



INFOSYS LIVE ENTERPRISE – A BUSINESS CATALYST FOR B2B2C TRANSFORMATION

Empowers Industrial equipment manufacturers to sense and fulfill demand and helps transform the end user experience.



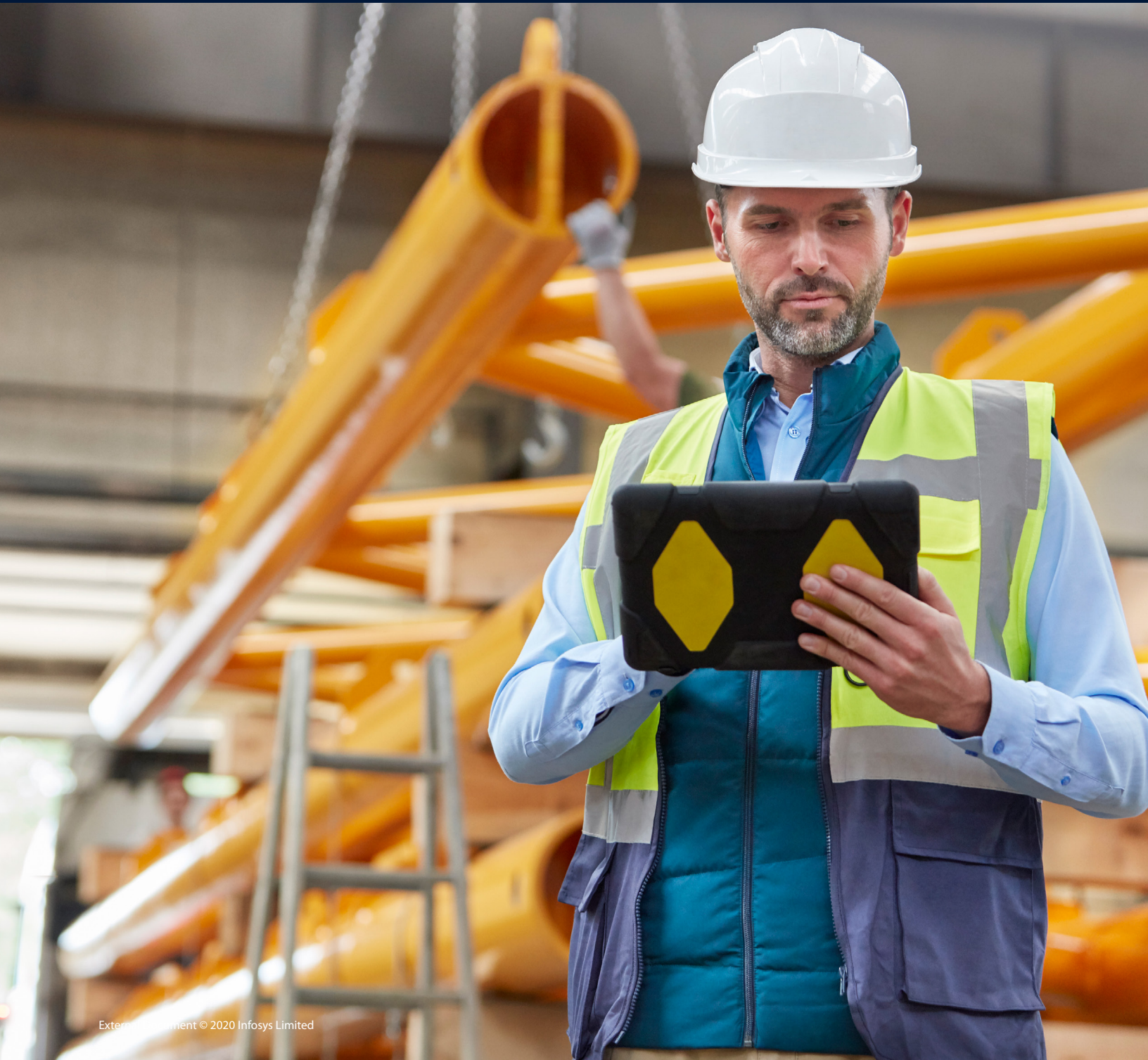
Tesla is the industrial equivalent of Amazon in the digital universe. Business strategies of Tesla and Amazon focus on convenience and service innovation. While the initial thrust of these domain leaders was on online sales, they are now transforming the customer experience through a combination of channels. The large-scale expansion of Tesla Centers for sales, service and delivery sets a precedent for industrial manufacturing.

Tesla's journey has lessons for manufacturers

of discrete products such as automobile, aircraft, farm equipment, and industrial machinery. Customer-centricity demands fundamental restructuring of the business model. More important, discrete manufacturers should be prepared to complete sales deals both online and in-person either through in-house teams or partner networks.

Conventional B2B sales and aftersales processes pose challenges in enabling customer orientation for discrete

manufacturers. While channel / service partners play a critical role, the B2B system prevents manufacturers from engaging deeply with customers. An end-to-end digital transformation of the sales cycle empowers manufacturers to understand customer requirements and serve them effectively. The seamless integration of partner systems with business processes of manufacturers ensures a win-win for all stakeholders through the smooth flow of physical goods as well as data.



Reimagine the manufacturer-customer relationship

Digital technologies allow manufacturers to connect directly with customers. However, the competitive marketing landscape makes it imperative to deliver an omnichannel experience. The Business-to-Business-to-Consumer (B2B2C) model is a good fit, enabling manufacturers to sell directly via portals and showrooms or delivery / service centers. At the same time, it creates a pipeline for business through a network of franchisees, agents, dealerships, and distributors.

B2B2C platforms do not bypass existing sales and marketing channels or partnerships for order fulfillment and maintenance service. Rather, it enables an end-to-end approach to deepen customer engagement. The B2B2C model combines B2B and B2C business relationships and unifies fragmented sales channels. It provides ready access to customer as well as product data, including product

preferences, brand affinity, purchase behavior, and price sensitivity. Such critical data helps manufacturers better understand consumers and become more responsive to latent and emerging needs.

Visibility into the sales, service and distribution network as well as channel partners guides manufacturing and supply chain strategies for streamlining delivery, reducing cycle times, rationalizing costs, and growing revenue. Decisions may range from discontinuing commercially unviable product models or introducing variants of high-margin products to simplifying the buying process. Similarly, data from maintenance service contracts provide insights to optimize components and spare parts inventory, identify opportunities to up-sell accessories, or personalize the experience for institutional buyers.

Digitize the core

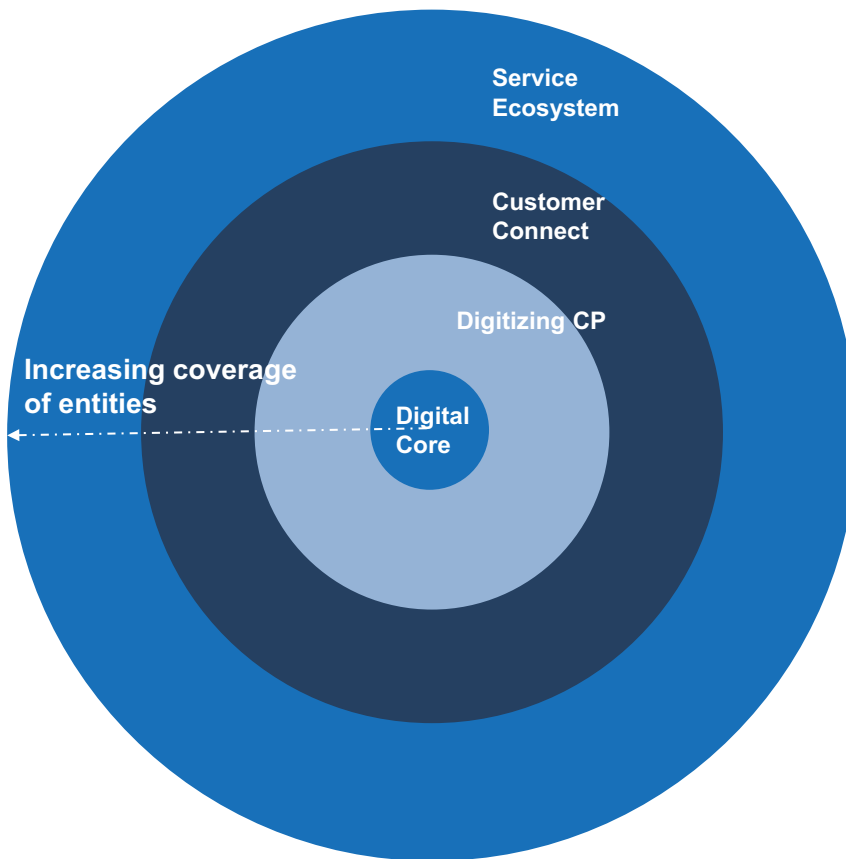
A digital transformation of core business systems is imperative to prioritize customer

engagement. The Infosys Digital Core Framework enables a seamless transition to the B2B2C model. The framework provides a robust foundation for the entire value chain of B2B2C - from pre-shopping / learning and the buying experience to the ownership experience for owners. It further creates a roadmap to rewire partnership networks, customer support, marketing, and order fulfillment.

The scalable technology architecture of the Infosys Digital Core Framework supports cloud-hosted platforms for big data analytics, Artificial Intelligence (AI) and Industry 4.0. In addition, it incorporates best practices in purchase experience design, online price comparison, and mobile commerce. The framework enables discrete manufacturers to deliver a superior B2B and B2C purchase experience while mitigating risks of B2B2C commerce.

A digital core transforms the customer journey, which enables industrial manufacturers to maximize the value of a B2B2C ecosystem. The Infosys Digital Core Framework redefines the product and customer experience through seamless integration with third-party service providers for value-added services, omnichannel ordering and transaction management. Moreover, the integrated framework automates customer communication, data management and behavioral analytics.

Partnerships with technology service providers, suppliers, distribution partners, and marketing intermediaries is a prerequisite of the B2B2C model. The Infosys framework streamlines channel partner management and supply chain structures. Further, it enables unprecedented access to customers for manufacturers by providing rich insights into strategic partner systems and strengthening sales and marketing processes for omnichannel operations. The digital framework facilitates real-time collaboration between stakeholders, which empowers global manufacturers to deliver a consistent experience across product lines, customer touchpoints and sales channels.



Infosys Digital Core Framework for B2B2C Transformation

Success story

A US agriculture equipment manufacturer adopted the Infosys Digital Core Framework to cultivate end customers (farmers) with self-care for machines as well as contracts. The digital core unified disparate business processes, applications and technology platforms, thereby rationalizing process loads and reducing lead times. The digital framework energized both B2B and B2B2C business processes and global functionalities.

Notably, it integrated data from farmers and farm machinery in real time, which helped the enterprise provide proactive service.

The digital architecture connected the front office (sales and marketing) with core operations and back office systems. The unified landscape enabled the agriculture equipment manufacturer to implement several marketing programs: (i) Salesforce solution provides a single source of customer data, generates well-qualified sales leads, and increases conversion

ratio. (ii) Configure-Price-Quote (CPQ) solution for customers, dealers and guests configures machines, accessories and services, and generates quotes online. (iii) e-Commerce platform simplifies product management and creates a digital storefront for aftersales products. (iv) digital communication channel shares technology updates and solicits feedback from farmers. The digital transformation enables the manufacturer and its dealers to deepen engagement with farmers and enhance field services for equipment.

Transform into a live enterprise

The Infosys Digital Core Framework is powered by the Infosys Live Enterprise Platform to accelerate transition to a B2B2C ecosystem. The Infosys platform transforms a manufacturer into a 'live' enterprise with the ability to gather, organize and interpret data. It also provides capabilities to act on real-time insights for addressing business challenges while reimagining the product and customer experience.

The Infosys Live Enterprise Platform empowers manufacturers to ensure better

alignment at multiple levels – customer, product, order, and service. A 'knowledge map' and a 'digital brain' decode the consumer genome and offer prescriptive insights for human interventions to enhance the efficiency of sales as well as services. Infosys Cortex2, an AI-driven platform, extracts and converts microdata from customer interactions into real-time insights for unified customer support.

A connected, live B2B2C ecosystem capitalizes on advanced digital solutions to target the right customers and serve them better. For instance, blockchain-

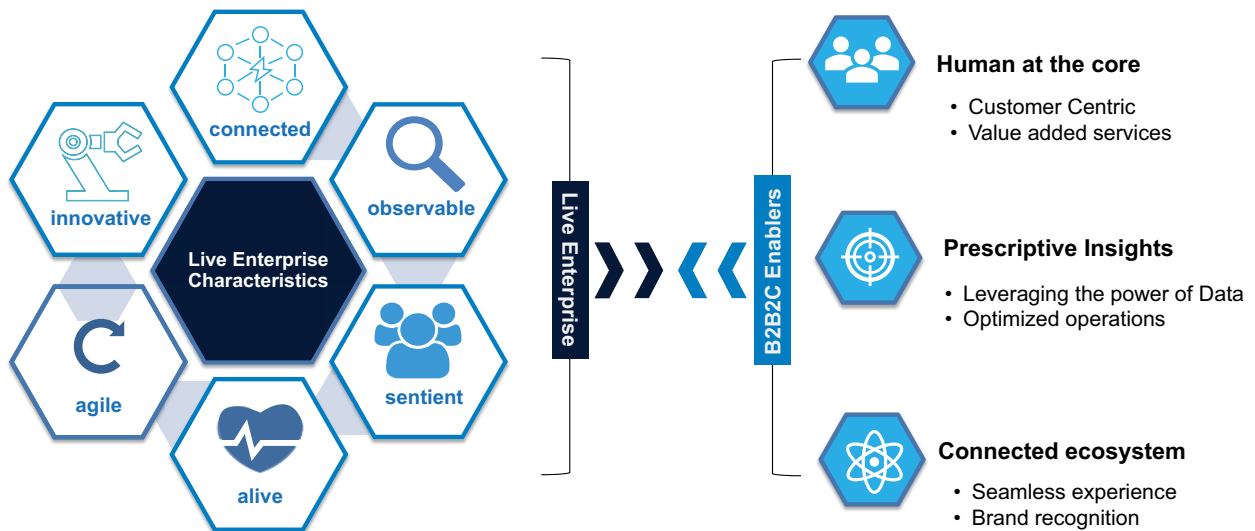
based solutions may be used for parts traceability and logistics optimization. It also encourages dealers and channel partners to drive sales by using advanced tools such as the Infosys Experience Configurator and learning solutions such as Infosys Wingspan. Training enables dealers to use digital marketing assets and dealer management systems to better engage with customers and sell products more effectively. The field force can be trained to resolve issues faster, and maximize machine uptime by installing assets correctly or demonstrating asset usage to customers.





Discrete manufacturers can grow market share as well as order volume via virtual events and showrooms. The Infosys Live Enterprise Platform leverages Augmented / Virtual Reality (AR / VR) to create phygital showrooms. Immersive technologies help customers experience products and make informed purchase decisions. Notably, visualization drives sales even outside showrooms – at roadshows and conferences.

Servitization is an emerging revenue stream. The Infosys Live Enterprise Platform enables smart bundling of products as well as value-added services in a subscription-based model. It also optimizes product pricing and service plans. Infosys Nia, a virtual assistant in the Platform supports guided selling. It augments CPQ tools by offering chatbot service for customers checking product availability, a dealer location, or assistance for placing an order.



Live industrial manufacturer powered by Infosys Live Enterprise Platform



Success story

A Fortune 500 company manufacturing specialty aftermarket parts and accessories for automobiles leveraged the Infosys Live Enterprise Platform to launch a virtual garage and onboard service providers. It created a B2B2C portal for automobile owners to book a garage for repair and maintenance services.

Reusable code base and microservices-based architecture of the Infosys Live Enterprise Platform accelerated launch of virtual garages across countries.

Responsive design enables customers to book garage services and manage their user accounts using mobile devices. Robust API gateways helped the company drive user adoption and increase conversion rate by ~ 25%.

Adopt digital tools to manage demand

Discrete manufacturers need to adopt customer-oriented applications across the value chain to realize the potential of the B2B2C business model. Infosys Live Enterprise Solutions Suite spans the product discovery to post-purchase customer journey. The Suite not only helps a manufacturer establish itself as a preferred brand, but also personalizes the experience across each phase of the purchase cycle.

The AI-driven Infosys Live Enterprise Solutions Suite builds a network connecting the shop floor, machinery, products, partners, and end users to enable smart operations and supply chain innovation. At the same time, it

serves customers in two ways. First, customers can research products online and assess reviews on social media before approaching a dealer or salesperson to make a purchase decision.

Second, ready accessibility to product master data and traceability solutions enhance the post-purchase experience through prompt servicing and options to buy genuine spare parts and components.

Predictive analytics and real-time data-driven decision-making tools transform demand management at industrial units adopting the B2B2C model. Strategic tools to forecast demand and gain visibility into customer sentiment, production lines, logistics, and aftersales inventory at dealerships / distribution centers help demand fulfillment across buyer segments and channels.

Success story

The Infosys Live Enterprise Solutions Suite drives innovation at a multinational manufacturer and distributor of trucks, buses and construction equipment. The company used the Infosys Solutions Suite to create a unified customer engagement platform. The end-to-end platform enabled a smooth migration to B2B2C commerce prior to the launch of mobility subscription

service as an alternative to purchase of automotive products.

A digital core facilitates seamless subscription service by empowering buyers to evaluate vehicles online and leverage tools for decision support. The integrated B2B2C landscape allows the enterprise to grow the business by simultaneously utilizing the dealership network for sales and servicing of vehicles.

The B2B2C model enables manufacturers to leverage emerging technologies to offer consumers a superior shopping experience through a combination of online and offline channels. More important, it empowers discrete manufacturers to promptly fulfill demand for products, components, spare parts, and repair / maintenance service, both directly and through a partner network.



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Vijay is a customer centric, values driven, leader with over 24 years of experience in strategizing and delivering technology enabled, business performance improvements for Fortune 1000 Enterprises. His specialties include advising clients on large transformation objectives with global scope, managing C level client relationships and leading sales and delivery teams.

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