

CEOS, ENERGIZE YOUR DIGITAL PLATFORMS' CORE FOR MARGIN GROWTH



Digital Platforms, the concrete for your organization's foundation

The new age of digital has exploded, and it has just begun.

Early adopters using next generation digital platforms are enabling their organizations to enhance stakeholder experience with high scalability levels. There is no time like now to rethink your business strategy with digital at the core.

Exemplifying digital core for platforms

Digital transformation is a word thrown around loosely – and it is common knowledge, about how 70% of all such “transformations” fail to realize value for the organization and its stakeholders, merely because they were poorly researched and not tailored to the needs of the business.

Asian Paints, the India based MNC is the second most valuable paint company in the world, has been collecting granular sales data on their retail purchases for the last 5 decades. Early adopters of next generation technology, Asian Paints leadership has pioneered driving business using digital at the core, and built a platform for data collection, information visibility and decision making across all business process areas.

As a result, for the past few years, Asian Paints leadership boasts of distribution costs running as low as 3% of their retail prices, because of lowest in the industry forecast error. ^[1]

Does increasing Digital IQ of your organization secure key stakeholder buy-in?

There are too many stakeholders to buy in for a change this size. The standard and “safe” approach is to customize and adapt. But does it always work?

Two different consumer goods manufacturing organizations, both competitors and having lion's share in global markets (making up for about 55% of market share together).

At one of these two firms (the largest one – which had growth rapidly through M&As), we worked closely with the CIO to help him streamline IT demand across US markets and ensure that no unnecessary ad hoc IT changes impact budgeted capital expenditure. This CIO struggled to make his business leader counterparts and board understand why IT had to be done right.

On the other hand, their slightly smaller competitor by scale, had already drawn up clear digital transformation plans, with a focus on building a platform to optimizing for real time data visibility across the organization, and enhancing both customer and employee experience, with a vision set for 10 years ahead. They had clear goals for value realization from digital adoption.

It is hard to imagine sustaining a large-scale business, without building the necessary digital infrastructure required to prevent leakages that impact your margins. This is possible only when your key stakeholders are aware about the potential impact and value created by the digital core of your business.



1. <https://d3.harvard.edu/platform-digit/submission/asian-paints-indias-biggest-data-science-company-that-sells-paint/>



It gets easier once it kickstarts

At Infosys, we ensure to transform ourselves before helping our clients navigate safely to futuristic operating models. One of the most famous case studies is about Infosys' InfyMe app.

InfyMe is an internal platform for close to 400,000 employees across all levels – for all business functions. This migration from the existing congregation of standalone IT apps available on a desktop portal, to an enterprise mobility solution which empowers every employee in the organization from just their phone, was achieved by reimagining a post COVID world, redesigning business processes where required, building a futuristic app platform that keeps every stakeholder – including generation Z employees now joining the organization plugged into the ecosystem. Infosys invested in ensuring seamless organization change management for this change adoption.



We understand your organization's requirements are unique

Among other Fortune 500, Infosys is helping an agro-chemicals behemoth transform for the next 10 years. This is one of the largest agro-chemicals MNCs globally, with footprint across 90+ countries and revenues worth 20 billion USD reported in 2022 annual reports (growth of 19% YoY).

In addition to ongoing productivity improvement projects, Infosys is driving their "Ease of Doing Business" program, which focuses on consolidating locally fragmented businesses across multiple geographies, upgrades the ERP platforms being used for real-time, granular visibility of accurate data, and improving organizational agility and productivity, directly impacting margin growth in mid to long term.

Kickstarting your journey to build a digital core

CEOs must partner with their CIOs to co-develop a futuristic vision for their organization, for a minimum of 10 years from today.

The responsibilities of a CIO are fast merging into those of a CEO, and a trusted set of domain experts, problem solvers, program and change leaders, and a set of agile and highly skilled technologists will be required to navigate safely to your envisioned future for your organization.

Infosys can help you achieve putting digital at the core of your business, to enable you to build at scale.

Also read the previous article of this series titled, "Planning for Tech Transformations"

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