



Dentsu's Global Project Selects [Infosys Edge](#) Platform

Bangalore – March 15, 2013: Infosys today announced that Dentsu's Global Project team has selected Infosys Edge to deliver a single, unified platform for driving projects and campaigns spanning multiple countries and regions. This comprehensive cloud-based platform will help Dentsu rapidly expand into new markets and help support the growing needs of its clients.

To support marketing activities for a broad range of client's businesses, it was critical for Dentsu to precisely design and appropriately execute campaigns and projects across countries and regions including Japan. In order to realize this, Dentsu needed to:

- Collaborate seamlessly across its global operations through efficient and effective sharing of domain expertise, knowledge, and know-how
- Quickly adopt and apply best practices
- Visualize and standardize business processes
- Flexibly adhere to local requirements and work environments that vary across countries

Dentsu's Global Project team has selected Infosys Edge to help realize these objectives. The platform will accelerate Dentsu's global expansion, improve customer satisfaction, and drive profitable business growth.

Samson David, Vice President and Head of Business Platforms, Infosys said, "In order to execute campaigns and projects simultaneously across multiple countries with different requirements, the underlying system needs to be efficient and effective. Infosys Edge will provide a unified cloud-based platform for Dentsu to seamlessly drive campaigns and projects across regions and support the growing business needs of its clients."

Additional resources

- More about [Infosys Edge](#)
- Infosys Edge [Whitepapers](#)

About Dentsu Inc.

Founded in 1901, Dentsu Inc. has held the position of the world's largest single-brand agency for 40 years. Through its unique "Integrated Communication Design" approach, Dentsu offers multinational clients the most comprehensive range of advertising and marketing services in the industry. While continuing to pursue innovation in the digital arena, Dentsu is active in the production and marketing of sports, movies, anime and other entertainment content on a global scale. The Dentsu Group has more than 6,000 clients and around 22,000 employees worldwide.



About Infosys

[Infosys](#) partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys #19 among the top 100 most innovative companies. As a leading provider of next-generation consulting, technology, and outsourcing solutions, Infosys helps clients in more than 30 countries realize their goals. Visit www.infosys.com and see how Infosys (NYSE: INFY), with its 150,000+ people, is Building Tomorrow's Enterprise® today.

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2012 and on Form 6-K for the quarters ended June 30, 2012, September 30, 2012 and December 31, 2012. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company, unless required by law.

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