INFOSYS FLUID DIGITAL PROCESS AUTOMATION, PART OF INFOSYS COBALT

Abstract

Businesses today need to be resilient in order to thrive, grow and innovate. They must evolve into adaptive live enterprises. Premium and quick hyper-personalized experience is the new normal today. As a result, the need for transformation is imperative for business survival. To cater to this disruption, even well-established organizations tend to respond by upgrading their technology stack instead of transforming the core. This paper explains how Infosys Fluid Digital Process Automation, part of Infosys Cobalt, helps enterprises transform their core to reimagine processes, platforms and experience.

Drivers for a Fluid Digital Process Automation (DPA) approach

Fluid customers have fragmented, unpredictable and unique journeys, forcing business to constantly adapt. This fluidity is further influenced by geographic, demographic and societal evolution that impact business contexts, goals and transformation journeys.

How can businesses remain resilient in such an environment? How can they achieve transformation that not only caters to this fluidity but also transcends it?

Infosys has devised a strategic transformation approach that amplifies the core and delivers new capabilities that extend value beyond transformation.

Digital transformation is no longer linear. If an enterprise wants to transform their customer experience (CX), they must also assess its impact on other imperatives within the enterprise. For instance, CX transformation may call for a simplification of enterprise-wide processes or it may fast track the overall IT refresh for the enterprise. To navigate through these complex curves, a new and diversified set of capabilities, tools, models, and frameworks are vital.

Infosys Fluid Digital Process Automation, part of Infosys Cobalt, is an approach that guides organizations towards the 'Live Enterprise' vision. It provides the strategy, roadmap and platform services for organizations to continuously respond and grow with data-driven decisions and cognitive actions.

Live Enterprise driven by Infosys Fluid Digital Process Automation, part of Infosys Cobalt

Infosys Fluid Digital Process Automation, part of Infosys Cobalt, gives enterprises the advantage of responding to disruptions in addition to:

- Adapting to and leading environment changes
- Rapidly and flexibly creating new experiences for customers
- Unleashing hyper productivity
- Leveraging new product possibilities to stay ahead
- Reskilling talent for the jobs of today and tomorrow

Infosys Fluid Digital Process Automation, part of Infosys Cobalt, is a fusion of capabilities, IPs and platforms that plug into each other as effortlessly as Lego blocks. It delivers agility, speed and scalability to fuel enterprise growth through four key capabilities: Sense, Analyze, Respond, and Evolve.

Sense

The 'Sense' set of Fluid DPA capabilities allows a deep understanding of the interactions in the ecosystem of customer channels, machines and enterprise systems. Infosys combines competencies such as Internet of Things (IoT) and sensors, optical character recognition (OCR), stream processing, and machine/human signals. We have also created specialized 'Fast Data' solutions for streaming real-time data across IoT, digital channels and back end applications.

Analyze

The 'Analyze' set of Fluid DPA capabilities combines competencies such as process mining, document analysis and natural language processing (NLP) extraction to analyze, process and apply intelligence to large data. It maps customer journeys and business processes to understand areas of friction impacting the customer experience. Infosys combines these competencies with domain-driven business architecture design along with the principles of Six Sigma and lean optimization to eliminate inefficiencies

in the processes. Rich in-house IPs like NIA Contracts Analysis for complex unstructured documentation analysis and Infosys Digitran Platform for digitization of standard operating procedures help augment the Analyze element of Fluid DPA.

Recently, Infosys implemented a credit and lending processes modeling program for a leading commercial bank to identify redundant and reusable process blocks. This brought incremental and evolutionary improvement through slice-and-dice dashboards that analyzed SLAs, average time spent on each step, management overview for overall progress, and projected completion time.

Respond

The 'Respond' element of Fluid DPA ensures that the most appropriate and robust automation is delivered. It leverages low/no code capabilities such as case management, automation bots, APIs and integration, business rules management, data virtualization, and digital experience APIs. These capabilities are combined with IPs like IMAP – a microservices-based Infosys AssistEdge robotic process automation (RPA) platform.

Today, Infosys is modernizing the way governments deliver social payments to citizens by building a connected digital service platform for citizens. This also helps policy makers with new ways of working to respond to policy changes quickly.

Evolve

The 'Evolve' element of Fluid DPA ensures that enterprises keep learning and improving from all that was achieved in the previous Sense-Respond-Analyze elements. Infosys delivers the Evolve element through a combination of capabilities such as next best action, reinforcement learning, machine learning, and decision-making strategies. We also

leverage in-house IPs like Infosys NIA – an industry leading machine learning platform – as well as Infosys Wingspan – the widely awarded and adopted learning platform for enabling evolution through learning.

Multiple systems and diverse processes were making it difficult for a leading insurance firm to settle claims across geographies. Infosys transformed the core claims handling process with a single platform that supports 130 countries. We combined BPM, text analytics, artificial intelligence (AI), and RPA to deliver significant efficiency improvements creating new capabilities.

Through these four sets of capabilities, Infosys helps organizations achieve agility, speed and scale. It makes business transformation a virtuous cycle, sustaining and growing the value of the transformation as a change adaptive culture. The strategy allows organizations to drive transformation by articulating outcomes against multiple perspectives – finance, operations, people, experience, technology, etc. It also allows enterprises to continuously fine-tune their approach against customer dexterity, ultimately transforming the core.

Infosys Implementation Approach for Fluid DPA

The Infosys vision is to create digital natives that thrive on intuitive decisions, responsive value chains and perceptive experiences – all at scale.

But simply embracing digital technologies to enable new ways of working is akin to adding spices and condiments in the hope of creating a new exotic recipe. In organizations, this approach often leads to transformation failure. While investing in technology is one of the enablers of transformation, it is only the reimagining of experience, process and platform that can generate sustainable business value.

Infosys Fluid DPA augments the core digital capabilities of enterprises by prioritizing the following three areas:

1. **Re-imagine processes:** Become live at the core to drive agility across systems, processes and people – Reinventing digital will be the new imperative to innovate and transform business models. Live enterprises have the acumen to infuse digital intelligence into products, allowing them to become adaptive to ecosystem interactions

2. **Re-imagine networks:** Become live at scale to expand market reach and amplify the ecosystem – The digital brain within live enterprises allows seamless straight-through processing of the modern digital stack and makes it context aware, thereby supporting business as well as technology

3. **Re-imagine experience:** Become live by design to deliver personalized experiences and enhance human centricity – Hyper-personalized and connected experiences are the focus of the future. Infosys Live Enterprise sentient journeys help companies get seamless physical and digital experiences and responsive value chains

Future-proof digital transformation with Infosys Fluid Digital Process Automation, part of Infosys Cobalt

Infosys helps customers pick their bets and focus on their core competencies. We create intelligent decisioning frameworks, build responsive value chains and deliver perceptive experiences at scale. With a breadth of services to deliver fluid DPA, our approach and framework ensures that we meaningfully engage customers and execute platform changes that maximize experience, efficiency and empowerment.

Conclusion

Most organizations prioritize the engagement layer to gratify customer needs, believing that by treating customers well, the business can thrive. Other organizations embrace the idea that strengthening efficiency in internal operational processes will keep their businesses relevant. Neither of these approaches are resilient to the disruptions of today. Infosys Fluid Digital Process Automation, part of Infosys Cobalt, uses a hybrid approach of defending current capabilities to meet immediate customer needs while also quickly responding to the emerging trends of the future. It helps organizations transform into live enterprises that adapt to the current environment and future-proof themselves through learning.

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