CSS CORP

REALIZE **SUPERIOR CX** THROUGH DIGITALLY POWERED

EXTERNAL FACING INFRASTRUCTURE OPERATIONS

ABSTRACT

This POV targets business IT leaders, CIOs, CTOs and addresses why the concept of external facing or client infrastructure gains prominence in today's world. The paper highlights how client facing infrastructure plays an important role in delivering end-to-end superlative CX to consumers, and why enterprises should realize its overarching significance that contributes to factors such as customer retention, loyalty and goodwill. It explains how a digital framework can alleviate challenges faced by enterprises and provides them a platform to reap maximum benefits and long standing returns in the future.

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Digitization has altered the way organizations provide services to customers. And, for customers, it has again transformed the way they interact their services; with the multitude of channels available for them at their comfort and call. With digital pulling out all stops from traditional operations, and services delivery attaining a positive growth curve by 2023, **Digital Business Infrastructure Operations (DBIO)** is the buzzword in today's industry. And, organizations are making a beeline to ensure that their services and operations fall within its purview.

$1.6B

The $1.6 billion digital business infrastructure operations market is forecast to grow at a five-year CAGR of 54% in U.S. dollars through 2023. This is driven by opportunities arising from continuously evolving digital business initiatives and an increasing number of digital touchpoints.

Figure 1: Digital Business Infrastructure Market

What is digital business infrastructure and why does it assume importance?

"Digital business infrastructure operations" are ongoing managed services contractually engaged by clients with the objective of managing, operating, and continually optimizing the necessary customer facing infrastructure that supports digital business solutions and delivers **digital business outcomes**.

DBIO enables managed services providers to integrate their external facing infrastructure services and power client business outcomes by aligning their services to client objectives through the four digital touchpoint enablers as shown in the diagram below.
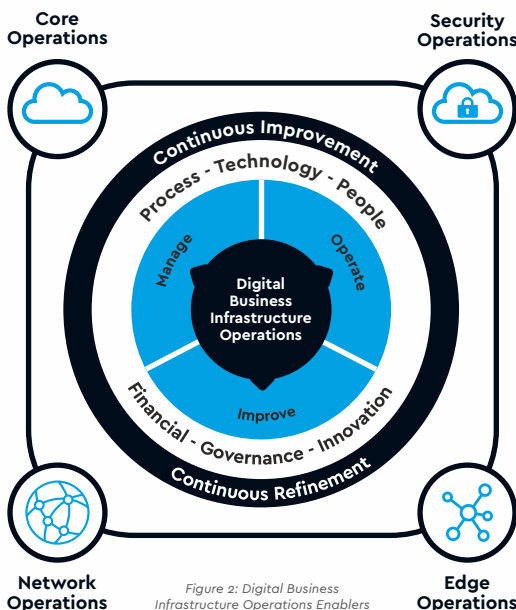

Core Operations

Security Operations

Continuous Improvement

Process - Technology - People

Manage Operate

Digital Business Infrastructure Operations

Improve

Financial - Governance - Innovation

Continuous Refinement

Network Operations

Edge Operations

Figure 2: Digital Business Infrastructure Operations Enablers

What are digital touchpoints and how do they make up the mesh of client facing infrastructure?

Client-facing or external facing infrastructure is defined as the different services, web applications, software or any internet routable device that lets customers access your services through the Internet. And, that is why they should always be the prime focus of an enterprise's marketing strategy as it brings in revenue, customer experience, brand loyalty; and any deviation can transform to losses over time.

Figure 3: Client Facing Infrastructure

Today consumers engage with services in a multitude of ways through **digital touchpoints**. A digital touchpoint includes everything from a website, chat bot, virtual assistant, virtual and augmented reality technologies, wearables, mobile or any interaction that consumers can have with your service. These digital interactions create opportunities for growth, and pave the way for **superior CX** (customer experience), brand recall and visibility, customer affinity, loyalty across every touchpoint and that's why the infrastructure that powers these interactions becomes extremely important.

But the situation in most organizations is that they are still not able to break the bubble and think of the client facing infra, instead their time and focus gets spent on fulfilling their internal or Enterprise IT objectives. **Enterprise IT** revolves around internal IT requirements and fixes that are internal to an organization, but customer facing or digital business infrastructure comprises of all
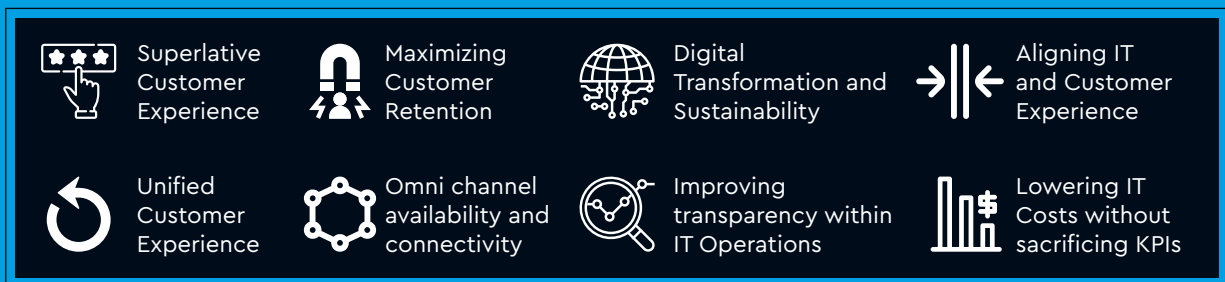
external infrastructure touchpoints through which your customers interact with your services. From a business standpoint, customer facing infra becomes paramount because, any downtime or loss in service or infrastructure outage directly impacts **revenue generation, customer experience** and this what every organization would want to avoid.

02 BUT, THESE CHALLENGES STILL PREVAIL

While every business organization would want to reach a steady state and improve on efficiencies, there's a lot of internal baggage organizations carry around that hinders their digital business objectives. While the lines are blurring around managing internal IT and digital business, their application scope differs in '**what is managed and how it is managed**' which ultimately draws the fine line of distinction between the two. One easy way to understand this difference is through the outcomes they bring in. Enterprise IT does not contribute to any business outcomes whereas external facing infra is all about business outcomes and that's why they need to be dealt differently.

Here are some of the top drivers that build a strong case for organizations to adopt digital business infrastructure operations:

Superlative Customer Experience	Maximizing Customer Retention	Digital Transformation and Sustainability	Aligning IT and Customer Experience
Unified Customer Experience	Omni channel availability and connectivity	Improving transparency within IT Operations	Lowering IT Costs without sacrificing KPIs

Organizations within a digital realm cannot afford to have service disruptions or downtime as they lose money, credibility and opportunities. The media has covered reports of major services like Gmail, YouTube experiencing service outages and business continuity challenges in the recent past that has resulted in loss of revenue to many organizations that depend on those services.

03 THE TIME TO GO DIGITAL IS NOW!

With a lot riding on organizations to bolster their digital business infrastructure in place,moving to a digital tune of operations is the way forward. A well-tuned digital operations setup would yield the following benefits.

There are many reasons why digital operations are the best bet to manage the huge risk and demand businesses throw at
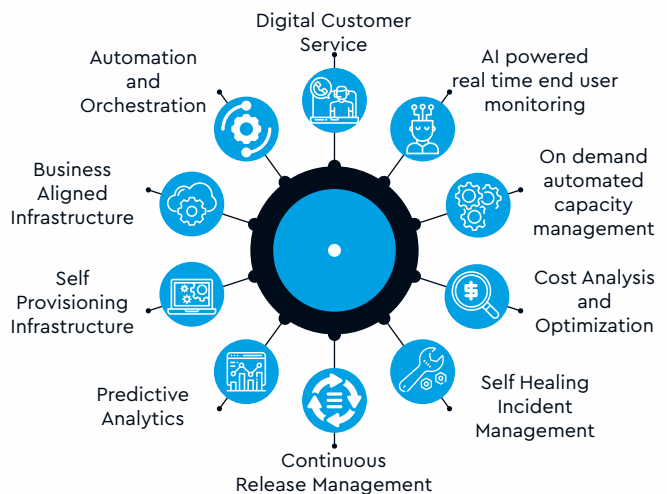

Figure 5: CSS Corp's Customer Facing Infrastructure Services

them today as shown in the image above. There is increased pressure for organizations to provide **seamless experiences** across every digital touchpoint, starting with services, their availability, **continuous optimizations**, release management, **digital customer support**, knowledge management, **unified user experiences**. While providing all this they also need to monitor, manage and reduce IT spend,

tailor that to match business objectives. This is a tall order and definitely not one that a traditional model can handle. This is where an overarching digital solution can help organizations decouple this risk, free them to think of strategically important and crucial needs while taking care of all operational aspects through a **technology-driven framework**.

04 CREATING DIFFERENTIATION THROUGH TECHNOLOGY INFUSION

Business Centric Approach

Business aligned infrastructure to enable global coverage, capacity and ecosystem connectivity

AI Powered Automation

AI and deep learning based automated self-provisioning and self-healing systems

Integration Experts

Expertise and accelerators for integration with all major enterprise applications and systems

Proactive Insights

AI and analytics driven insights for proactive support and end-user personalisation

POWERED BY CONTELLI

Figure 6: CSS Corp's Key Differentiators

CSS Corp has a long history working with technologies to mitigate customer hurdles and pave way for simpler, smarter and efficient customer engagements. Staying true to our corporate theme of reimagining customer experiences, we use digital technology such as AI,ML,NLP, Deep analytics (Artificial Intelligence, Machine Learning, Natural Language Processing) to simplify and drive smarter business outcomes for our clients. Our services have hit home with the able support of our in-house **CoEs (Center of Excellence)** and the intersection with **Innovation Labs** helps us become agents of change that drives new and future-ready **business outcomes** for our clients.

Cost-efficient Operations

Focus on efficiency maximization with agility to optimize TCO and drive value

End To End Ownership

Complete end to end ownership from Infra management to end user experience

Partner Ecosystem

Strategic alliances with technology partners like AWS, Google Cloud, etc.

05 SETTING NEW BENCHMARKS – USE CASES

By digitizing the entire client facing ecosystem, you can provide your clients with proactive services, increased customer affinity, long lasting brand value and customer retention – all with **lower CAPEX investments**. There are endless opportunities to fine tune your services as you are able to listen, understand and customize your services accordingly. Here are a couple of use cases that drive home the advantage.

Use case 1:

CORE BANKING APPLICATIONS

Banks usually are under tight pressure for regulatory compliance, service continuity, application security and customer retention. As a result, they spend a lot of money for their infrastructure maintenance, application development. With a digital makeover, they can be rest assured with services such as a secure environment, self-healing incident management, business-aligned infrastructure, continuous release management, digital customer service.

Use case 2:

APPLICATION PLATFORMS

Application platformsface some of the toughest competitions in the market because of the various options available to subscribers. They constantly need to innovate and better their game to survive. In such conditions they always face threats such as low customer satisfaction, brand reputation and recall. A digital operations approach will help them with self-provisioning infrastructure, automation, on-demand capacity management, AI-powered end user monitoring, self-healing and digital customer service.

Use case 3:

VOICE AND VIDEO PLATFORMS

With the increasing adoption to digital content platforms, online customers are like nomads; aligning to the best that fits their needs. In these cases, content providers run the risk of revenue loss, shareholder distrust, competition to name a few. With a digitally enabled platform, content and media creators can gain insights and transform their offerings from customer preferences, digital customer service, one-demand scalability and availability, predictive analytics to help them make up for lost ground.

Use case 4:

INSURANCE PLATFORMS

Insurance service providers also face a similar issue that gets them penalties, customer loss, goodwill loss as they may not have up-to-date information about their subscribers, subscribers might forget to top up premiums. This impacts the trust factor for insurance service providers resulting in the losses as mentioned. A digital platform that brings on digital customer service, predictive analytics and business aligned infrastructure can go a long way in helping insurance companies save revenue, face value and trust.

06 THE BENEFITS ARE THERE TO SEE – CASE STUDY

One of our clients, a global leader in the education industry was finding it difficult to manage the growing needs of their student communities who connect to their online educational services from all over the globe. They wanted to deliver consistent user experiences but managing all of this with data centers and physical infrastructure was becoming a huge challenge for them. They wanted to move to a digital state of operations, restructure operations and achieve digital resiliency.

We proposed a 24/7 Data Center Infrastructure Management plan that managed 8000+ servers and 11 DC's through a Managed Services Model that took care of:

- Infrastructure Management
- Automated Incident Management
- Change Management
- Interactive Dashboards

With **ITIL and Service Management**, we were able to streamline application change requests and handle more than 30k requests per annum. Using **automation**, we created and deployed self-service portals that managed day to day operations. Through **interactive dashboards** we gave them a single view of their global infrastructure performance in a single click.

Today, in the 11th year of operations, our solutions have delivered the following benefits:

- **36%** Reduction in TCO
- **62%** increase in process efficiencies and accuracies through automation
- **99.98% uptime** in infrastructure with near real-time failover capability
- Achieved **5/5 CSAT** score month on month
- **78% Faster live cloud migrations** through automation (from 3-5 days to <24 hrs.)
- Ensured consistent service availability to over **1700** customers

07 CONCLUSION

CX (Customer Experience) is the only sustainable differentiator in today's business world. So this places a lot of expectations on service providers as end-consumers consume their services through a variety of digital touchpoints – at their will and convenience. The recent pandemic is just an example that tested the industry's resilience and service continuity, and there are many enterprises working their way up to achieve self-sufficiencies. This explains the reason why enterprises need to understand the whole ecosystem (the client facing infrastructure that powers these experiences) and take proactive steps to ensure these channels fire in tandem and not restrict themselves to modular experiences. Though most enterprises would face challenges aligning to a digital state of operations, it only opens up opportunities for digital transformation in the long run. And, this frequency will only increase as new technological advancements change the way consumers interact. Aligning to a digital and intelligence-driven technology framework ensures your business is ready when you are.

08 ADDITIONAL READING

FLYER

- Simplifying Enterprise Migrations on the Cloud
- Driving Organizational Synergies Through an Integrated INCS Approach

WEBPAGE

- Customer Facing Infrastructure
- Cloud Transformation Services

VIDEO

- Cloud Migration Services

INFOGRAPHIC

- Harmonize, Automate and Modernize IT Operations with Intelligent Automation

09 REFERENCES

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- https://www.gartner.com/en/documents/3971158/forecast-analysis-digital-business-infrastructure-operat
- Global outages archive report

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Phanikishore has close to two decades of industry experience and heads the Infrastructure, Network, Cloud & Security (INCS) Services at CSS Corp. He has been instrumental in driving large scale IT and Network transformation programs for enterprises, especially in Retail, Consumer Product Goods (CPG), high-tech, telecom and banking and financial services (BFSI). He holds a track record of delivering business value to organizations globally through a consultative approach augmented by effective solution development, and delivery excellence.

Prior to joining CSS Corp, he has had stints in leading organizations like Tesco Hindustan Service Centre, JDA, TCS, etc. At CSS Corp, he is focused on delivering solutions in Cloud, DevOps, Heuristic Automation and Platforms that are enabled to deploy highly scalable customer experience enriching solutions. Phani holds a bachelor's degree in Instrumentation Engineering from Nagarjuna University.

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