



Infosys

From Cloud Chaos to Clarity: Making Infosys Cobalt the pre-eminent Cloud Services Brand

Summary

Even as the cloud grows in strategic relevance for companies, capturing the full extent of its promised value remains a struggle for many businesses. And this mission of enabling the cloud-powered enterprise, leading them from cloud chaos to clarity, was an inspiration for Infosys marketing to launch a cloud services brand – perhaps the first in the industry. In August 2020, Infosys launched Infosys Cobalt – a powerful set of services, solutions, and platforms for enterprises to accelerate their cloud journey, a force multiplier of cloud-powered enterprise transformation for enterprises – navigating them from cloud chaos to clarity.

Program Overview

Building the Infosys Cobalt brand needed completely different thinking. It was paramount for marketing to have clients convey to the world how Infosys Cobalt transformed their enterprise, how external influencers viewed the brand in terms of delivering value to customers, sharing what the brand stood for within the company and creating brand ambassadors across the board, and much more. Building credibility around the value promised during the launch of Infosys Cobalt was the way forward.

Program Execution & Lessons Learned

The marketing team centered around building credibility, leading in media share, driving thought leadership content, and converting these into engagement, awareness, and leads shifting to marketing pipeline dollars while tracking marketing-spend-to-sales rate. Small crack teams were

formed across marketing, each dedicated to driving various elements of the brand with razor-sharp focus and tweaking the strategy for each group based on the results.

Focus tracks included:

- Digital Campaigns – Deployed full-fledged digital campaigns to build brand awareness and drive engagements across strategic clients and ABM accounts. Marketing gamified the role of brand ambassador amongst employees to amplify Infosys Cobalt social promotions across their networks.
- Thought Leadership – Created unique, differentiated thought leadership to establish brand mindshare. The Infosys Cloud Radar 2021 report was an example of unique and robust thought leadership asset that enhanced market outreach and strengthened brand recall for Infosys Cobalt.
- Media outreach – Created over 200+ media assets, including bylines, articles and press releases that helped Infosys Cobalt stay on top of mind recall from a share of voice perspective. Forbes, one of the top business publications, featured exclusive Cobalt success stories from 15 clients. Infosys Cobalt partnered with MIT Technology Review, and launched ‘The Cloud Hub’, an exclusive thought-leadership forum that offered rich insights on cloud-led digital transformations. The hub now features over 35 client and partner stories.
- Client advocacy program – Client perspectives played a crucial role in positively cementing the brand of Infosys Cobalt. Since launch, Infosys Cobalt Stories now feature over 65+ public client testimonials, sorted by industries and outcomes.
- Internal evangelization – Continuous internal evangelization campaigns helped drive significant internal mindshare. An example is ‘Cobalt Days,’ a dedicated internal event spanning five days that included 30 Sessions and 50 internal and external speakers.

- Launching client focused programs that build visibility for Infosys Cobalt. An example is the Infosys Cobalt World Tour series - a series of client-engagement events convened globally, to drive and deepen Infosys Cobalt conversations.

The most significant outcome was the institutionalization of the marketing and sales campaign approach.

Knowledge and best practices guidelines were distilled into playbooks, making it easy for other campaigns to build upon and scale up rapidly by leveraging learnings from the Cobalt brand marketing programs.

Business Results & Future Plans

Infosys Cobalt has now grown into a full-fledged flagship, cementing marketing’s position as a strategic partner to the business, driving growth and revenue. Infosys Cobalt was the cover story of the Infosys Annual Report 2020-21, featuring client stories around Infosys Cobalt and narratives from Infosys executive leadership. Marketing efforts in building and launching the brand and post-launch campaigns influenced a sales pipeline of \$1.76 billion.

The marketing approach adopted by the Infosys Cobalt marketing team has completely transformed what marketing can deliver and positioned marketing to be a strategic growth driver for Infosys. In January 2022, Infosys was Named the Fastest-Growing IT Services Brand in the World; Among the Top 25 Fastest-Growing Brands across Sectors Globally, and Infosys Cobalt was recognized as a key differentiator – as quoted in the press release, “The rise of Infosys Cobalt as an industry-leading cloud services brand, in just over a year, to help enterprises seamlessly and securely accelerate their journey to the cloud, is a good example of Infosys’ focus on nurturing market-relevant brands.”