

Infosys

INFOSYS HYPERSCALE ABM

Delivering Unified Strategy, Cognition, Amplification, Learning and Engagement to influence sales pipeline of \$7.5 billion

PROJECT SUMMARY

By 2019, Infosys had already established a mature ABM practice that included 24 large accounts. With a well-defined framework measuring ABM impact across Revenue, Reputation, and Relationship, marketing leadership saw an opportunity for ABM to transcend marketing and truly influence the larger business model.

In 2020, Infosys business leaders identified three big bets to drive long-term growth: large deal wins, digital revenues, and localization. To influence all three, Infosys decided to transform its marketing execution engine and hyperscale ABM in an ABM Centre of Excellence (CoE). The CoE drives fundamental shifts in marketing's ability to influence bigger outcomes by moving from marketing initiatives to business ownership, from pursuing opportunities to making them, from personalized ABM to mass-personalization, and from siloed delivery to full-lifecycle agility.

Marketing implemented hyperscale ABM (Strategy, Cognition, Amplification, Learning and Engagement) to drive truly outcome-oriented execution across five pillars:

- 1. Account Strategy: Deal visioning and messaging.** The team started with streamlining benchmarking and indexing programs, then renewed focus on database strength for the ABM accounts, as this is critical in improving the engagement breadth. They expanded account-specific coverage to an average of 500 contacts per account, with 10% CXO contacts, then went deeper by mapping contacts to business priorities.

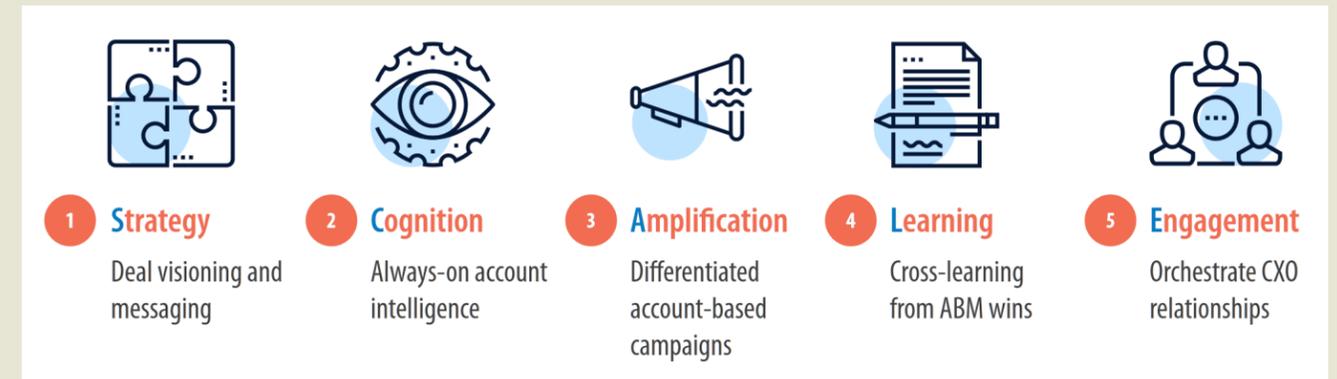
This armed sales with the insights they need when meeting with top executives.

- 2. Opportunity Cognition: Always-on account intelligence.** Within the ABM CoE, a team was formed to assist account teams with social intelligence and web analytics. Reports covering company and business related news, owned mentions, and analysis on acquisition, intent, and consumption were provided to sales and client-facing groups, and helped Infosys move to a more predictive and proactive opportunity readiness model.

- 3. Marketing Amplification: Differentiated account-based campaigns.** Digital campaigns helped trigger engagement with clients. These surround campaigns coordinated by the CoE delivered focused awareness for the brand by pinpointing communication efforts around client locations offline as well as online. The team generated 4,600+ leads from these campaigns across 22 key ABM accounts and expanded the reach with the ABM Lite approach to 59 ABM accounts.

- 4. ABM Learning: Cross-learning from ABM wins.** Infosys created an ABM academy within the CoE to arm ABMers with the skills to deliver business-value focused thinking and execution. Skills taught include deal visioning, value proposition creation, continuous engagement, rapid prototyping, and cross-channel campaign execution. Training is captured in digital

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formats and curated on a centralized portal, and learnings are also disseminated peer-to-peer, with ABM practitioner pairings in the CoE.

- 5. CXO Engagement: Orchestrating CXO relationships.** One big change in the ABM approach was shifting client engagement focus from within the account to outside it. With remote working, clients sought perspectives beyond their organization so Infosys enabled senior client profiles from ABM accounts to interact with other CXOs in a peer-to-peer setting, both intra- and inter-industry.

The ABM program at Infosys stands as one the drivers of the company's success and the shift in approach has delivered outcomes across the **Infosys ABM Index 3R (Revenue, Reputation, Relationship) Framework** for measuring ABM success. Hyperscale ABM influenced a sales pipeline of \$7.5 billion at ABM accounts. Furthermore, it increased unaided recall among ABM accounts 10% higher than the Infosys average, and customer experience scores in ABM accounts were 12.2 points higher as well.

The approach has completely transformed what marketing can do and the ABM CoE has elevated the marketing team to a higher standing and positioned marketing to be a strategic growth driver for Infosys.

7 Here are seven outcomes of hyperscale ABM that matter most:

- Delivered on the company's immediate big bets and changed perceptions at the highest levels.
- Piloted business model innovations by creating platforms such as client advisory boards and virtual co-creation spaces.
- Identified opportunities in a new cognitive manner driven by humanizing client needs and traits.
- Achieved meaningful mass-personalization by industrializing ABM tactics.
- Contextualized the Infosys brand and brought it to life for each account, deepening relationships.
- Showcased the true potential of what can be achieved with ABM.
- Demonstrated the acceleration of an ABM-first normal that will be the future of marketing at Infosys, and the B2B marketing world at large.