric technology stacks that address development and delivery requirements. Further, cloud-agnostic and cloud-native solutions supported by open and modular

frameworks automate the application lifecycle, boost business resilience, and drive innovation. Notably, usage-based cloud operating models enable an OpEx approach to consume compute and storage resources at scale.

The operational challenge in cloud systems: service experience management. Customers, business partners and the workforce seek an integrated, secure and seamless experience at all instances. Delivering a consistent application experience to stakeholders while

ensuring superior control of application performance irrespective of the business function or cloud environment is a challenge for a majority of enterprises transforming digitally. In addition to growing service expectations, service differentiation is a critical value proposition in several industries. Service organizations need to adopt an approach that builds enterprise resilience and ensures infrastructure reliability while enhancing the experience at every interface of human interaction.

## Transforming the Cloud Service Experience

ServiceNow and Infosys have developed a model that combines IP tools to effect a service experience transformation alongside a cloud transformation. **Infosys Cobalt** provides ready-to-use industry-specific blueprints, templates and assets for cloud-native digital transformations. An example is how **Infosys collaborated with ServiceNow to provide enterprise level service management for Manufacturing customers**. The ServiceNow Integration Hub connects critical business systems across the enterprise, while the ServiceNow low-code App Engine allows IT teams to easily automate enterprise workflows irrespective of the maturity of coding skillsets. The synergy between ServiceNow's automated IT workflows and Infosys Cobalt accelerates application development and boosts business services in diverse cloud environments. At the same time, robust IT infrastructure, streamlined processes, and enterprise agility transform enterprise service management.

The ServiceNow-Infosys cloud service experience model transforms service delivery across the enterprise value chain – IT operations as well as business functions and support services such as HR,

finance, procurement, customer service, and facilities. It adopts the principles of Enterprise Service Management (ESM) to offer enterprise-level service management to IT and business stakeholders. Further, the model capitalizes on Infosys' industry-specific domain centers of excellence, comprising technical experts and platform architects. An omni-channel interaction layer streamlines communication, while portals and well-designed interfaces enhance the user experience. Moreover, it allows enterprises to effortlessly develop purpose-built apps using standardized data models such as the Purdue Enterprise Reference Architecture model, Banking Industry Architecture Network (BIAN) framework, and ISA-95. Standardization and uninterrupted data access and the ability to adapt and respond to business challenges as well as opportunities enable enterprises to accelerate time-to-value of cloud infrastructure.

Adaptive service workflows of the ServiceNow-Infosys service experience model seamlessly integrate heterogeneous resources – disparate data sources, organizational systems, business processes, devices, and distributed users – across

a multi-touch, multi-app, multi-cloud environment. The ServiceNow Integration Hub connects workflows with specific enterprise systems within minutes, while built-in integrations of Infosys Cobalt accelerate process automation and no-code / low-code app development. Significantly, it facilitates friction-less collaboration between stakeholders and delivers a unified service experience. Automated workflows and a single system of records enabled via seamless integration of in-house and third-party applications improves visibility into functional layers and non-IT workloads.

Infosys leverages the metadata-driven, low-code ServiceNow platform to amplify applications with artificial intelligence and machine learning-based services and analytical capabilities. The ServiceNow-Infosys ecosystem of applications and services drive experience-oriented operations across industries. Among the several point solutions available on the ServiceNow App Store, two are illustrated below. These solutions facilitate the transition to agile, cloud-native operations to achieve business goals, while prioritizing the digital experience for stakeholders.

## Complaints management solution boosts customer experience at a bank

A leading regional bank in the USA wanted to automate processes to seamlessly manage customer complaints across its portfolio of retail and commercial banking products and services. The existing customer service tool required internal teams to resolve complaints through emails, but the absence of a link between complaints and the email communication system caused delays and customer dissatisfaction. In addition, the on-premise tool could not track service requests, resulting in inefficient reporting.

Infosys Complaint Management solution built on the ServiceNow cloud platform provides anytime, anywhere accessibility to customer grievances captured through various channels including portal, helpdesk, chat, and communities. The solution mitigates operational risks via user-oriented features

(Figure 2) including proactive customer communication. Process automation deduplicates complaints and ensures end-to-end visibility for each complaint. Further, ready access to relevant information based on the type of complaint drives informed decision making and saves ~40% effort and time for complaints resolution, while rationalizing costs.

Intelligent workflows of the Infosys Complaints Management Solution automatically direct customer complaints to appropriate team(s) for resolution. A unified interface for logging, tracking and managing service requests enables fast and efficient resolution. In addition, integration of communication channels with the centralized service management system ensures consistent resolution of complaints,

which transforms the experience for individual, small business and commercial customers of the bank.

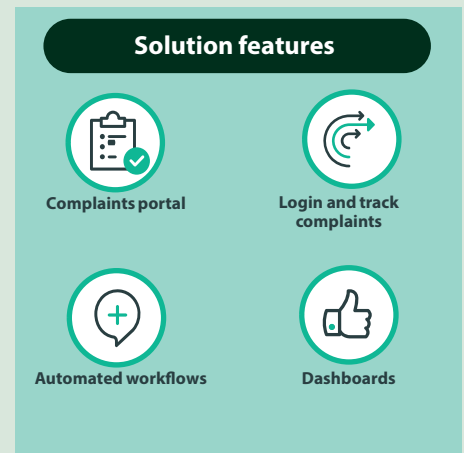


Figure 1: Infosys Complaints Management Solution

## Global business services solution transforms employee experience at a CPG company

A global consumer packaged goods (CPG) company wanted employees to manage queries and cases across functions with a unified enterprise tool. A complex IT landscape, disparate processes and customized legacy systems hampered productivity, with employees spending almost 13 hours every month on follow-up and simple tasks.

The techno-functional project team combined Infosys Cobalt's cloud offerings with out-of-the-box functionalities of the ServiceNow platform to consolidate ticketing tools and replace legacy query tools with the ServiceNow Single Query Management (SQM) tool. The team leveraged rich features of the cloud-hosted Infosys Global Business Services (GBS) solution (Figure 2) to align cross-departmental business processes. Predefined department-specific service catalogs in the GBS solution accelerate integration of the core HR system and multiple business systems. The adaptable and scalable delivery model enables inter-transfer of request tickets and universal request management. A self-service portal with an integrated chatbot allows customized search, and consolidates queries and cases across IT, HR, workplace, finance, travel, and legal departments.

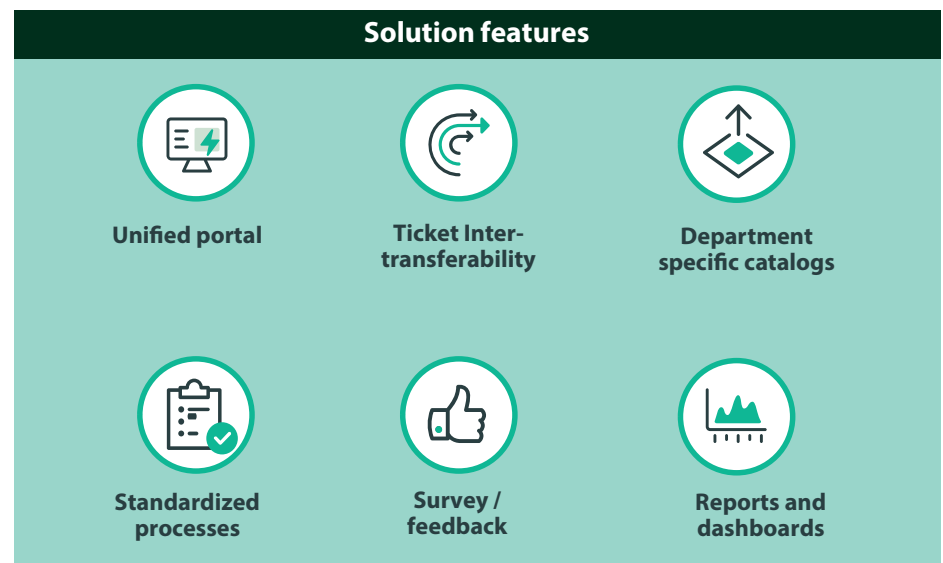


Figure 2: Infosys Global Business Services Solution

The Infosys solution transformed the service experience for business users, while ensuring good data integrity and rationalizing operational costs. The migration of 17,000+ knowledge artifacts from legacy systems to the portal simplified search and enhanced knowledge consumption. Reporting tools and dashboards to address unique requirements further boosted the employee experience.

The ServiceNow-Infosys service experience model combines advanced automation with best practices in cloud deployment to maximize availability and functionality. Our approach empowers operations teams to manage data, application, infrastructure, and security workstreams efficiently.

## About the Authors



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Arvind possesses diverse experience in design and implementation of large, IT service management, and infrastructure transformation programs. A winner of International IT service management leadership award, he is an expert in strategy definition and execution, practice management, talent management, thought leadership, and innovation.



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Aniesh has been part of the IT Industry for over 14 years and has spent over eight years of these leading large scale ServiceNow transformation programs for global organizations. He is currently the Practice lead for ServiceNow Industry Vertical solutions and Now Platform AppEngine service line at Infosys.

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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