



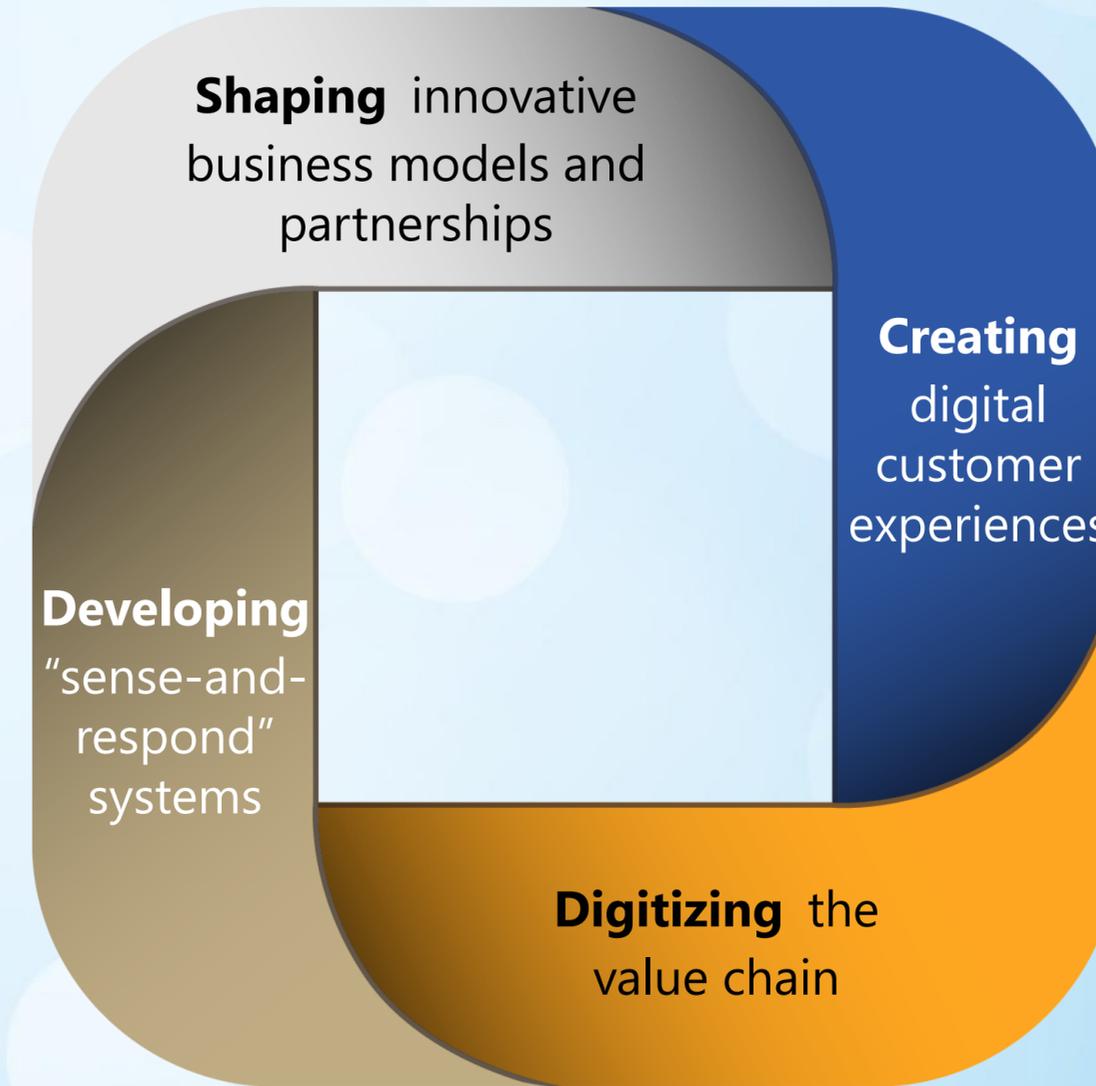
***GREAT QUALITY  
DELIVERED FASTER***

# Make Digital Real

**SREEDHAR BHAGAVATHEESWARAN**  
**SENIOR VICE PRESIDENT**

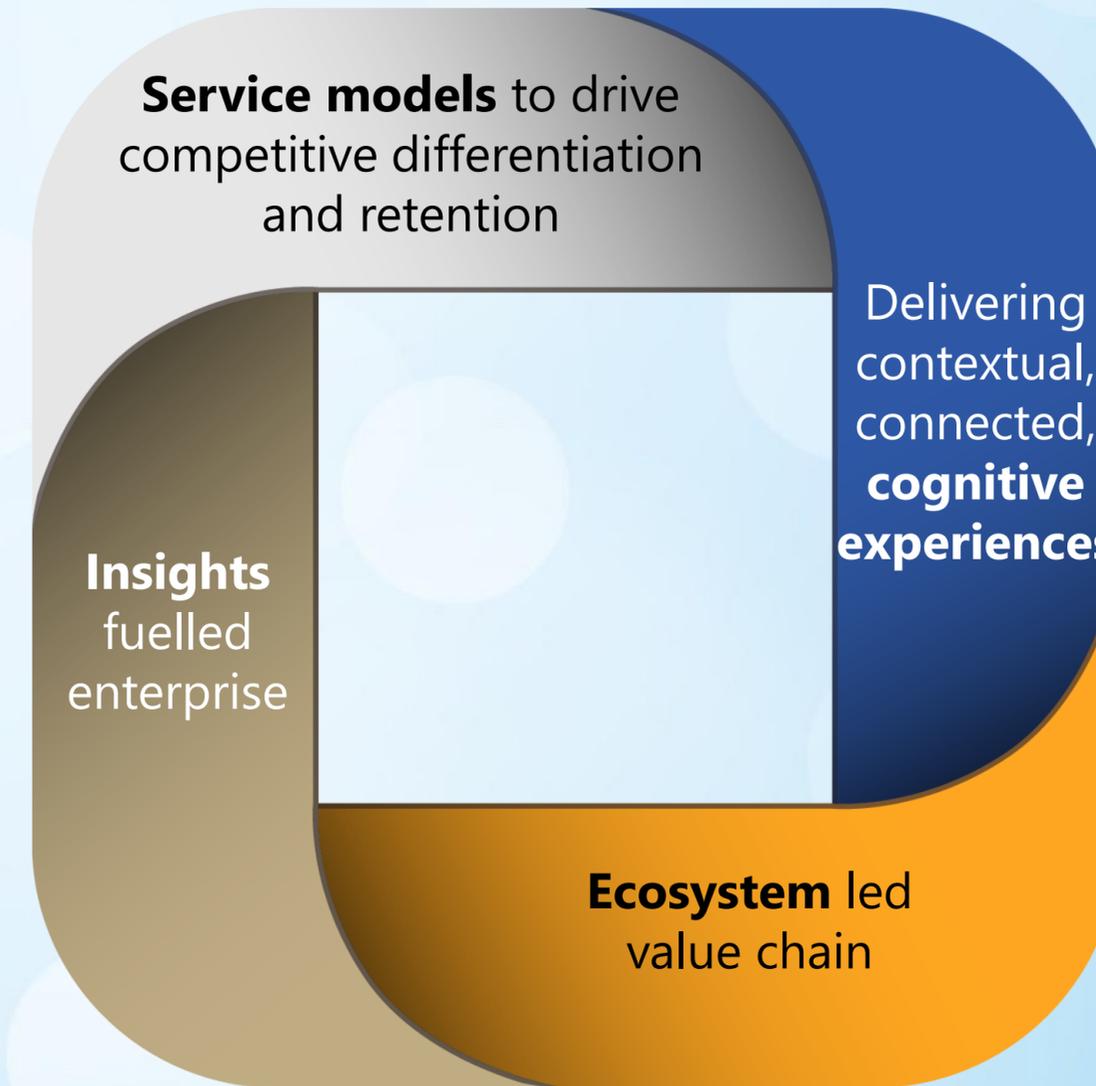


**Digital is Business**



**Digital is a Continuous Reset**

**Digital is Business**

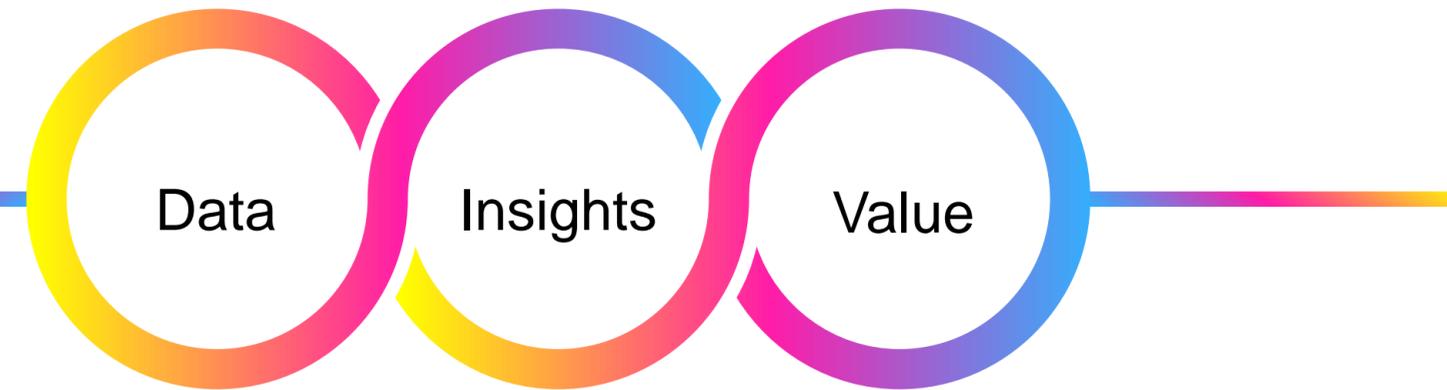


**Digital is a Continuous Reset**

# New Business Model by Operationalizing AI



**3X Growth**



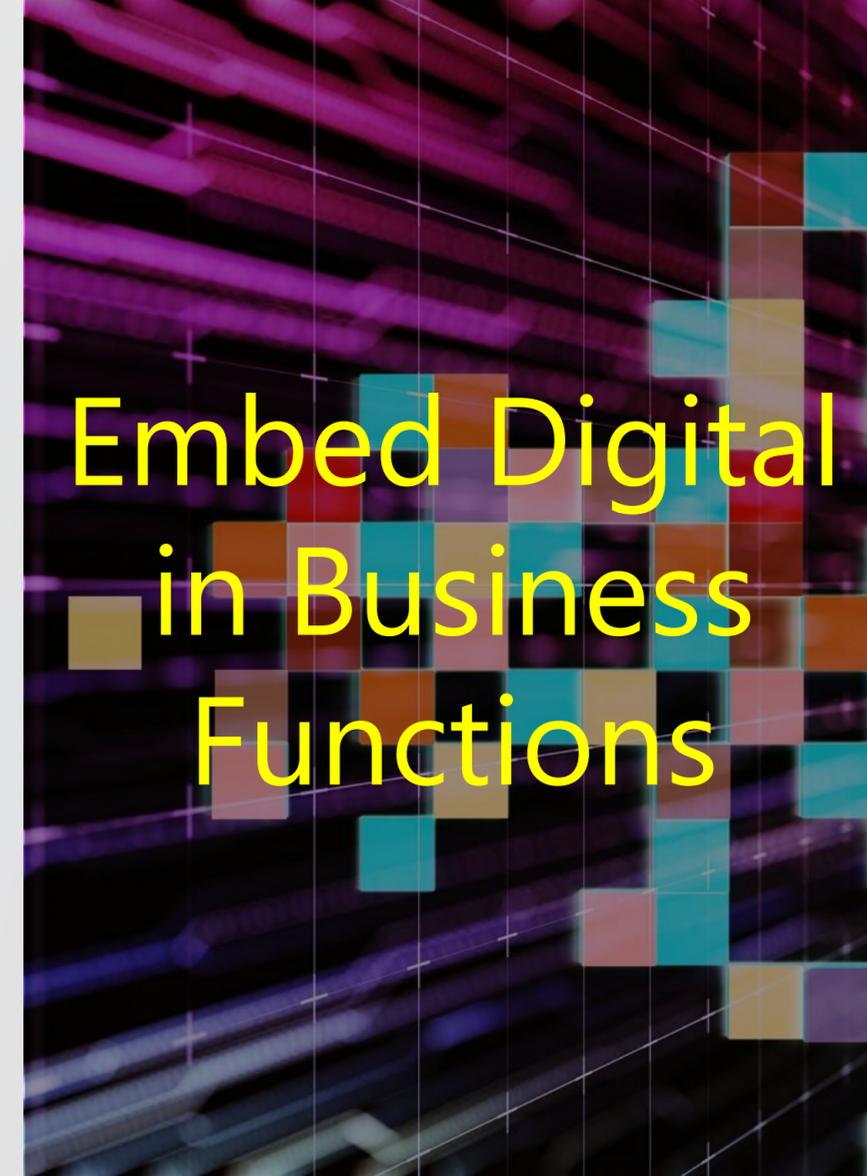
**Digital Maturity is  
Paying off in  
Outperforming Peers**



**> 5% Opex**



**> 10%  
Workforce**



**Embed Digital  
in Business  
Functions**

**Digital Champions  
Achieving Breakthrough  
Performance**

**15-20%**  
Growth

**25%**  
OPEX  
improvement

**2-4X**  
Faster speed  
to Market

**70%**  
Cut in  
service cost

A wide-angle photograph of a tropical resort at sunset. In the foreground, a swimming pool with blue water reflects the warm orange and pink hues of the sky. The pool is surrounded by lush greenery, including palm trees and large-leafed plants. In the middle ground, a large building with a thatched roof and warm interior lighting is visible. The sky is filled with soft, colorful clouds. The overall atmosphere is serene and inviting.

**Experience at the Core of Business**

**15% Market share**

# CX Operations with Platform to Scale



**20%**

Opex Improvement

**50%**

reduction in time  
to launch





# Build Intelligent Future Ready Enterprise

Experience

Continuous disruption

Frictionless business

Service and loyalty-led



# Cognitive Experience with Intelligent Edge

40% Opex  
Improvement

# Blueprint to Build Digital Next Intelligent Enterprise

## Cognitive Experience Delivery

Digital Experience  
Platforms

Intelligent Edge

Ubiquitous  
Information

## Intelligence Powered Humane Ecosystem

Journey Science  
based Experience

Insights-as-a-Service

Democratized AI

## Digitalizing the Core

Legacy Modernization

Operationalize with  
Platforms

Autonomous  
Multi-Speed

# Strategic Partners Core to Execute



# Modernizing the Core to Improve Yield with Dynamic and Precision Pricing

**\$1Bn**  
Margin Uplift

**\$20M**  
Technical Debt Elimination





**Business Performance Cockpit for  
Democratizing AI**

Empowering  
sales,  
marketing  
and finance  
in 7 markets

# Advocacy and Recognition



Global Leader  
in Digital Services

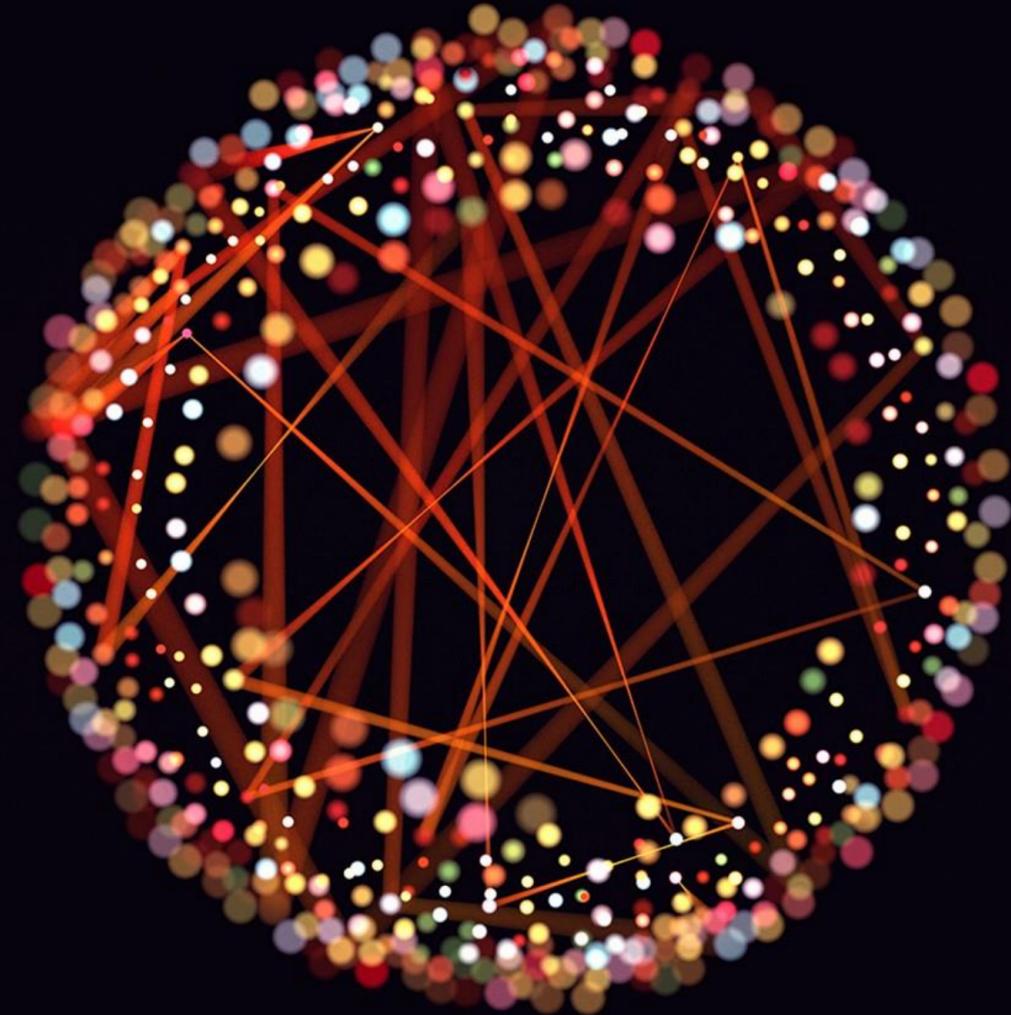


2018 Excellence in  
Omnichannel  
Experience management



Partner Innovation  
for Manufacturing in 2017

# Creating Memorability for Scale and Business Outcomes



**Leadership**

**Mindset**

**Culture**

*Welcome to possible*