

OECD Panel on ICTs and Globalisation: China and India

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Summary of opening remarks:

- As Tom Friedman remarks in his book, “The world is flat”, globalisation is a phenomenon that is here to stay, and a few organisations are epitomising this growth, and this conversation is about the Infosys journey into globalisation.
- Infosys has created a lot of best practices, because with <3% of its revenues coming out of its home country, it had no choice but to compete in a global world. The key milestones in Infosys globalisation journey are:
 - Creation of a genuinely innovative business model- the ability to strip a complex IT project into various constituent bits, getting them done where it makes the most locational sense, and then recombining them back again is the “magic sauce” that has been behind the meteoric rise of Infosys.
 - Giving genuine innovation back to the customer has been a key differentiator- the organisation has focused on creating value for its’ customers markets, and hence has gained significant stickiness in its customer base.
 - Investing in global brands- creation of guerrilla tactics in building the brand, not through huge investments, but through innovative use of specific vehicles continues to fuel its global growth.
 - Finally, the organisation continues to invest in its markets of operation, be it with capital, people or other infrastructure investments , as a result of which, Infosys continues to morph into a genuine global organisation, that just happens to be headquartered in India.
- An attempt at trying to outline the key learnings coming from the Infosys journey;
 - The “cake will get bigger”. As 2.5 billion people integrate into the global economy, everyone will prosper, in other words, it is not a zero sum game.
 - The need for collaboration will only increase, be it through acquisitions, or thro relationships, equity based or otherwise, cultures will have to find a way to work together.
 - The face of the Fortune 500 will change, with increasing participation from regions in Asia.
 - Finally, the implications on the planet, in terms of sustainability and ability to withstand exploitation will be severely tested.