NASSCOM®

Designing the Enterprise of Tomorrow

Cloud Computing -
A compendium of
case studies

JANUARY 2023

Foreword

2022 has seen India take over the G20 Presidency driving the themes of Sustainable Development Goals (SDGs), Data for Development, Digital Public Infrastructure and underlying all these, Technological Transformation. On the other hand, enterprises of today are focusing on becoming the digital enterprises of tomorrow. At the core of this transformation is Data Analytics (AI/ML), Devices (IoT, mobile phones, etc. – data collectors) and the Cloud (the platform to store/retrieve and process the data).

NASSCOM's Cloud Advocacy Program is tasked with accelerating cloud adoption in India through various programs & initiatives. Under the thought-leadership pillar of this program, we have published multiple reports that explore various aspects of the cloud computing industry – market size, skills, adoption levels, strategic partnerships, and case study compendium.

Under the aegis of this program, NASSCOM launched its first-ever NASSCOM Enterprise Cloud Adoption Awards 2022 in August 2022 to recognize Enterprises and the Government for their excellence in cloud adoption. The 2022 case study compendium is the second edition that covers companies shortlisted for / won these awards.

Through these case studies, the compendium highlights the problem statements that enterprises were trying to overcome, details out the approach that is focused on deploying cloud platforms and cloud-based solutions, and quantifies the impact metrics, both one-time and ongoing benefits.

The case studies cover a range of verticals – Automotive, BFSI, Education, Energy & Utilities, Infrastructure, Oil & Gas, Pharmaceuticals, Retail – across a spectrum of use cases – supply chain, streamlining processes, sales & marketing, governance practices, customer engagement, resource optimization, integration of business units, risk & compliance and more.

What was very heartening was that over 55% participants were from the end-user segment, and we also saw nominations from the government sector and public sector enterprises. Leveraging the cloud platform is helping uncover underlying insights that are enabling new revenue streams, explore new customer segments, expand reach across geographies and allowing new ways to leverage data.

I hope this narrative will help a broader range of enterprises plan their cloud adoption journey and replicate the success.

Sangeeta Gupta
Senior VP & Chief Strategy Officer
NASSCOM

Foreword

With the constantly evolving technology landscape, Enterprises' ability to keep pace with change – while being relevant, serviceable, customizable, and viable – is being put to the test. It has now become essential for enterprises to holistically evaluate their strategies and harness the technology ecosystem to support business. With the myriad benefits that cloud offers, enterprises are adopting a cloud-first strategy, combining cloud engagement models as the best-fit approach for agility, scalability, and innovation.

Enterprises have invested in a variety of latest technologies and are creating a heterogeneous IT environment where both legacy and next-gen technologies can coexist. At times, this heterogenous IT landscape can also be an outcome of business decisions after mergers, acquisitions, and divestures. While the coexistence of technologies in the IT ecosystem seems inevitable, it proves to be advantageous. It helps enterprises protect their investments, allowing modernization of legacy technologies while adopting and integrating next-gen technologies. And by leveraging hybrid cloud, enterprises can synergize and transform their IT landscapes, accelerating business agility that drives growth.

No two industries, or their needs, are the same. So, cloud solutions should seamlessly integrate with the needs of enterprises. While there is no one-size-fits-all approach to a successful cloud journey, a compelling vision – backed by a diligent approach that aligns business objectives to sustainable cloud transformation – enables business success and helps realize expected results.

How can enterprises achieve business objectives while migrating and modernizing to the cloud? It calls for driving strategic changes in culture, organization, and processes, while utilizing new capabilities such as DevSecOps, containers, microservices, blockchain and serverless computing. A continuous metamorphosis, by efficiently absorbing and adapting to these newer paradigms, can help enterprises seamlessly scale for growth and experience business agility.

Through this compendium, gain insights on compelling success stories that showcase how cloud practitioners addressed diverse business problems with effective strategies.

Satishchandra Doreswamy

*Vice President and Global Head -
TCS Enterprise Cloud
Tata Consultancy Services*

Acknowledgements

The first edition of NASSCOM's Enterprise Cloud Adoption Awards and this compendium featuring case studies of the winners and finalist companies is the result of over five months of effort involving various stakeholders of the cloud computing ecosystem.

NASSCOM would like to acknowledge the support they provided in making this possible.

We would like to extend our sincere gratitude to MIDC (State Sponsor) and TCS (Strategic Partner). We also acknowledge our Knowledge Partner, Deloitte India, in shaping the awards – identifying the categories, designing the questionnaire, and evaluating & shortlisting the nominations for the jury round.

Special thanks to all the jury members, leaders representing technology & telecom sectors, academia, end-user enterprises, and NASSCOM, for giving their time and expertise in evaluating the shortlisted nominations & selecting the winners.

We also extend our sincere gratitude to all the organizations – technology & non-tech companies, members & non-members – who participated in this initiative and helped make it a grand success.

And finally, a big thank you to the entire NASSCOM team who helped evangelize these awards within their network.

List of the jury members and the featured companies is given in the appendix section.

Methodology

I

DESIGN

Define award categories

Design questionnaire and case study template for each category

Identify evaluation criteria & build the framework

II

LAUNCH

Outreach to technology & non-tech companies for participation

Outreach via website, community page, social media platforms

Jury panel selection

III

EVALUATE

For each category, applying the evaluation framework, shortlisted the nominations in two rounds

Jury deliberations to select the winners

IV

ANNOUNCEMENT

Winners were felicitated during the NASSCOM Cloud Summit (Nov 17, 2022)

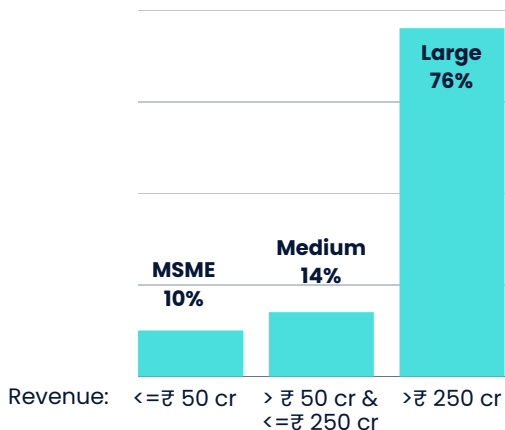Watch the Awards ceremony

Cloud Summit sessions

Participants' Profile

This compendium features case studies (winners & finalists only) for which we have received approval from the respective companies.
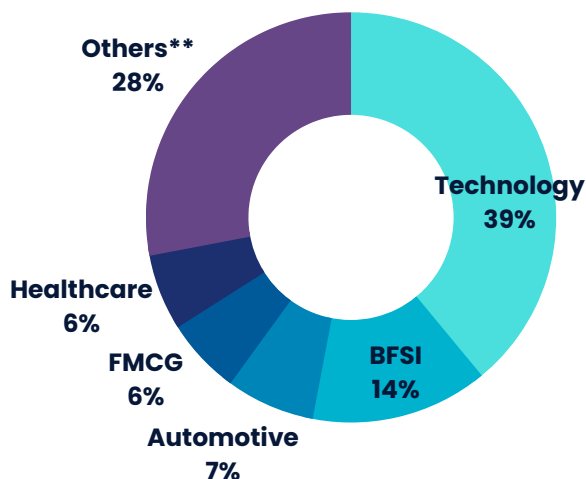
BY COMPANY SIZE ∨

Unique companies: 140 nos.

Large
76%

MSME
10%

Medium
14%

Revenue: <=₹ 50 cr   > ₹ 50 cr &   >₹ 250 cr
                        <=₹ 250 cr

BY VERTICAL ∨

Unique companies: 140 nos.

Others**
28%

Technology
39%

Healthcare
6%

FMCG
6%

Automotive
7%

BFSI
14%

BY OWNERSHIP ∨

Unique companies: 140 nos.

Indian Pvt. 50%	Indian Public 19%	MNCs 24%	Others* 8%

NOMINATIONS BY CATEGORY ∨

% share

Total = 270#

48%

23%

15%

14%
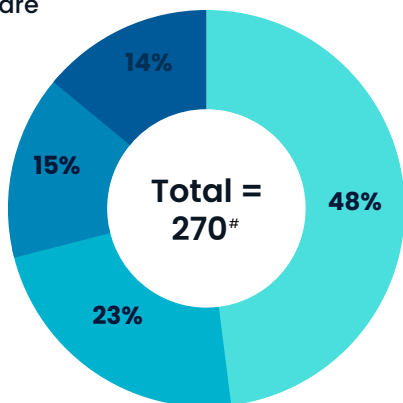
- Cloud for Operations
- Cloud for Customer/Citizen Strategy
- Cloud for Sustainability
- Cloud Innovator of the Year

Note: Total may not equal 100% due to rounding off
*GCCs & Government
#Total no. of nominations across all four categories.
** Includes Construction & Real Estate, Education, Media & Entertainment, Pharma, Retail, Telecom, Textiles, Utilities, etc.

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Key Findings

On-prem infrastructure, lack of integrated systems hampering unified view of business

| On-prem infra: Lack of scalability, legacy systems/ processes, higher cost of maintenance, ineffective use of resources, expanding carbon footprint | Manual / semi-automated systems/ processes being followed | Lack of integration of business functions, business units, technology systems, etc. | Data: Distributed, siloed; no access to real-time data / analytics – No single source of truth | Lack of visibility: Operations, sales, customers, pricing, etc. |

An analysis of the objectives cited for cloud adoption shows firms deploying cloud for:

Integration	Resiliency	GRC	Platformization	Scalability
• Tightly integrate business functions – production, sales, marketing, etc. • Digital Transformation of supply chain • A unified view of the organization – deliver a seamless & uniform experience	• Modernize the IT landscape - Standardise, automate, simplify processes • Leverage analytics & dashboards for real-time visibility & smarter decision-making	• Improving transparency of operations • One-stop solution for statutory compliance	Launch pad for digital technologies – IoT, AI, analytics, etc.	Expand reach across geographies, verticals, customers

Key Findings

Cloud platforms enabling higher automation leading to improved productivity & faster TTM

25-50% SAVINGS

- Lower infra & hardware costs
- Cost optimization strategies
- Effective supply chain management

30-60% AUTOMATION

- Reusable components
- Reduction in errors & incidents
- Faster detection of threats
- Lower product development effort

50-70% FASTER TIME TO MARKET

- Faster implementation of strategies
- Faster onboarding in new markets
- Faster deployment of new products / models

35-45% PRODUCTIVITY

- Enhanced delivery performance
- Greater data accuracy
- Reduction in duplication, false positives

BUSINESS VALUE

Reduced TCO

Automation

Time to market

Productivity

Excellence in Leveraging Cloud for Operations	Excellence In Leveraging Cloud for Customer / Citizen Strategy	Excellence in Leveraging Cloud for Sustainability	Cloud Innovator of the Year

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Areteans
Excel it

Leveraging cloud for effective and impactful scalability

CLOUD SOLUTION & APPROACH ⌄

To become a future-resilient organization, we turned to cloud adoption to ensure easily accessible data & efficient system-driven processes. We now have:

- Strong and fast reporting practices that support management of predictions throughout the entire business, especially across RMG, finance, and HR functions

- Our leads and sales pipeline is now available online for all sales and pre-sale teams to update it on the go across geographies — ensuring all data is live

- Data is available across the globe, updated in real time, & protected from potential leaks

- All our customer demos are now accessible from a single location

- Completely eliminated paper-based work

- HR: Leveraging AI to simplify recruitment processes - from onboarding to offboarding

- Finance: Using time sheets and e-tickets to invoice processes - entire cycle is semi-automated, paperless, and time-efficient

- Data privacy: Moved critical data to OneDrive organization-wide - ensuring we are GDPR-compliant

TECHNOLOGY ❯

OBJECTIVE ⌄

- Efficient end-to-end recruitment process, RMG process, Sales pipeline, Invoicing clients

- To deliver seamless and uniform experience across teams

PROBLEM STATEMENT ⌄

- Increased costs; Reduced flexibility

- Slower implementation cycle

- Reporting issues; Storage issues

- Lack of real-time data & data privacy

IMPACT METRICS

45%
decrease in inventory & costs

45%
automation achieved

25%
increase in productivity

15%
faster time to market

TESTIMONIAL

NASSCOM Awards has been a great opportunity and platform for enterprises to showcase their innovations and efficiency in the field of cloud adoption for operations. Areteans has enjoyed the experience of taking part and sharing our journey of leveraging cloud for excellence. Our cloud adoption as a strategy has been beneficial in increasing capabilities exponentially while reducing costs and security risk for us and our clients.

Gaurav Mathur | Chief Operating Officer, Areteans

AUJAS CYBERSECURITY | **NSE** NSEIT

Enabling clients to proactively counter/prevent cybersecurity incidents

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2022
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CLOUD SOLUTION & APPROACH ⌄

Our clients wanted a single pane, scalable solution with next-gen security capabilities to manage end-to-end security operations.

- We implemented a Cloud based native SIEM/SOAR solution enabled with AI/ML-based automation capabilities – a SaaS-based, pay-as-you-go subscription service. A one-platform, single pane solution with end-to-end security operations management for applications and infrastructure, it offers a holistic view of the organization's information security, incl. threat hunting and threat intelligence

- Our CDC analysts can respond to new edge attacks, zero-day findings using cloud-based threat hunting and threat intelligence solutions

- Our security engineering team developed customer parsers and applied automation to have effective playbooks and use cases to detect new-edge attacks

Three of our leading clients: % cybersecurity workloads on cloud

- India's leading media conglomerate: ~60%

- India's leading direct selling company: 20-30%

- Global data engineering and analytics firm: 70-80%

*: Security, Information, and Event Management (SIEM); Security Orchestration, Automation, and Response (SOAR)
**: User and Entity Behavior Analytics (UEBA)

TECHNOLOGY

OBJECTIVE ⌄

- Continuous monitoring & security ops

- Adopt Managed Security Services model

- Avail offensive security approach

PROBLEM STATEMENT ⌄

- Traditional on-prem solution

- No threat intelligence capabilities

- Limited integration with SIEM/SOAR* & UEBA**

IMPACT METRICS

80%
faster detection of threats & incidents; **70% lower** effort of analysts as they only monitor alerts

Global Analytics & Data Engineering Firm

70%
effort reduction in threat detection

India's Leading Direct Selling Firm

35%
cost reduction in SIEM costs; **45% lower** time to implement solution; **65% effort reduction**

India's leading Media Conglomerate

Offensive security- threat hunting and threat intelligence techniques helped to detect zero-day security vulnerabilities

TESTIMONIAL

A leading Indian FinTech firm appreciated log optimization through advanced use cases and log integration capabilities. This helped reduce monthly subscription value and saved costs.

CustomFit.ai

Optimizing client websites for better customer engagement & conversions

CLOUD SOLUTION & APPROACH

- We rigorously worked with AWS and other cloud partners to optimize the usage using SPOT instances and other Autoscaling techniques which helped us maximize the usage of resources and avoid unused or wastage of resources

- We started using Caching and CloudFront services to reduce latency. This helped fix latency issues providing a seamless experience to our customers

- Currently, we are hosted in the Oregon region, but the CloudFront service of AWS is helping us reach out to customers globally

- We are now exploring AWS personalize and AWS forecast services which offer AI/ML features and can be seamlessly integrated with our product

TECHNOLOGY

OBJECTIVE

Provide efficient and optimal solution to clients that helps them increase their customer engagement and conversions

PROBLEM STATEMENT

- Ineffective usage of resources

- Higher monthly bills

- APIs with significant latency causing rendering issues on customer websites

IMPACT METRICS ∨

‹100 milliseconds API response & latency time	**200%** increase in revenue	**57%** increase in operational efficiencies	**77%** faster time to market

TESTIMONIAL ∨

We were looking for a solution that would help us stay customer-centric and allow us to create experiences that make each customer feel exclusive. We did it with CustomFit.ai.
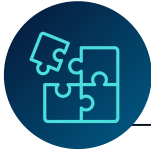
Anirhudh Sridharan | Growth Experiments & Full-funnel Marketer, Chargebee

DATAMATICS

Cloud-based web application development for Sales & Marketing

CLOUD SOLUTION & APPROACH

- Migration of high numbers of IaaS workload to PaaS - balance between cost, time, existing technical debt, and long-term returns - autoscaling of Web apps

- Compressed code & jpeg/png images for faster load time value added service

- Configure Logic apps for health probes, send alert notification on MS Teams & automate cache clearing on front door

- Analyze, test & deploy updated version of containers for stable website performance

- Configure NGINX Server to manage HTTP and HTTPS traffic

- Configured auto-replication of database between two different locations of production & disaster recovery environment - Auto switch traffic to DR for seamless performance

- Configure application insights to automatically detect performance anomalies, help diagnose issues & continuously improve app performance & usability

TECHNOLOGY

PROBLEM STATEMENT

- Existing infrastructure did not fully support global reach of website

- High cost of IaaS - high management & support cost

- Unstable behavior of containers on which website is hosted

IMPACT METRICS

30-50%
reduction in IT spend by migrating to PaaS service

75%
improvement in response time of website

60%
automation achieved via cloud

99%
faster time to market

EESL ® **ENERGY EFFICIENCY SERVICES LIMITED**
A JV of PSUs under the Ministry of Power

Pan-India installation of Smart electricity meters

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WINNER 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH

- Indian Government wants to install Smart meters at PAN India level. This is an end-to-end project which is being managed by EESL

- So far, close to 2 million smart meters have been installed in the states of UP, Haryana, NDMC-Delhi and Bihar. Targeting to reach 5 million meters soon

- EESL has implemented the project with different partners for Meter Data Management (MDM) and Head End System (HES)

- The entire infrastructure is hosted on cloud with Disaster Recovery. The meters are connected through a web-based monitoring system using GSM technology

IMPACT METRICS

Reduce commercial losses of utilities and **enhance revenue**

Reduce peak power purchase cost, enable **power quality analysis** in near-real time

Reduce **carbon footprint**

GOVERNMENT

OBJECTIVE

Optimize operational performance of electricity distribution companies using Smart Meters

PROBLEM STATEMENT

- Large scale of the project (pan-India)

Upgrading Academic ERP on cloud for improving administrative efficiencies

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SPECIAL MENTION 2022
Enterprise Cloud Adoption Awards

CLOUD SOLUTION & APPROACH

IEM, Kolkata has been using Academic ERP since 2008 for administration activities and the entire student lifecycle management. The system has been undergoing upgradation:

- Move to IaaS and AWS Amazon Cloud Service

- Currently, over 80% of the use case workloads are running on cloud

- AI based performance monitoring and routine management

- Blockchain based certificates and student admit card

- Automation during pandemic: Admissions, Fees & dues, Daily Class Routine, Leave Management, Examinations, Copy Checking, Faculty/Student Attendance
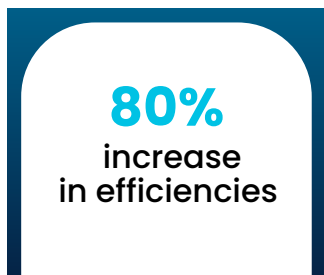
EDUCATION

OBJECTIVE

Towards e-governance, transparency and quality improvement in academic administration

IMPACT METRICS

80%
increase in efficiencies

100%
increase in reusable services

TESTIMONIAL ∨

> *IEM Kolkata has been at the forefront of innovation for more than three decades. We have been innovating and educating our students using new emerging technologies like Cloud, AI, IoT, AR/VR. The result is phenomenal, both for students placements, innovative patents, startups and team member effectiveness across the IEM-UEM group*

Prof. (DR.) Satyajit Chakrabarti | Director, IEM

magnasoft
empowering spatial insights

Leveraging cloud for eProcurement & Vendor Onboarding

CLOUD SOLUTION & APPROACH

- Zoho Creator solved the problem. The partner team (Nexivo Consulting) ensured understanding of the procedure and implementing the tool

- The process starts with the Requisition Module, wherein the employees raise procurement requests to the concern Team Lead. Based on to the financial implication, the budget gets approved by the respective competent authority

- Then one bidding request/RFQ opens for the vendor ecosystem

This automated journey from requisition request to billing has helped Magnasoft boost its productivity & transparency.

- eProcurement application over Zoho Creator cloud caters to Magnasoft's Vendor Management System – allows vendors, freelancers and partners to get onboard and to associate them with the procurement plans

TECHNOLOGY

OBJECTIVE

Deploy a seamless, transparent, automated procurement and vendor management tool

PROBLEM STATEMENT

- Managing freelancers & vendors was being done manually over spreadsheets and emails

- Inability to track incoming quotations systematically led to delays/defaults in payment

IMPACT METRICS ⌄

60%
increase in operational efficiencies

20%
automation achieved through cloud

30%
faster time to market

100%
increase in employee productivity

TESTIMONIAL ⌄

> *Magnasoft eProcurement application implementation program was having a big workflow used by various departments which our partner Nexivo understood well and helped us in part of our journey of digital transformations. This has enhanced Productivity, Open-ended Scalability and Go-Green were the major outcomes of this engagement.*

Tanzeem Yousuf Khan | DGM-IT, Magnasoft Consulting India Private Limited

MANORAMA INFOSOLUTIONS®
HEALTHCARE SOLUTIONS

Enhancing the unstructured healthcare workflow with digitization at Coal India Ltd.

NASSCOM®
WINNER 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH ⌄

OBJECTIVE ⌄

A comprehensive Organizational Change Management (OCM) activity across all hospitals/medical facilities of CIL to enable stakeholders & end users to adapt to the change

Coal India Limited (CIL) wanted to implement the cloud-based Healthcare Information Management System (HIMS) to cater to the needs of 21 of their hospitals:

- Application is hosted on a single data center (DC) on Cloud with an option of a Remote Disaster Recovery Centre (DRC) with a single business process across all the hospitals

- In Phase-I, the HIMS has gone live in 8 hospitals & spanning across three CIL subsidiaries while in Phase-II, HIMS is live in 5 hospitals spanning across three subsidiaries. Rest of the hospitals are set to Go-live by Dec-2022

- The system is helping in proper adherence & tracking of Government & medical compliance related metrics incl. cost & operational controls of departments & consumables

- Real-time dashboards are available with all the department-wise reports, patient/revenue/ surgery count, etc. These have helped in improving planning, operations & management, decision-making at headquarter, subsidiary & hospital level

HEALTHCARE

PROBLEM STATEMENT ⌄

- CIL had an entirely manual approach to the operability of their medical facilities

- Their hospital network was working in silos & inter-departmental linkages were missing. Each hospital had their own operational SOPs

- CIL had difficulty in tracking patient health records, cost of treatment rendered to non-employees as part of CSR activity, employee medical benefits rendered, inventory, consumable procurement cost, overall operational viability of their medical facilities, etc.

IMPACT METRICS

40-50%
improvement in the operational efficiencies

40%
higher employee productivity

60%
improvement in TAT & customer query resolution

20-30%
lower inventory cost

TESTIMONIAL

We have been using the HMS supplied and implemented by Manorama Infosolutions Pvt. Ltd. at our hospitals. Initially, we were a bit hesitant regarding the routine use of software, but they have customized the solution and deployed it on cloud as per our requirement. We found it practical and flexible which greatly helped to avoid physical files and improve healthcare processes. They delivered all the enhancements needed by us to ensure smooth running of day-to-day operations.

Medical Superintendent | Central Hospital (NEC), Coal India Ltd.

NatWest Group

Deploying a resilient, scalable and improved Credit risk modelling & analytics solution

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Adoption Awards
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CLOUD SOLUTION & APPROACH ⌄

OBJECTIVE ⌄

A credit risk technology application that enabled credit risk modelling & decisioning, risk & regulatory reporting and analytics for NatWest's Retail & Commercial banking

- AWS was shortlisted as the Cloud partner and the best technology stack was finalized using AWS S3 for storage, Elastic-Map-Reduce for compute, Airflow for job scheduling, Tableau for data visualization

- Multiple re-usable patterns were conceptualized and implemented to standardize and accelerate development

- Infrastructure-as-a-Code(IaaC) was leveraged to create deployment patterns for storage, compute, modelling and visualization on AWS

- A dedicated link to facilitate controlled data transfer to AWS, Integration of AWS components with Bank's DevOps pipeline, etc.

- A configuration based reusable application framework to standardize data ingestion, management, quality, transformation & controls - reduced development time

BFSI (GCC)
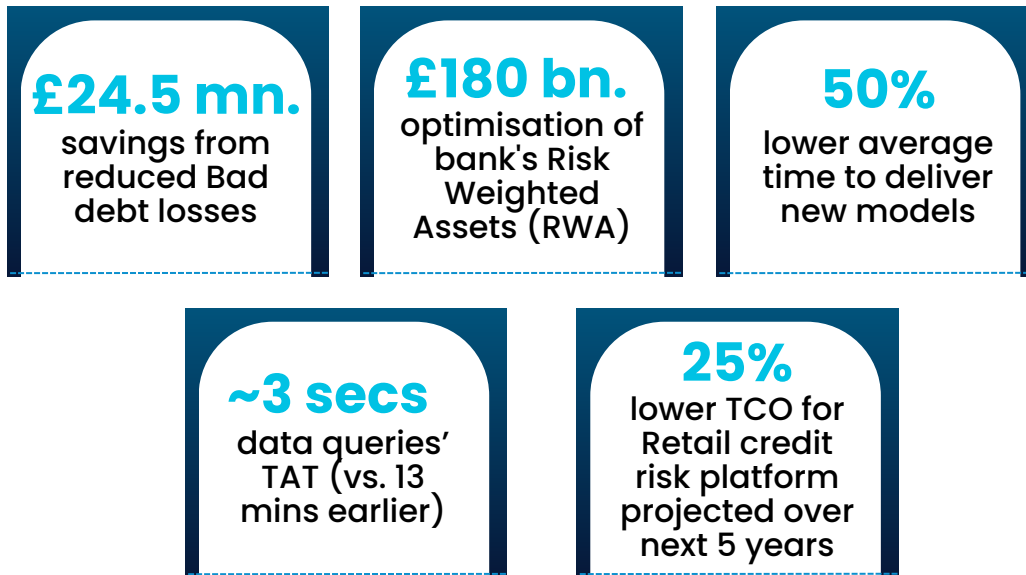
PROBLEM STATEMENT ⌄

- Frequent performance, capacity and stability issues for end-of-life legacy platform

- Lack of scalability: To build credit models to meet regulatory requirements

- High run-cost: Ten upgrades over 20 years costing >£50 mn.

- Longer time to provision physical technology infrastructure

IMPACT METRICS ⌄

£24.5 mn.
savings from
reduced Bad
debt losses

£180 bn.
optimisation of
bank's Risk
Weighted
Assets (RWA)

50%
lower average
time to deliver
new models

~3 secs
data queries'
TAT (vs. 13
mins earlier)

25%
lower TCO for
Retail credit
risk platform
projected over
next 5 years

TESTIMONIAL ⌄

It has been a long and arduous but exciting and rewarding journey to exploit public Cloud technologies to help our bank's business operations and serve our customers better. A BIG THANKS to all involved in making this possible!!!
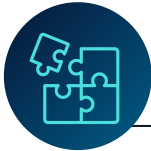
Amit Sakhuja | Director, Technology, NatWest Group

S&P Global

Expediting cloud adoption journey

CLOUD SOLUTION & APPROACH

- Starting with AWS, S&P Global began its cloud adoption journey. Over time, Azure and VMWare Cloud on AWS (VMC) were adopted

- Business is primarily consuming IaaS and SaaS services from the CSPs

- The spCloud Provisioning platform was developed leveraging Terraform, Ansible, and ServiceNow that supports deployments across all CSPs

- spCloud has also been used to provision resources in bulk, enabling S&P Global to expedite its cloud adoption journey and exit data centers resulting in significant savings for the enterprise

- Partnering with S&P Global's EssentialTECH (flagship learning platform), the spCloud code base has been used to develop automation to provision Decentralized Finance (DeFi) Playgrounds in AWS used by developers for their training

BFSI

OBJECTIVE

Improve provisioning process, enable teams to self-provision new resources, standardize instances produced

PROBLEM STATEMENT

- Legacy process of provisioning infrastructure and delivering resources to internal customers

- The build and delivery process took up to four weeks and involved multiple teams, impacting time to market

IMPACT METRICS

70%
increase in operational efficiencies

90%
automation achieved through cloud

TESTIMONIAL

S&P Global's cloud adoption journey saw us travel through phases of moving to the cloud to containerization to using Cloud as our default innovation platform. To me, that is the truest testament to the strength of our Cloud construct.

Sugandha Srikanteswaran | Managing Director, Digital Technology Services, India

≡SEM≡

iSteer ERP for inventory management, accounting & statutory compliances

CLOUD SOLUTION & APPROACH ∨

OBJECTIVE ∨

- Deploy an optimal inventory management tool

- Seamlessly migrate legacy data to the new platform

- Create a one-stop solution for accounting & statutory compliance

- Partnered with M/s Amshuhu iTech Solution Pvt Ltd for a cost effective, turnkey SaaS solution - iSteer ERP

- Migrated our legacy data to the new platform, creating a one-stop solution for all our accounting and statutory compliance requirements

- M/s Amshuhu also provided the necessary training to our staff

- 100% use case workload currently running on cloud

During the Chennai Flood 2015, Vardha Storm and Covid-19, the iSteer ERP solution enabled us to operate as usual. During the pandemic, the sales team, working from home, leveraged the D-Connect mobile app and achieved their sales targets.

AUTO COMPONENTS
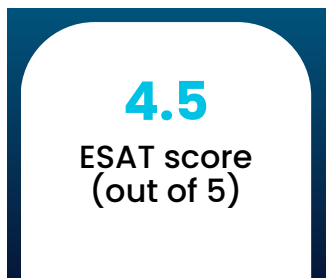
PROBLEM STATEMENT ∨

- Distributed data across locations

- Field/sales agents unable to access live data

- Accounting & statutory related artefacts camouflaged across various branches

- Tedious inventory management process

Further extension going on to build eCommerce portal & mobile application for the customer to enable omni channel experience.

IMPACT METRICS

4.5
ESAT score
(out of 5)

50%
faster time
to market

12X
of turnover
against average
inventory cost
achieved in 24
months

TESTIMONIAL

Like after coronavirus how our world is changed, our entire operating system is changed effectively after launching your software in our concern. Lot of betterment like time saver, less manpower cost, minimizing error, fast communication, transparent details, instant action, high satisfaction, Etc. We are expecting more from your end to grow more.

R Kumar | Director, SEM Enterprises Pvt. Ltd.

TVS MOBILITY

Proactive diagnostic monitoring for post warranty vehicles

NASSCOM®
EXEMPLAR
2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH

We deployed dongle based IoT solution to be fitted in post warranty vehicles, which can provide:

- Entire vehicle performance history along with proactive alerts for any upcoming issues

- Provide customers with details of the nearest service centers to get the vehicle serviced at the nearest location and avoid complete vehicle breakdown

Complete solution is designed and running on Cloud infrastructure:

- Complete Cloud SaaS model (Kafka, Kubernetes, Maps, Analytic engines, etc.) to work in tandem with and seamlessly integrate with IoT based devices (dongles)

- App solution designed to get data seamlessly from these devices installed in the vehicles, process the data, and provide analytics of vehicle performance in almost real time

- With Google maps and the dongle's active status, we can track the location of the vehicle and guide it to the nearest service outlet

This proactive diagnostic monitoring avoids vehicle breakdown, thus enabling better vehicle care and improved customer experience.

Currently, the solution works on 2G/4G technology; we are exploring to further enhance this with 5G rollout in the future.

AUTOMOTIVE

OBJECTIVE

- IaaS for entire organization

- SaaS model for Sales & Marketing

PROBLEM STATEMENT

- Data in silos (across multiple systems)

- No single consolidated repository to track vehicle service history

IMPACT METRICS

5 months from conceptualizing to Go Live	**25%** higher operational efficiency	**20%** automation achieved through cloud	**20%** higher CSAT

TESTIMONIAL

"Cloud adoption and SaaS/PaaS services has helped to accelerate our growth journey in the field of IoT based solution deployment."

Manjunath Prasad | Head IT, TVS Mobility PVT LTD

vasista
Innovation through high quality research

Modernizing the traditional unorganized Dairy industry via cloud

CLOUD SOLUTION & APPROACH ⌄

OBJECTIVE ⌄

- A technology solution to bring India's Dairy industry to cloud

- Ease of use for the traditional dairy community & non-tech savvy employees

- Cloud infrastructure for development and testing and ability to add cloud infra on demand; use of Open source to eliminate software costs

- Using AWS Serverless components; DevOps, development and Standard Test processes collaborated

- Cloud based Source Code Management, workflow and Cloud-based CI/CD

- Data pipeline automation tools, Infra and application monitoring tools and deployments tools are integrated in cloud

- Scalability to millions of transactions per day with 24*7 uptime achieved via load balancing, clustering and active redundancy and serverless technologies

Different models of businesses - D2C, B2B, B2B2C - have adapted Vasista's solution:

AGRICULTURE

PROBLEM STATEMENT ⌄

Dairy milk distribution chain:
- Involves millions of small / medium self-employed people

- Lack of customer & sales visibility – mostly manual transactions

- Massive effort to collect millions of small value transactions

- Heavy dependence on manual operations

- Enabled to collect orders and payments digitally at an affordable cost

- Access customers, employee activities, sales & payments directly from mobile

- Financial leakages and unproductive disputes minimized; admin costs reduced

- No huge investment in resources and time to achieve this. They are up and ready for digital transactions within a few days

IMPACT METRICS

60+	**320 mn.**	**80%**	**80%**
dairies of various sizes are on cloud	Server hits in 2022 (vs. 220 million in 2021)	growth of active users	increase in digital operations – sales of 10 million liter/day of milk being managed efficiently by a lean team size

TESTIMONIAL

We believe that you really have the capability of adapting complex business scenarios and deliver reasonable solutions which is really great!

Moinul Islam | Senior Manager - Quality Management System (QMS), Process Automation & IC, Brac Dairy & Food Enterprises

vírtusa

Shaping an American multinational broadcasting & TV Network company's enterprise-wide cloud journey

NASSCOM
WINNER
2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★

CLOUD SOLUTION & APPROACH

OBJECTIVE

Cloud City Program
Client embarked on a cloud transformation journey of migrating / modernizing workloads on AWS cloud platform (a multi-year cloud transformation program). Virtusa has worked closely with customer to understand business needs and associated risk thresholds to define a multi-year/phase road map

Virtusa partnered with our client, an American multinational broadcasting & TV Network company, in setting up the Cloud Transformation program which includes formalizing the strategy, approach and conducting numerous POC's to validate the technology, performance, security, and costs. With a phased approach and creation of a cloud migration factory, best practices were established in agile development, DevOps, test automation and disaster recovery.

- Phase 1 – Migrate workloads driving DC Exit

- Phase 2 – Automate & Optimize

- Phase 3 - Modernize workloads with focus on Innovation and Agility

- Phase 4 – Reengineer cloud native solutions

MEDIA & ENTERTAINMENT

PROBLEM STATEMENT

- Managing technology applications stack and infrastructure in on-prem datacenters

- High maintenance and operational cost

- Unable to scale to deliver agility in applications life cycle

---

Re-platform applications to run natively on cloud and rapidly introduce emerging technologies to increase automation, improve availability and lower costs. The creation of a cloud migration factory allowed applications to be migrated in three waves based on the technology stack, complexity and business criticality. Each wave operated with continuous feedback applying learnings to make each application migration much better than predecessors.

As of today:

- Migrated 39 mission-critical business applications to AWS Cloud

- Developed 7 new cloud native applications

- Created a state-of-the-art DevOps automation with one-click deployment

IMPACT METRICS

| **43%** lower infra spend over last 3.5 years | **~25%** Operations team efficiency realized | **98%** applications have E2E build automation; **86% test automation** coverage in cloud | **~25%** faster time to market |

TESTIMONIAL

> *This program focuses on cloud Transformation to build the digital enterprise of tomorrow.*

Barath Ram Gopalan | SVP & Global Head of Cloud, Virtusa Corporation

ZOHO

Integrating Sales, Marketing, Customer services on CRM platform for Zoomcar

CLOUD SOLUTION & APPROACH

OBJECTIVE

Building a unified platform that brings sales, marketing, and customer service activities together

- Upon evaluating and testing out multiple solutions, Zoomcar ultimately settled on Zoho CRM. The CRM system has been completely customized to suit Zoomcar's unique business requirements

- Currently, Zoomcar has 400+ active licenses with several departments using Zoho CRM for their day-to-day tasks

- The entire sales process is covered in the Leads module and is automated using workflow rules – no manual intervention

- Integrated Zoho Forms into Zoho CRM to capture leads generated from the company website. Integrating Zoho Social with Zoho CRM is enabling them to automatically capture leads from LinkedIn, Facebook, Twitter, and others

- Sales team can now qualify leads via Zoho CRM's integration with Ozonetel. This enables them to connect to leads instantly. WATI integration allows for follow up on leads via WhatsApp
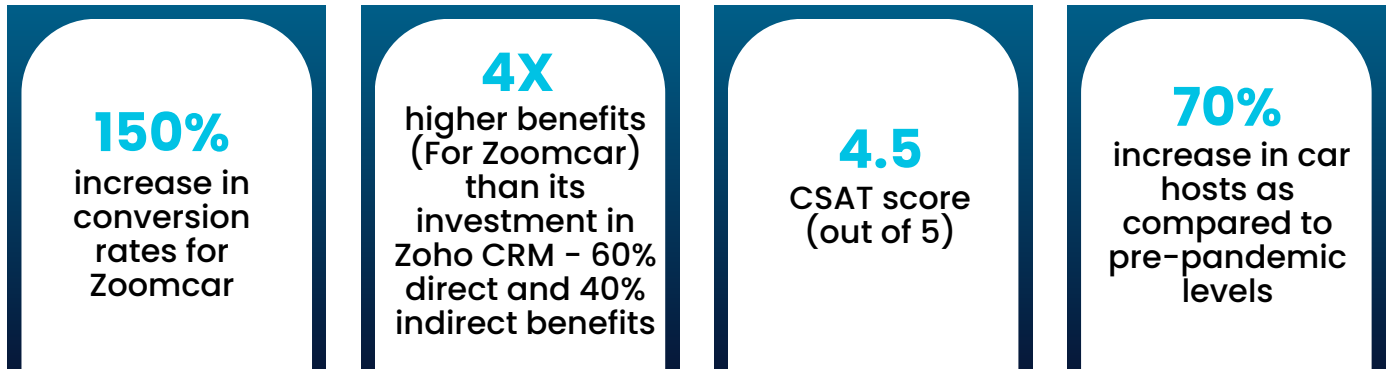
AUTOMOTIVE

PROBLEM STATEMENT

- Zoomcar used MS Excel & Google sheets to maintain its sales information

- Greater vulnerability to high funnel drop-offs and lead leakages

- Scattered and unorganized data across departments

- Sales & marketing did not have a clear view of the latest status of various leads

- Company management can refer to dashboards & reports to get a high-level understanding of the teams' performance

- Currently, Zoomcar manages 15,000 customers on Zoho CRM

IMPACT METRICS

150% increase in conversion rates for Zoomcar

4X higher benefits (For Zoomcar) than its investment in Zoho CRM - 60% direct and 40% indirect benefits

4.5 CSAT score (out of 5)

70% increase in car hosts as compared to pre-pandemic levels

TESTIMONIAL

There's a huge difference between using spreadsheets to manage sales data and using a CRM. Managing 15,000 customers was impossible. Opting for Zoho CRM has truly aided us in managing our leads and closing deals. We're no longer facing our main concerns from before— none of the leads are missed and no leakage happens.

Akhil Pippala | Associate Program Manager, Zoomcar

Excellence In Leveraging Cloud For Operations

Excellence In Leveraging Cloud for Customer / Citizen Strategy

Excellence in Leveraging Cloud for Sustainability

Cloud Innovator of the Year

40

Brihanmumbai Municipal Corporation

BMC's IT strategy provides an action plan for Mumbai to become truly digital

42

BPCL

Project Anubhav – Enabling ₹1,000 crore business with a cloud-first approach

44

Carnot

Complaint Management System help reduce TAT by over 80%

46

Contentstack

Dawn Foods' recipe for online success

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Dr. Reddy's Laboratories

DoConnect – Building remote selling capabilities for a workforce of tomorrow

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KFin Technologies

Instant visibility into Commission Pay-outs for distributors

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Mahindra & Mahindra

Cerebro Platform's CRM & Customer 360 Project

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Microland

Ealing Council, UK goes digital!

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Nuvepro

Catalyzing Pragati's workforce readiness through Experiential Learning

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SLK Software

Effective retirement planning – anywhere, anytime!

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TCS

An Online Single Window Portal (G2B) for investors in TN to get necessary business approvals

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Wipro

Enabling a data center exit strategy and transition to cloud for one of the largest specialty glass players in Asia

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Zoho

Low-code platform for Greater Chennai Corporation's Vaccination Management Portal

BMC's IT strategy provides an action plan for Mumbai to become truly digital

NASSCOM
WINNER 2022
Enterprise Cloud Adoption Awards
★★★★★

CLOUD SOLUTION & APPROACH ⌄

As a Municipal Corporation of one of the biggest and densest metro cities in the world, BMC serves almost every aspect of a citizen's life. It is providing various services like water supply, health and hygiene, fire & rescue, infrastructure, building approvals, property tax collection, education, grievances redressal, licenses, certificates, etc.

BMC started investing heavily in technology over a decade ago. It is increasingly focusing on investing and improving simple things like website, mobile app, chatbots to complex things like embracing latest 3D Mapping for planning.

At present, the Brihanmumbai Municipal Corporation (BMC) has a hybrid approach for hosting their applications:

- SAP systems are on AWS cloud; non-SAP revenue generating applications are hosted on ESDS cloud. Few other non-revenue systems are hosted in-house at BMC data centers

- ERP upgraded to SAP S4 HANA

- Mobile apps & technologies like chatbot services for the ease of citizens are being used as SaaS model

- BMC is providing online services through BMC portal for more than 100 various services like Property tax payments, Water bill, Marriage certificate, etc.

GOVERNMENT

OBJECTIVE ⌄

Improving Ease of Doing Business and Citizen experience

- During COVID, BMC managed pandemic using technology & analytics - came out with granular & insightful dashboards for Management & Citizens from the very beginning

- BMC's IT Vision covers many ambitious initiatives requiring technologies like AI/ML, 3D Mapping, GIS, digitization of documents & learning platforms and adoption of best practices that Cloud Computing will make possible

TESTIMONIAL

> *The cloud delivers more flexibility than traditional IT infrastructures, Reliability, Increased performance and Security. However, comparative analysis & continuous monitoring is important in successful cloud journey.*

Sharad Ughade | Director - Information Technology & Assistant Commissioner – D ward Office, Brihanmumbai Municipal Corporation

Project Anubhav – Enabling ₹1,000 crore business with a cloud-first approach

NASSCOM®
WINNER 2022
Enterprise Cloud Adoption Awards

CLOUD SOLUTION & APPROACH

A cloud-first approach (IaaS, PaaS & SaaS services) was taken to quickly develop new solutions leveraging technologies like IoT, AI/ML, NLP-Bots, QR code-based track & trace, UPI payment gateways, eCommerce using AI models & algorithms, serverless compute, etc. BPCL is the first amongst the PSUs to adopt cloud technology.

100% of workloads for all new customer initiatives are now on Azure Cloud. Predictive & prescriptive analytics helps in receiving customized alerts.

Cloud adoption has enabled faster implementation of new offerings & features:

- AI-based URJA chatbot for instant response or booking LPG refill - 60 lakh+ users with average chat session of 3 mins. 41%+ usage is in non-English languages

- All B2C interactions can be done seamlessly through 'HELLOBPCL' app; 68,000 mechanics are directly connected on this app

- Other in-built solutions like UPI enabled payment for fuel purchase (UFILL), product track & trace (Lubes QR), B2B Portal

- Over 50,000 business leads generated for various B2B businesses

- 83% returning users on average in a period of 3 months

OIL & GAS

OBJECTIVE
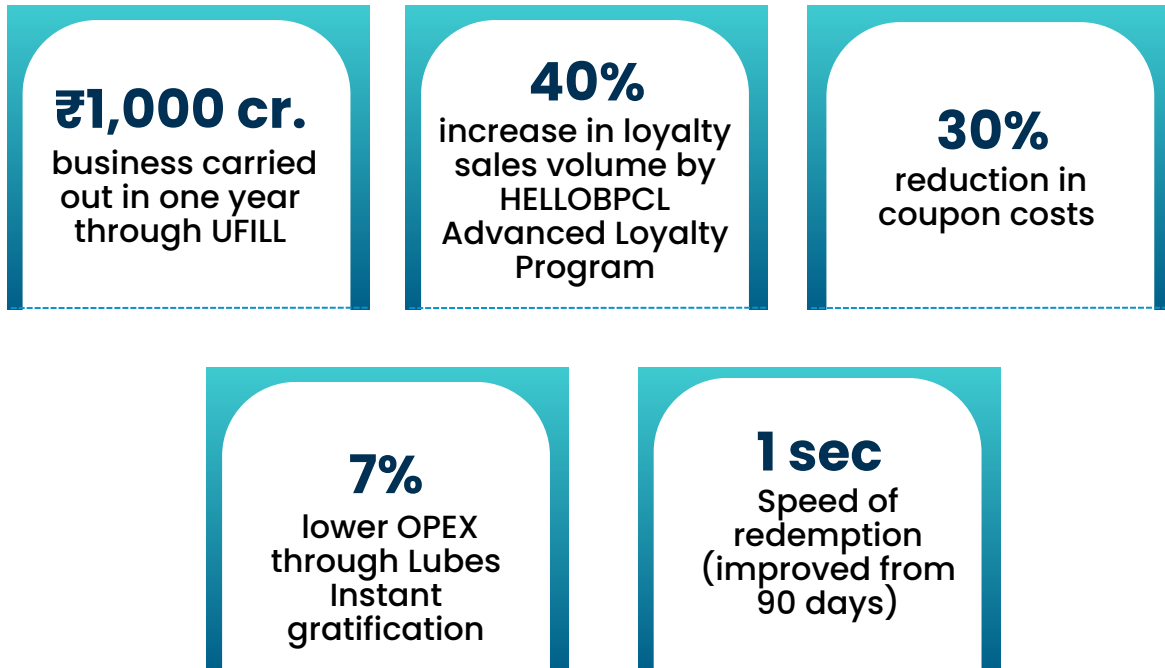
Project a unified view of organization to customers

PROBLEM STATEMENT

- Each BU had its own legacy IT systems

- No integration among departmental IT systems

- Scalability, reusability & higher operating costs of on-prem system

IMPACT METRICS

₹1,000 cr.
business carried out in one year through UFILL

40%
increase in loyalty sales volume by HELLOBPCL Advanced Loyalty Program

30%
reduction in coupon costs

7%
lower OPEX through Lubes Instant gratification

1 sec
Speed of redemption (improved from 90 days)

CARNOT

Complaint Management System help reduce TAT by over 80%

CLOUD SOLUTION & APPROACH ⌄

We deployed the Complaint Management System on cloud with hybrid cloud technology:

- First, we gave an easy form in the app for customers (farmers) to log their complaints and reach out to our support team

- We deployed auto-resolution steps on cloud for cases where issue was identified

- Health check metrics for IoT devices is deployed, which debugs issues even before it is formally reported by customer

- These responses are captured in real-time and stored in our CMS as tickets. The entire history of customer tickets, support actions and ticket status is visible on CMS

- Support team training material, FAQs and tips on how to respond to certain queries is on the CMS

AGRICULTURE

OBJECTIVE ⌄

Effective tracking and faster resolutions of customer complaints

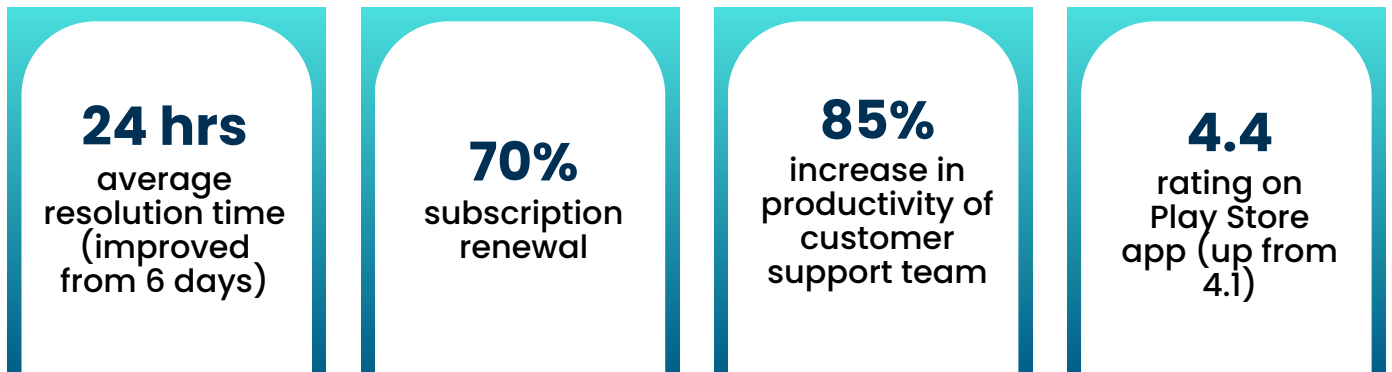### PROBLEM STATEMENT ⌄

- Improper tracking of tickets

- High bandwidth and resolution time to debug issues

- Low productivity of sales support team

IMPACT METRICS

24 hrs
average resolution time (improved from 6 days)

70%
subscription renewal

85%
increase in productivity of customer support team

4.4
rating on Play Store app (up from 4.1)

TESTIMONIAL

> *While CMS (Computation Management System) is thought of as a solved problem across the tech industry, our unique technology of IoT for agriculture needed a fine balance between automation and customization. That is why we stuck to our core values of solving with first principles and the results are evident with 70%+ subscription and 9.4+ NPS .*

Pushkar Limaye | Co-Founder & CTO, Carnot Technologies

CONTENTSTACK®

Dawn Foods' recipe for online success

CLOUD SOLUTION & APPROACH ⌄

Headquartered in Jackson, Michigan, Dawn Foods is a 100-year-old global bakery manufacturer and ingredients supplier with over 4,000 team members worldwide.

In addition to a composable, API-first, and microservices-centric architecture, Dawn Foods wanted its Content Management System (CMS) to be developer-friendly. Ease of use for business users was also a significant factor – they need not have technical skills to manage the content. Dawn Foods' team worked collaboratively with Contentstack architects & implementation partners for a workable solutions that would scale.

- Contentstack is being used on Dawn Foods' online order site. Due to the system's composable nature, the velocity of updating the platform has been impressive - six major releases in six months since launch

- Marketing team can make most content changes without having any dependency on other team members

- Contentstack supports in-product chat and email support to address customer queries

- Includes technologies like AI/ML to provide better suggestions to customers with respect to the content to be generated

FMCG

OBJECTIVE ⌄

An online option to give retail customers access to their extensive product catalog, order with one click, and a convenient online payment portal

PROBLEM STATEMENT ⌄

- Pre-2019, all orders were handled in-person and by telephone

IMPACT METRICS

50%+
of Dawn's artisanal bakery customers have registered as online buyers

80%
faster publishing times

Nearly all online orders **include products** that a customer hadn't ordered before (through offline orders)

TESTIMONIAL

> *I have worked with content in other systems such as Adobe, Kentico, Sitecore, and more. It was pretty painful. To think that my team is managing all the content without needing technical skills whatsoever is astonishing.*

Gireesh Sahukar | Vice President-Digital, Dawn Foods

DoConnect – Building remote selling capabilities for a workforce of tomorrow

CLOUD SOLUTION & APPROACH

- The solution consists of a cloud-native system designed for multiuser experience on both mobile and web

- A web portal for brand managers to create content & iOS and android mobile apps for PSRs to outreach doctors

- Autoscaling is enabled to handle 1.5 million+ Doctor engagement activities per month by 8,100 field users

Cloud helped us with real time experiential and operational data:

- Engage customers on various channels like WhatsApp, Email, Chatbot, etc.

- Address business agility with rapid & seamless enhancements using DevOps

- Health of services proactively monitored to alert the PSRs about down time

- Leverage big data for a 3600 view of PSRs & doctors

PHARMACEUTICALS

OBJECTIVE

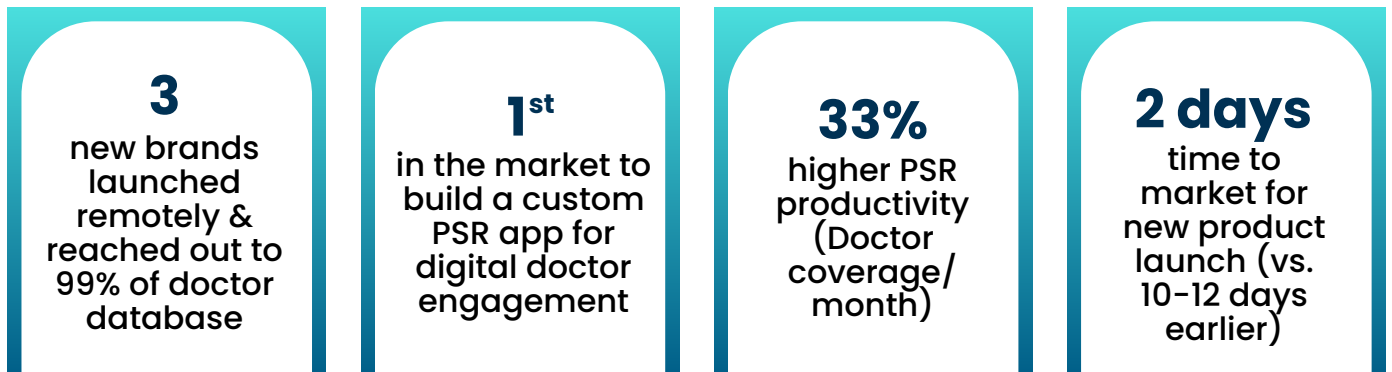Improve marketing strategy for faster reach and increased scale

PROBLEM STATEMENT

- Pharma Sales Representatives (PSRs) were getting progressively lesser face time with Doctors

- Doctors are preferring to spend more time on digital media

IMPACT METRICS

3
new brands launched remotely & reached out to 99% of doctor database

1st
in the market to build a custom PSR app for digital doctor engagement

33%
higher PSR productivity (Doctor coverage/ month)

2 days
time to market for new product launch (vs. 10-12 days earlier)

TESTIMONIAL

"*Now, the doctor knows me by my name & number. We have a personal connect, without using any central numbers which are usually ignored or blocked. Overall this tool has not only helped in my digital connect but has improved my overall relationship with doctors.*"

Chandramouli Chirra | PSR, Dr. Reddy's Laboratories

KFINTECH

Instant visibility into Commission Pay-outs for distributors

CLOUD SOLUTION & APPROACH

KFintech's instant commission pay-outs feature (SaaS model) is an industry first which enables agents to view their accrued commission on mobile any day and withdraw part of this any time and any number of times. The withdrawable amount is displayed in the mobile app.

Once the agent inputs the amount to withdraw, the system verifies the eligibility and shows their bank mandate on the screen. Once they confirm the mandate, the request is processed, and instructions are submitted to the Asset Management Companies (AMCs) payment bank API. This is processed immediately, and a credit notification is sent to the agent's mobile number. Once a withdrawal is made, the agent's net available amount for withdrawal is refreshed in real-time.

This facility is available through online and mobile app channels for ease of use.

IMPACT METRICS

15 points
increase in distributor satisfaction score for AMCs that implemented the Insta Commission framework

Insta Commission facility is used as a marketing **incentive tool** by AMCs to attract distributors in the market

BFSI

OBJECTIVE

Simplify the financial transaction supply chain at the lowest possible cost to the customer using the cloud

PROBLEM STATEMENT

- Monthly disbursement of broker commission

- No visibility on accrued commission

TESTIMONIAL

> *We must rapidly make information available to various stakeholders in this age of instant communication. Cloud-based technologies will be the key enablers to achieving this in the industry.*

Vonkayala Venkata Giri | Chief Technology Officer, KFin Technologies Limited
(Formerly known as KFin Technologies Private Limited)

mahindra

Cerebro Platform's CRM & Customer 360 Project

NASSCOM
EXEMPLAR 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ☆

CLOUD SOLUTION & APPROACH ⌄

As part of our Cerebro platform, we first integrated our Marketing & Sales functions with our Dealer Management System followed by Service & CRM Analytics capabilities.

Our Salesforce cloud implementation capabilities include automated multi-channel lead creation, lead enrichment via call center, Einstein-enabled lead scoring, Mobile-enabled vehicle enquiry creation, dealer assignment & test drive management. Our easy and smart sales processes help our sales team to work efficiently in converting an enquiry into a booking.

Our Salesforce Applications:

- Marketing Cloud: Generate more leads through personalised & automated campaign management. Our marketing capability scaled for 70+ mn. contacts, and we handled a peak volume of up to 6 mn. in a day

- Einstein for lead scoring: High-value leads are prioritised to improve CX

- Experience Cloud: The dealer portal & app (21,000 uers), helps dealers view all customer data, nurture leads, handle enquiries, schedule test drives, & manage bookings on-the-go

- CRM Analytics empowers dealers with real-time data on open opportunities, bookings, test drives, & other metrics to increase conversions & sales. Area sales managers get on-the-go insights on sales pipelines, dealer performance, number of enquiries per dealer, etc.

AUTOMOTIVE

OBJECTIVE ⌄

- Build a robust, easily configurable, and integrable platform

- Serve our customers better with BI and customer 360^0 capabilities

PROBLEM STATEMENT ⌄

- A limited CRM system that didn't integrate with campaign management tools or the core Dealer Management System (DMS)

- Service Cloud: 450+ call center agents can accelerate case resolution

- Sales Cloud: A custom sales review process maps to dealership reporting structures. So, if a dealer sales consultant is under-performing, or needs help closing a sale, the system alerts the area sales managers to help

IMPACT METRICS

DEALERS

| **70%** 'Enquiry to test drive' conversion rate (improved from ~40%) | **50%** drop in lead response time | **10%** points increase in lead to opportunity ratio |

CALL CENTER

| **30-35%** lead to enquiry conversion (up from 20-25%) | **0-1 min.** huge improvement in enquiry creation time (from 3-4 mins) | **Improvement** in the quantum of quality Leads per day |

TESTIMONIAL

> *Our entire customer journey from marketing and lead nurturing, to test-drive scheduling and car bookings, is now managed on a single platform. This makes our dealers' jobs easier, and our customers' experiences smoother.*

Bhuwan Lodha | SVP & Chief Digital Officer, Auto Sector, Mahindra & Mahindra

MICROLAND®
Making digital happen

Ealing Council, UK goes digital!

CLOUD SOLUTION & APPROACH ⌄

The Ealing Council Digital Program was initiated in 2019 with approval from the UK Cabinet. This included design and implementation of bespoke ICT infrastructure and tools to enable effective and efficient customer interactions and staff processes.

Microland implemented:

- A customized cloud-based solution leveraging Microsoft SaaS suite

- Dynamics CRM and Dynamics 365 portal integration for automatic case creation and communication between CRM case owner and citizens

- D365 Integration with SharePoint Online for document access and tracking in a centralized location

- Microsoft Azure Active Directory B2C to secure documents, manage customer access and custom security frameworks to help protect data confidentiality

- Microsoft Power BI to build and generate custom dashboards and reports to match council business needs

GOVERNMENT

OBJECTIVE ⌄

Deliver stakeholder engagement, behavioural transition and business process re-engineering to ensure viable adoption of technology into the Council's behavioural norms
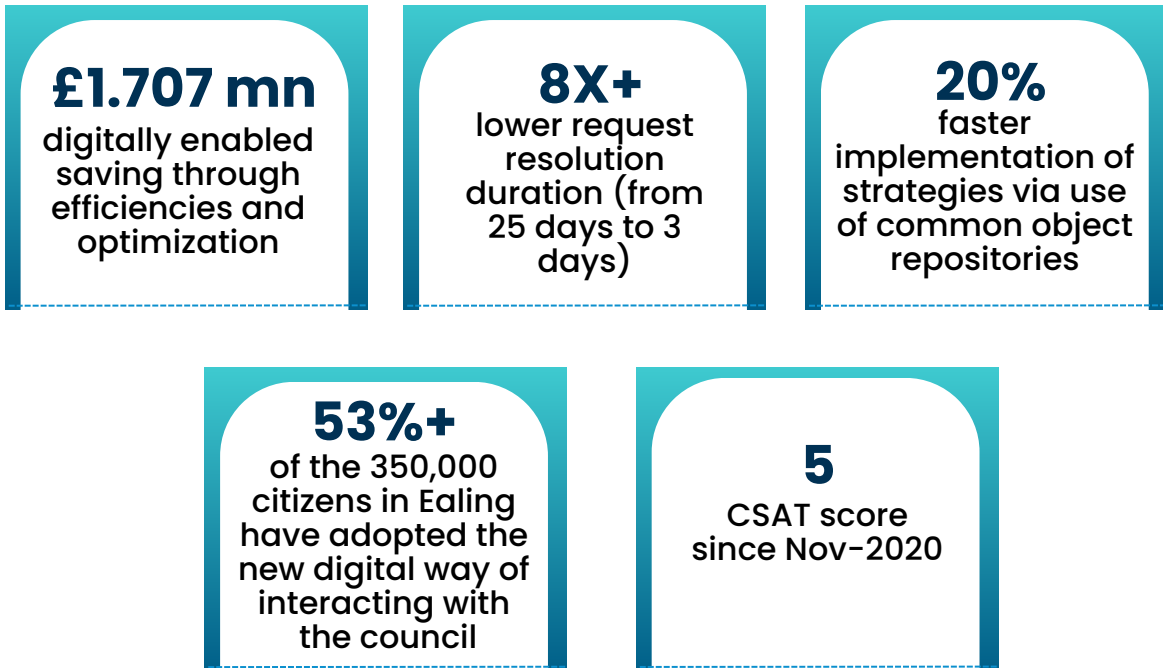
PROBLEM STATEMENT ⌄

- Reliance on manual processes & offline channels - high cost of operation and low citizen satisfaction

- Disparate line-of-business application systems led to fragmented data silos and operations

IMPACT METRICS

£1.707 mn
digitally enabled saving through efficiencies and optimization

8X+
lower request resolution duration (from 25 days to 3 days)

20%
faster implementation of strategies via use of common object repositories

53%+
of the 350,000 citizens in Ealing have adopted the new digital way of interacting with the council

5
CSAT score since Nov-2020

TESTIMONIAL

Microland partnered with the Council to build the right fit digital transformation strategy. The solutions centered around Dynamics 365 have digitally transformed the Council-saving money, increasing efficiency and improving the delivery time for our customers.

Peter Greenham | Head IT, Ealing Council

nuvepro
HANDS-ON LABS

Catalyzing Pragati's workforce readiness through Experiential Learning

NASSCOM®
WINNER
2022
Enterprise Cloud
Adoption Awards
★★★★★

CLOUD SOLUTION & APPROACH ⌄

We used Nuvepro's SaaS and cloud labs to design our experiential learning modules. Our portal now features Nuvepro's pre-configured, ready-to-use cloud laboratories, giving students access to a fully functional, real-world environment to practice and evaluate their skills.

Our students have benefited from this program in that it is allowing them to work on playgrounds, practice submissions, and track assessments more effectively. Students benefit from working on realistic scenarios to better grasp how to put what they have learned into practice.

Our students now get hands-on experience with real-world projects. Using this platform, we have covered topics on Big Data, Java FSD, MS SQL, Mean Stack, Spring Boot, Windows. Net, and Python.

EDTECH

OBJECTIVE ⌄

Enable students to take on challenges of the corporate world and succeed in their projects
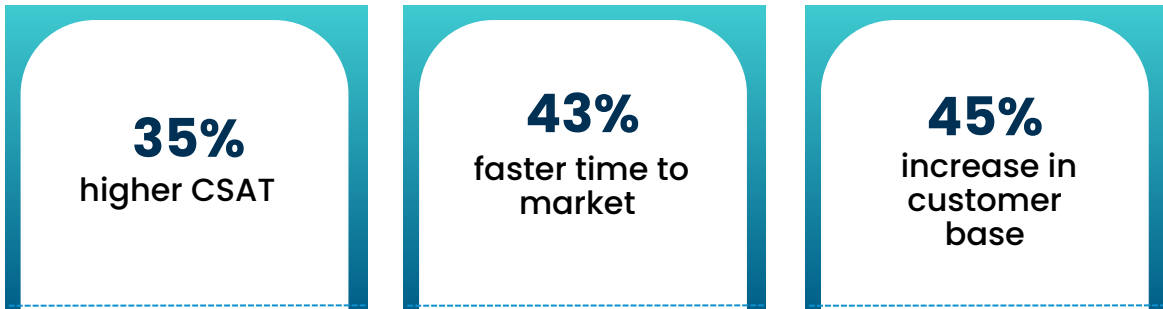
PROBLEM STATEMENT ⌄

- Lack of real-world exposure made classroom teaching too academic

- Our students faced difficulty in solving challenges based on real-world problem statements

IMPACT METRICS

35%
higher CSAT

43%
faster time to market

45%
increase in customer base

TESTIMONIAL

> *With the rapid evolution of technology, there has been a steady widening of the skill gap. Rapid innovation and digital transformation have increased the urgency with which people must acquire new skills. Pragati has partnered with Nuvepro to launch experiential learning platforms, providing students with opportunities to acquire or hone skills relevant to the needs of the corporate world and to develop into individuals who are project-ready. This partnership helps us stand out from the crowd while also giving our clients something they can't get anywhere else: access to a large pool of quality candidates for open positions*

Sagar Thakur | Assistant VP - Sales & Pre-Sales, Pragati

SLK

Effective retirement planning – anywhere, anytime!

CLOUD SOLUTION & APPROACH

The US-based top Life Insurance & Financial services provider recognized the need for bringing their health and wealth Lines of Business together to expedite retirement planning for their users.

They found that individuals who engage with their retirement plan digitally, save 52% more than those who do not. Hence, they decided to build an omnichannel experience focused on mobile and online channels to simplify retirement planning decisions and ultimately fasten retirement outcomes.

SLK co-created the cloud-based Retirement mobile application that provides:

- A simulated interactive experience to estimate retirement income

- Health savings and retirement accounts management at one place

- Smart learning on the go

- Advice and guidance on retirement planning

Also, the app helped the client clear technical debts. As part of this exercise 150+ apps were integrated through 100+ APIs built within a short timeframe of 9 months.

BFSI

OBJECTIVE

Build a mobile focused omnichannel retirement planning tool for improved Customer & Retirement Experience

PROBLEM STATEMENT

- Multiple Lines of Business – Health, Wealth

- Unavailability of digital tool to plan for health and wealth together to speed up retirement

IMPACT METRICS

52%
increase in savings by App users &
39% increase in savings portfolio

4.7+
rating in app stores

Personalized guidance and data-driven insights to help get the best of workplace benefits and savings

TESTIMONIAL

> *We have been embarking on Data Led Digital evolution in workplace benefits and savings area to enable individuals and households achieve their broader health and wealth needs towards well planned & expedited retirement. Through this connected experience, we're making it easier to be able to achieve a healthy balance of living for today, preparing for tomorrow and feeling confident about their future.*

Nagesh K.P. | Data and Digital Services Head, SLK

TATA CONSULTANCY SERVICES

An Online Single Window Portal (G2B) for investors in TN to get necessary business approvals

NASSCOM® WINNER 2022
Enterprise Cloud Adoption Awards

CLOUD SOLUTION & APPROACH

Tamil Nadu Ease of Doing Business (TNEoDB) is an online single window clearance system designed and developed for the Tamil Nadu State that streamlines the end-to-end process of setting up business. This portal was launched in July 2021 by Chief Minister of Tamil Nadu.

The solution serves as an investors' facilitation portal enabling investors to submit all the required documents along with the online application. This AWS cloud-based solution validates and clears applications in a timely manner, while identifying the establishments to be inspected based on computerized risk assessment

The results are clear: rapid data exchange among stakeholders and increased visibility into government policies, procedures, incentive schemes, checklist of documents, availability of infrastructure and approval timelines. Effective investor application clearance fuels business establishment.

GOVERNMENT

OBJECTIVE

G2B Services Implementation for Tamil Nadu State Government for improving the Ease of Doing Business (EoDB)

PROBLEM STATEMENT

- Limited services on old Single Window Portal hosted locally

- Not user friendly, lacked transparency, poor level of support & and services

- Physical file based documentation and managed manually

IMPACT METRICS

3rd

Position now in National EoDB ranking, jumped from 14th

150+

G2B services needed during pre-establishment and pre-operation stages can be availed by enterprises

TESTIMONIAL

"Guidance has developed a fruitful partnership with TCS towards successful implementation of version 2.0 of Tamil Nadu Single Window Portal, New Guidance Website and Single Window Portal Mobile Application."

Vishnu Venugopalan - IAS | Managing Director & CEO, Guidance, Tamil Nadu

wipro

Enabling a data center exit strategy and transition to cloud for one of the largest specialty glass players in Asia

NASSCOM®
WINNER 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★

CLOUD SOLUTION & APPROACH ∨

MANUFACTURING

OBJECTIVE ∨

Seamless transition to cloud during demerger from parent organization

Wipro's client, one of the largest specialty glass player in Asia, was demerging from its parent organization. The parent organization owned the principal IT infrastructure which was hosted at their integrated data center. The aim was to carry out the data center exit strategy seamlessly during the demerger process.

- Wipro developed an overall cloud landing zone architecture and migration solution for SAP workload, non-SAP applications, M365 and AD workload migration

- A robust cloud security solution was designed by utilizing appropriate AWS and 3rd party security services. Network connectivity was set up at the newly established HQ and at a secondary branch site

- 24*7 SAP Basis and AWS Cloud Managed Services were provided along with End User Support (EUS) services to users across countries

- Collaborated with Forcepoint, Trend Micro, etc. to strengthen infrastructure security

PROBLEM STATEMENT ∨

- Segregating IT infrastructure resources

- Ensuring complete network & security segmentation when shifting corporate HQ

- Aging SAP workloads

- Streamlining End User Support (EUS) services with onsite support services

- Carving out dedicated M365 tenants incl. Active Directory (AD), Teams & SharePoint from parent platforms

- Complexity of managing on-prem infra services & solutions across multiple sites

- Migrated SAP HANA workloads to uniform SUSE Linux platform on AWS cloud. It also helped move other non-SAP supporting applications to cloud

Currently, ~80% of the workloads are running on AWS. Post implementation, Wipro enhanced UX by minimizing downtime and increasing operational efficiency through the Managed Services contract.

IMPACT METRICS

40%
reduction in manual error

80%
reduction in major incidents

$200,000+
annual cost savings

20%
enhancement in delivery performance

15-20%
improvement in time to market

TESTIMONIAL

> *We are delighted to win this prestigious award from NASSCOM. This recognition highlights our deep and differentiated capabilities in delivering business value through cloud-led transformation. Wipro's FullStride Cloud Services, coupled with deep domain knowledge of industries, positions us strongly as a strategic partner of choice for enterprises in India. This recognition from NASSCOM for demonstrating excellence in leveraging cloud bears testimony to the strength of our end-to-end cloud portfolio and proposition for Indian enterprises as a value orchestrator for complex business transformation*

Satya Easwaran | Country Head – India, Wipro Limited

Low-code platform for Greater Chennai Corporation's Vaccination Management Portal

CLOUD SOLUTION & APPROACH ⌄

To create this citizen-centric portal, they required a platform that would handle a high magnitude of workflow and efficiently manage numerous variables & processes involved such as zones, locations, camps, bookings, forms and validation.

Using Zoho Creator (Zoho's low-code platform-a SaaS offering), they were able to create a scalable, customized, multilingual, easy-to-use, vaccine portal. 100% of the workload is in cloud.

- Ease of registration: Single-step login that redirects the user to zone selection and the available slots. A confirmation SMS is sent; a downloadable PDF of the vaccination booking is available on the portal. Cancellation was also made easy

- Improved communication: Notification feature to alert users about vaccine availability and other updates

- The portal is integrated with WhatsApp; local language support and simple interface has helped in bridging the digital divide

- The platform handled a high magnitude of workflow efficiently managing variables and processes such as zones, locations, camps, bookings, forms and validation

GOVERNMENT

OBJECTIVE ⌄

Making Covid-19 vaccines easily accessible to Chennai residents to increase the rate of inoculation

PROBLEM STATEMENT ⌄

- Existing slot booking application was complicated and time-consuming

- Reduced accessibility due to lack of regional language system

- Risk of overcrowded vaccination centers becoming "hot-spots"

- Directing residents to the nearest vaccination centers

IMPACT METRICS

350,000
citizen vaccination slots booked

100%
increase in operational efficiencies

10X
faster deployment; prototype built in 24 Hrs; portal went live in 48 Hrs

TESTIMONIAL

> *Greater Chennai Corporation has a dedicated platform for vaccination that was entirely built on Zoho Creator. We're very happy with the performance. It's user-friendly, has a fast processing time, and over 300,000 vaccines have already been booked via this application. Tools like Zoho Creator help create positive social impact, and we will definitely recommend the product for other backend projects in the future.*

Azhagu Pandia Raja | MP, City Innovation Officer, Greater Chennai Corporation

Excellence In Leveraging Cloud For Operations	Excellence In Leveraging Cloud for Customer / Citizen Strategy	Excellence in Leveraging Cloud for Sustainability	Cloud Innovator of the Year

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Johnson Controls

Enabling building performance and efficiency

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MSB Digital

Transforming workflow management at Honda Motorcycle and Scooter India

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Philips

Imparting critical training skills to field engineers, hospital staff remotely

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TCS

Bringing predictability to agricultural output using intelligence and forecasting tools

Johnson Controls

Enabling building performance and efficiency

NASSCOM WINNER 2022
Enterprise Cloud Adoption Awards

CLOUD SOLUTION & APPROACH

The customer who is spread across geographies, wanted to have cost savings in enterprise control and reduce energy wastage & maintenance costs.

Johnson Controls:

- Audited existing Building Management System (BMS) and suggested solutions like installation of Variable drives to absorb load fluctuation

- Established metrics for operator's performance monitoring in case of fault detection

- Rewrote Fault Detection & Diagnostics rules

- Built a system to generate alerts by video analytics - vendor & users notified in real-time using SaaS based OpenBlue Enterprise Manager (OBEM) application

- Enabled customer to utilize the current pool of human resources to manage the new buildings

OBEM was currently rolled out for 42 buildings across Singapore and India. It will be further rolled out to 40 additional buildings across APAC region.

REAL ESTATE

OBJECTIVE

Facilitate efficient buildings to reduce energy wastage

PROBLEM STATEMENT

- Customer had an expensive PaaS model

- High maintenance cost & energy wastage

IMPACT METRICS

| **$420,000** cost savings per annum | **6 mn.** kWH/annum through energy savings | **2,450 tonnes** of Carbon emission reduction | **5-star** rating on survey for Customer Support |

MSB DOCS™

Transforming workflow management at Honda Motorcycle and Scooter India

NASSCOM®
SPECIAL MENTION 2022
Enterprise Cloud Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH ⌄

At Honda Motorcycle and Scooter India (HMSI), myriad contracts with third parties, customers and inter-departmental contracts are signed and processed daily. Moreover, many contracts with dealers and vendors involving Free Service Coupons (FSC) and warranty cards are regularly initiated, wherein operations also generate bills against these. All this was being done manually – impacting HMSI's operations and processes.

- MSB Docs designed and implemented an exclusive suite of solutions accelerating their signature process and transforming workflow management

- The Smart Document Management solution allows users to create, sign, send, store or track documents remotely via any device – eliminates physical exchange of paper documents

- Allows vendors & dealers to raise invoices digitally & get multiple approvals

- Legal sanctity of all transactions is maintained besides ensuring complete control & security
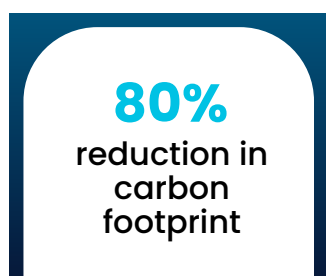
AUTOMOTIVE

OBJECTIVE ⌄

Digitizing workflow management

PROBLEM STATEMENT ⌄

- Manual handling of contract signing & documentation process

IMPACT METRICS ⌄

| **80%** reduction in wastage | **80%** reduction in carbon footprint | **75%** increase in operational efficiency |

PHILIPS

Imparting critical training skills to field engineers, hospital staff remotely

NASSCOM®
WINNER
2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★

CLOUD SOLUTION & APPROACH ⌄

OBJECTIVE ⌄

Replicate a Virtual Hospital environment to provide seamless training experience to a wider group via Philips Education services

Training, Application, and Sales teams strongly depend on the Virtual Hospital trainings. Virtual machines on cloud would be a sustainable cloud solution for driving innovations & enhancing training experience.

We realized that some of our machines were running on legacy operating systems and none of the current cloud infrastructure providers could give us a solution in virtualizing these systems. VMware on AWS had the unique capability of dealing with legacy OS and thus it became our infrastructure of choice.

The infrastructure is available to those who want to test their new developments with the help of virtualization. We also provide a platform for those who want to conduct continuous learning sessions across the globe 24*7.

HEALTHCARE

PROBLEM STATEMENT ⌄

- Travelling was not an option to conduct trainings

- Mindset change: People were used to the old way of working & reluctant to move to an online training mode

- Aligning different technical teams towards one of the most critical goals

- Simulate large life size machines for knowledge transition, training

As of Q1 2022, we were conducting knowledge delivery of all the available Field Service Engineers through this infrastructure - workload was 100% running on our cloud infrastructure. This also led to use of lesser physical office space which also contributed to less energy need ,thus reducing carbon emissions.

Scalability: This training solution can be extended to new products/services; can also be used for demo/training of various hospital staff.

IMPACT METRICS ⌄

12 metric tons
of Carbon emission reduced in a year - 35 metric tons reduced in 3 years

tcs **TATA CONSULTANCY SERVICES**

Bringing predictability to agricultural output using intelligence and forecasting tools

NASSCOM®
WINNER 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★

CLOUD SOLUTION & APPROACH

OBJECTIVE

• Address challenges faced by farmers and associated enterprises

TCS' Digital Platform for Next Generation Agriculture (DNA), powered by AWS, has been built to address challenges faced by farmers and associated enterprises incl. agri-input companies. It is based on five pillars- social networks, mobility, analytics, cloud, and IoT - to create market- and climate-smart entities.

Technology consists of data fusion from various sources such as Satellites (having different spatial, temporal & spectral resolutions), location-based sensors, handheld devices (smartphone camera, GPS, etc.), global weather forecast systems for agriculture.

Proprietary AI/ML algorithms are applied on the observations and measurements to derive actionable insights for the agriculture sector spanning the entire value-chain.

Pan India use cases include current & relative vegetation health, root zone soil moisture, crop health, etc. with near real-time monitoring of seasonal progress.

AGRICULTURE

PROBLEM STATEMENT

Agriculture is becoming very vulnerable to climate change

• Rainfall distribution has been disrupted; frequency of excess/ deficient rain is increasing

• Insect attacks & diseases are becoming common & difficult to predict with traditional systems

• Adverse effect on seed production

It is becoming difficult for seed growers & seed companies to plan without the right decision intelligence & forecasting tools

IMPACT METRICS

329 mn. hectares
of land is covered for monitoring crop health & condition - 10-15 tb of data processed every 7-10 days

15-20%
optimization potential in field level crop monitoring inputs, improve supply chain planning and overall product profitability

TESTIMONIAL

Satellite-based farm scan process:

Since FY2021, the Rallis seed division has been leveraging DRISHTI to enhance the productivity of hybrid seed production.

So far, 8,000+ acres of seed production farms have been monitored through DNA surveillance.

> *DRISHTI is an important digital initiative of Rallis towards the Climate Smart-Ag. It allows field production executives and growers to make more informed crop management decisions to maximize return on every acre.*

Sanjiv Lal | MD & CEO, Rallis India Ltd

> *DRISHTI surveillance helps to amplify the field scouting efficiency of the seed production team. It remotely identifies problem areas and thus significantly saves time and human efforts and assists in proactive interventions.*

S Nagarajan | COO, Rallis India Ltd

Excellence In Leveraging Cloud For Operations	Excellence In Leveraging Cloud for Customer / Citizen Strategy	Excellence in Leveraging Cloud for Sustainability	Cloud Innovator of the Year

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Axis Bank

Income estimation model for New-To-Bank customers

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CAMS

India's first cloud-based platform for any Central Record-Keeping Agency under NPS

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Carnot

SIMHA KIT - Taking the guesswork out of farming operations

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A one-of-its-kind integrated, cashless outpatient care management platform

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Infosys

Transforming the entire talent acquisition process

AXIS BANK

Income estimation model for New-To-Bank customers

CLOUD SOLUTION & APPROACH ⌄

- While informal credit is available in many forms today, many consumers still do not have access to credit offerings from a formal institution

- Customers don't usually want to provide too many much personal details like income/ investment documents while applying for credit cards and personal loans. To provide better service to these customers, we have built non-linear model to estimate the income of customers based on their available information

- This is a first-of-its-kind, fully secure cloud-based implementation which provides seamless credit risk assessment and card issuance process

- This solution helps us scale up acquisition of new to bank customers with better product. The Income Estimation model is also deployed for internal digital sourcing for personal loans

- It also enabled waiver of uploading income document proof for significant chunk of applicants - led to significant drop-off containment

BFSI

OBJECTIVE ⌄

Make formal credit and retail more inclusive - Income estimation model for New-To-Bank customers

PROBLEM STATEMENT ⌄

- We observed a large drop while analyzing the funnel of customer applying and customer finally taking the product. On further analysis we found the drop is at income declaration stage

IMPACT METRICS ⌄

15%+
monthly document waivers for existing bank customers in cross-sell journeys for cards & Personal Loan (PL)

~10 mn.
eligible base at partner-end for doc-waiver strategy; ~90k applications scored for cards - line assignment strategy at partner's end

12%
monthly incremental "new to bank" customers logged in to the "underwriting approval" journeys in the cards / PL space

TESTIMONIAL ⌄

Income Estimation is a huge capability for the bank and I am happy that Data Science, Axis Bank, has been able to deliver it at such a large scale. This is not only aiding our sourcing strategies but also enabling the Bank to meet compliance asks of having an income framework for every customer. Great Job Team !!

Balaji Narayanamurthy | President, Business Intelligence Unit, Axis Bank

CAMS
Our Mission... Your Growth
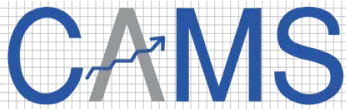
India's first cloud-based platform for any Central Record-Keeping Agency under NPS

NASSCOM®
EXEMPLAR 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH ⌄

CAMS NPS platform will provide subscriber services leveraging robust technology and deep experience in serving customers for pension account opening, record keeping and maintenance services.

CRA (Central Record-Keeping Agency) under National Pension System (NPS) is one-of-its kind deployment done by CAMS. CAMS is the first company in the last 18 years to deploy its entire CRA platform grounds up on Cloud (AWS platform) while complying with all regulations by the PFRDA. This project was launched in Aug-2021.

Cloud deployment allowed us quicker rollout of services and seamless integration with NPS ecosystem. We also implemented the two-factor authentication (2FA), again the first in this industry as per PFRDA regulator guidelines where SMS & email AWS service have been used.

The compelling value of cloud presented by CAMS led the regulator to amend the CRA platform hosting guidelines allowing hosting on cloud.

BFSI

OBJECTIVE ⌄

Offer customers National Pension Scheme subscriber services to save for retirement life

PROBLEM STATEMENT ⌄

- Lack of financial inclusion of workforce in the unorganized sector

IMPACT METRICS

30%
lower resource cost for daily BAU activities

50%
higher productivity as team focuses mainly on customer interaction & UX

15,000
online retail subscribers since the launch, gaining 10% market share

TESTIMONIAL

CAMS is delighted to be recognized as "Cloud Innovator of the year". We built Central record-keeping Agency (CRA) platform as cloud native digital platform offering National Pension products to subscribers. It is first of its kind in pension industry. We continue to bring innovations through this platform and to the industry leveraging cloud.

Mr. Ravi Kethana | Chief Platform Officer, CAMS

CARNOT

SIMHA KIT - Taking the guesswork out of farming operations

CLOUD SOLUTION & APPROACH ∨

Our IoT kits collect tractor's raw location, time, speed data. The raw data itself has no other intelligence. So, we had to build a model to separate farming activities (farm boundaries) from regular commute (roads).

What we needed was a powerful computer on cloud that could do the heavy lifting of the complex computations in real-time and at a reasonable speed:

- Created a separate microservice for the farm boundary detection logic

- To show almost instantaneous boundary & area number in app, we deployed a serverless framework (AWS Lambda) with auto-triggers for the boundary detection on certain business rules

- Solution was more scalable due to its power, speed & isolation from other features

- Separated training of our AI models from the production environment. Only the trained & well tested models would be used in customer facing production environment

Innovation:

- Separating a road from a farm using time, speed, location, satellite imagery, historical data

- 3 step AI model trained on data from >1 mn. acres

- Satellite image based AFBD (Automatic Field Boundary Detection) algorithm to fine-tune the answer

Patented solution for the area detection algorithm.

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WINNER 2022
Enterprise Cloud
Adoption Awards
★★★★★

AGRICULTURE

OBJECTIVE ∨

To have accurate boundary detection and area computation of farms in India

PROBLEM STATEMENT ∨

- GPS data can be noisy even with most accurate GPS trackers

- Huge variations in farm shapes & farming patterns & activities

- Even small variations in area number can have higher error percentage

- Integrating compute-heavy model with an app built for remote locations (& 2G networks)

IMPACT METRICS

90%+
accuracy in calculating farm area: **99% faster** updation of area numbers in the app

20,000+
tractors in India installed with this solution

800,000+
acres of farmland registered on our platform each season

85%
daily app opens; **75%** renewal rate and a **4.4 rating** on Play Store

TESTIMONIAL

> *SIMHA kit helps to remove guess work and gives accurate area of the work done by tractor*

Macchindra Labade | Maharashtra

> *I can track my tractor and see if it is going directly to the factory, or the driver is using for personal use*

Sukhvant Singh | Uttar Pradesh

DATAMATICS

Web application development for spot price polling for NCDEX

CLOUD SOLUTION & APPROACH

- We developed an app for NCDEX, India's leading agri-commodity exchange, which enabled them to access price quotes on demand from market participants and get those quotes entered in the central system

- Call recordings were saved for compliance purposes through integrated third-party voice calling telephony services

- Digitized data capture, centralization of data & reports

- Security: Three level security - AD User Credentials (Password Encryption), OTP (Email based) and imaged based CAPTCHA

- Using voice telephony services, NCDEX was able to cover more geographics for polling

IMPACT METRICS

60%
increase in operational efficiencies

85%
faster time to market

70%
reduction in costs

BFSI
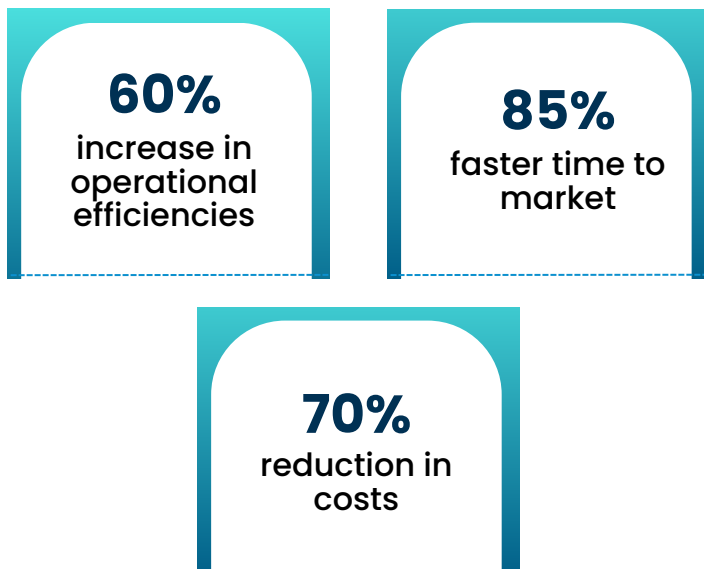
OBJECTIVE

Digitize polling process with a unified portal

PROBLEM STATEMENT

- Lacked transparency on commodity price quotations

- No centralized system to maintain commodity quotes

Dr.Reddy's

A one-of-its-kind integrated, cashless outpatient care management platform

WINNER 2022
NASSCOM®
Enterprise Cloud
Adoption Awards

CLOUD SOLUTION & APPROACH ⌄

Leveraging our knowledge of the healthcare sector, we curated a quality network of 2,500+doctors, 900+ pharmacy stores and 2,100+ laboratory touchpoints across 25 cities in India and growing. We equipped all our doctors with Electronic Medical Record (EMR) systems and partnered with leading insurers to reduce/eliminate financial risk through an OPD insurance product.

Dr. Reddy Laboratory's SVAAS OPD platform is built on a cloud native architecture based on serverless computing, containerized microservices architecture, AI /ML services, API and Data Management Services while adhering to stringent compliance on data privacy and security standards.

Use-cases of how we leverage Azure services on the SVAAS OPD platform:

- High fraud incidence is a key problem for OPD insurance. SVAAS platform uses Azure Cognitive & ML to detect frauds in claims and for formulary analytics

- Uses Azure Cognitive services for assessing risk of in-patient department (IPD) intervention (hospitalization) from health risk assessment (HRA) and OPD data

- Monitoring vitals regularly is key in managing patient diseases. We devised an innovative solution using the mobile camera using Google TensorFlow–Lite and Auto ML to capture vital values from oximeter, weighing scale and BP monitor devices of multiple OEMs

TECHNOLOGY

OBJECTIVE ⌄

Design an Integrated Cashless OPD and Wellness Platform that not only provides access to the entire treatment journey – doctor consultation, diagnostics, procurement of medicines but also helps individuals achieve better health outcomes

PROBLEM STATEMENT ⌄

Key challenges for OPD care in India:
- Inconsistent quality of care
- Broken patient journey
- OPD expense is mostly out of pocket

- We developed an on-device Virtual Physiotherapist to detect range of motion of muscles and joints to provide real time feedback to users

The platform ensures 100 % data governance, privacy and InfoSec requirement adherence to prevent any security threats and vulnerabilities.

IMPACT METRICS

30% lower development cost using Cloud-native development approach

Unlocked opportunities in a largely **untapped market segment** – OPD and wellness care in India

Quicker iterations taking product to market faster

TESTIMONIAL

SVAAS has helped us launch a one-of-its-kind integrated, truly cashless insurance product for our chronic patients. We have received positive reviews from our customers on the overall experience and high quality of care.

Gaurav Tripathi | SVP – Health Management, Aditya Birla Health Insurance

Hippo Stores

Omnichannel building and construction business

CLOUD SOLUTION & APPROACH ⌄

- Hippo Stores is a new Omnichannel business that sells building & construction products online and through stores to both B2B and retail customers. This is a first in India where the top brands of Building Material sector are available in a single online catalog

- We used public cloud to host our applications. The solution stack comprised SAP S4 HANA, Custom Open-Source Ecommerce platform powering a Progressive Web App, PaaS Point of Sale & CRM systems (with Cloud Telephony) and a custom Sales Force Automation app. The SAP implementation involved complete Order to Cash cycle along with Warehouse Management System

- The systems had to be Omnichannel from Day 1 - customers could buy in store or online and products had to be shipped from either the store or the warehouse. Promotions and offers had to be common across online and offline channels

- All systems went live in Feb-2021. COVID second wave delayed store opening until Jun-2021. Today, we have 2 stores

- We are in the process of using the cloud to store all the data that the business is generating to use as a bedrock for our future AI/ML initiatives

TECHNOLOGY

OBJECTIVE ⌄

Launch a new business with completely integrated systems in six months during the pandemic (Jun-2020)

PROBLEM STATEMENT ⌄

- Short time-lines for go live

- No time and budget to recruit team for a MVP

- Applications had to work seamlessly since limited time available to rework

- Ability to start small and grow once business scaled

IMPACT METRICS

Was able to get to revenue generation quickly resulting in **stakeholder satisfaction**

Single place to manage infra, security, integration, analytics, etc.

TESTIMONIAL

" *Our experience with public cloud exceeded all our expectations. There is no conceivable reason why fast growing businesses should consider anything else especially in early stages.* "

Ranjit Satyanath | CTO, Hippo Stores

Infosys
Navigate your next

Transforming the entire talent acquisition process

NASSCOM
WINNER 2022
Enterprise Cloud
Adoption Awards
★ ★ ★ ★ ★

CLOUD SOLUTION & APPROACH ⌄

Infosys recruits about 15,000 freshers every year. This process involves multiple assessment stages and interviews. Before the pandemic hit, the costs, time, and resources involved were high. Implementing a cloud solution, provided the flexibility to scale up the number of candidates, and introduce variations in assessment type, giving it an edge over the other companies. With features like video proctoring, proactive curbing of malpractices, accessibility, and inclusivity, our solution has an edge over the others.
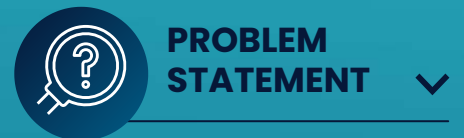
FY2022 statistics:

- Number of Objective tests: **885,763**

- Number of Hands-On tests: **400,805**

- Number of Objective + Hands-On tests: **167,538**

Reimagining the talent acquisition process is helping us:

- Conduct assessments for a huge volume of candidates - reducing time to hire

- Reduced OPEX as the need for multiple third-party vendors is eliminated

- Improved candidate engagement

- Bias in recruitment eliminated - more structured & transparent process

TECHNOLOGY

OBJECTIVE ⌄

Transforming the entire talent acquisition process

PROBLEM STATEMENT ⌄

- Scalability of talent acquisition process

IMPACT METRICS

90%
lower cost of conducting assessments

40%
lower emissions due to reduced power usage, travel, and usage of paper

New revenue stream opened for Infosys
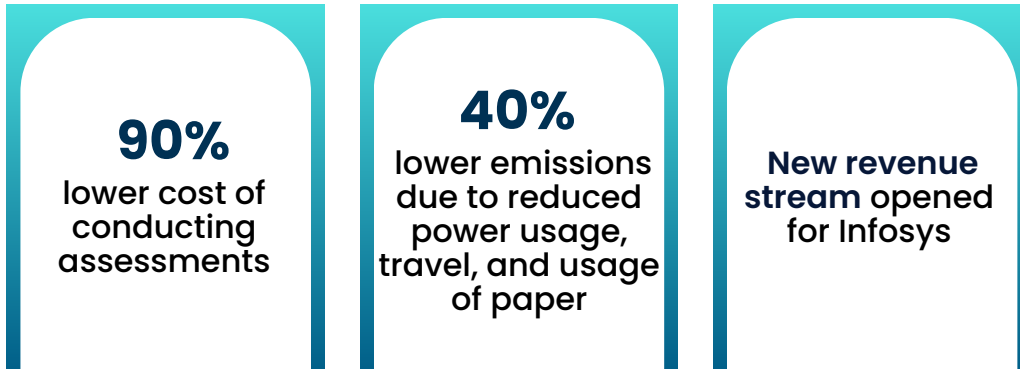
TESTIMONIAL

" The Infosys Assessment Platform helped the company grow by ensuring talent fulfillment in a cost-effective way. The anytime, anywhere platform provided business continuity even as the pandemic brought new hurdles. "

Ajeesh G P | Senior Principal Consultant – Infosys Education, Training & Assessment, Infosys Limited

Appendix

LIST OF CASE STUDIES BY VERTICAL

AGRICULTURE

- Carnot Technologies Pvt. Ltd.
- Tata Consultancy Services Ltd.
- Vasista Enterprises Solutions Pvt. Ltd.

AUTOMOTIVE

- Mahindra & Mahindra Ltd.
- MSB Digital Pvt. Ltd.
- SEM Enterprises Pvt. Ltd.
- TVS Mobility Pvt. Ltd.
- Zoho

BFSI

- Axis Bank Ltd.
- Computer Age Management Services Ltd. (CAMS)
- Datamatics Global Services Ltd.
- KFin Technologies Ltd.
- S&P Global
- SLK Software Pvt. Ltd.

CONSTRUCTION/ REAL ESTATE

- L&T Infrastructure Development Projects Ltd.(L&T IDPL)
- Johnson Controls India Pvt. Ltd.

EDUCATION/ EDTECH

- Institute of Engineering & Management, Kolkata
- Nuvepro Technologies Pvt. Ltd.

FMCG

- Contentstack India Pvt. Ltd

Appendix

GOVERNMENT

- Brihanmumbai Municipal Corporation (BMC)
- Energy Efficiency Services Ltd.
- IIT Ropar - Technology and Innovation Foundation
- Kerala State IT Mission
- Microland Ltd.
- TCS
- Zoho

HEALTHCARE/ PHARMA

- Dr. Reddy's Laboratories
- Manorama Infosolutions Pvt. Ltd.
- Philips Innovation Campus - Bengaluru

MANUFACTURING

- Wipro Ltd.

MEDIA & ENTERTAINMENT

- Virtusa Corporation

OIL & GAS

- Bharat Petroleum Corporation Ltd.

TECHNOLOGY

- Areteans Technology Solutions Pvt. Ltd.
- Aujas Cybersecurity Ltd.
- CustomFit.ai
- Datamatics Global Services Ltd.
- EXL SERVICE
- Hippo Stores Technology Ltd.
- Infosys Ltd.
- Magnasoft Consulting India Pvt. Ltd.
- NatWest Group

Appendix

ESTEEMED JURY MEMBERS

Prof. Bhaskaran Venkataraman

General Manager - Learning & Development (Technical), Amrita Vishwa Vidyapeetham

Goutham Nanjundaswamy

CTO & Director - Product Engineering, Ethnus Consultancy Services Pvt Ltd

Kiran Desai

Executive VP & Head of Cloud Business, Jio Platforms Ltd

Namrita Mahindro

Chief Digital Officer, Aditya Birla Chemicals

Pradeep Balachandran

Program Director – IBM Cloud, IBM India Software Labs

Ravi Saraogi

Co-founder & President APAC, Uniphore

Rohit Chandra

VP - Connectivity, Security & Cloud, Enterprise, Vodafone Idea Ltd

Sangeeta Gupta

SVP & Chief Strategy Officer, NASSCOM

Prof. Sanjiva Shankar Dubey

Professor & Head Information Systems Chairperson Centre of Online Study, Birla Institute of Management Technology, Greater Noida

Veda Iyer

Global CMO & Head Sales APAC & Head Hyperscaler Partnerships & Strategic Alliances, Mphasis

Appendix

LIST OF CLOUD REPORTS BY NASSCOM

Jul-2022

FUTURE OF CLOUD AND ITS ECONOMIC IMPACT: OPPORTUNITY FOR INDIA

READ MORE

Apr-2022

CLOUD STRATEGIC PARTNERSHIPS: ALLIANCES-LED GROWTH FOR SIS

READ MORE

Feb-2022

CLOUD AS A CATALYST FOR BUSINESS TRANSFORMATION: 2022 TRENDS

READ MORE

Dec-2021

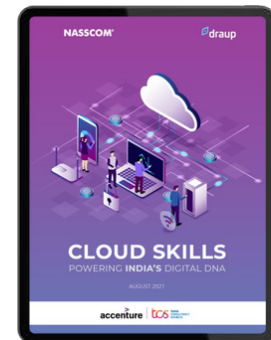**THE CLOUD CORNERSTONE: SUCCESS IN ACTION – CASE STUDY COMPENDIUM-VOl. II (IAAS & PAAS)**

READ MORE

Nov-2021

THE CLOUD CORNERSTONE: SUCCESS IN ACTION – CASE STUDY COMPENDIUM-VOL. I (XAAS & SAAS)

READ MORE

Aug-2021

CLOUD SKILLS: POWERING INDIA'S DIGITAL DNA

READ MORE

About NASSCOM

NASSCOM is the industry association for the technology sector in India. A not-for-profit organization funded by the industry, its objective is to build a growth led and sustainable technology and business services sector in the country with over 3,000 members.

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