



The IT services industry is at a historic inflection point – with traditional IT services and products model getting disrupted. Innovative technologies, new buyers of technology and newer ways of deploying them are beginning to have an impact on the way the industry operates. This disruption has unearthed massive growth opportunities and created a level playing field for nimble technology innovators.

In this context, ITC Infotech has embarked on a transformational journey to become a Specialized, Global scale, Full service provider, led by Business and Technology consulting, and creating enduring value for its stakeholders through excellence across:

- ◆ **DOMAIN:** ITC Infotech's solutions & services are powered by deep Domain understanding and practitioner's expertise in focused supply chain based industries and services industries.
- ◆ **DATA:** From Infrastructure to Insights, ITC Infotech enables clients to leverage the power of Data with actionable insights and prescriptive analytics.
- ◆ **DIGITAL:** ITC Infotech provides Digital solutions to help clients transform their business and enhance customer engagements.
- ◆ **DESIGN:** ITC Infotech provides UI/UX, high-end engineering Design solutions and services to market-leading engineering organizations worldwide.

- ◆ **DIFFERENTIATED DELIVERY:** With excellence forming the corner stone of each engagement, ITC Infotech is committed to Differentiated Delivery models like Outcome-based, BOT, JVs, As-a-service and Subscription models.

As part of the transformation efforts, ITC Infotech, during the year, has aligned the organization to identified Go-to-market (GTM) industry verticals and Lines of Business (LoB) that can be offered to these target verticals. During the year, Testing as a Service (TaaS) and Supply Chain Management (SCM) were seeded as new LoBs. In addition, the company has also instituted an "Innruption" lab to focus on R&D and innovation





in areas like Digital Supply Chain, Mobility, Internet of Things (IoT), Cognitive Automation and to build an ecosystem of startups.

The company's strategy is beginning to deliver results. During the year, the company saw good traction for its ADM, Infrastructure, Customer experience and Product engineering services and solutions. Strong wins were seen in the digital space among existing clients and new clients.

During the year, ITC Infotech won the "2015 European Outsourcing Awards" in the category: "Value creation in Outsourcing" for its engagement with a leading UK based health retailer. The company was also featured as a "Major Contender" in the Everest Group IT Outsourcing in Banking – Service Provider Landscape with PEAK Matrix™ Assessment 2015 and continued to be featured in the Leader's Category for the 2016 Global Outsourcing 100 by the International Association of Outsourcing Professionals. The company's MD and CEO, Ms. Sushma Rajagopalan was elected as the Chairperson of the IT Services Council of NASSCOM.

In 2015, the company launched 'iTech', an annual technology conference platform to foster innovation. As part of the iTech 2015, ITC Infotech organised a two-day IoT hackathon at its campus in Bengaluru. The event saw over 850 registrations, out of which 30 teams were shortlisted to participate. ITC Infotech will increasingly engage with technology innovators by providing mentorship, partnerships, solution development support, market access and joint go-to-market.

ITC Infotech remains committed to creating a truly diverse workforce, and has adopted a 'source locally, deploy globally' strategy. One such initiative is ITC Infotech's Graduate Program in South Africa, which is designed to enable the company offer "Impact sourcing" – a service delivery model that employs high potential but previously disadvantaged individuals.

A unique programme has been initiated to enable employees to be effective Brand Ambassadors for the company. This program is designed to empower InfoTitans with knowledge about the company, its growth strategy and its differentiators, so as to create a shared strategic vision. With most elements of the company's strategy already beginning to show green shoots, ITC Infotech is poised to differentiate itself and see strong traction in a dynamic market that is undergoing rapid consolidation.

