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Infosys inks five-year collaboration with smart Europe GmbH to bring sustainable electric mobility to customers

Bengaluru, India (ots/PRNewswire) -

The collaboration aims to boost digital sales and customer experience in the e-mobility era

[Infosys](#) (NSE: INFY) (BSE: INFY) (NYSE: INFY), a global leader in next-generation digital services and consulting, today announced that it has signed a five-year collaboration with automotive marquee [smart Europe GmbH](#) to refine its Direct-to-Customer (D2C) business model in Europe and provide enhanced customer experience, data-driven personalization and engagement for the existing model smart #1, the newly announced smart #3, and other upcoming all-electric models from the iconic brand. Through this strategic collaboration, Infosys will help smart Europe GmbH redefine the online EV buying experience and apply state-of-the-art Machine Learning (ML) models to accurately forecast sales and aftersales demand.

Infosys was chosen to assist the premium EV maker in this transformation for its deep expertise in enabling consolidation across automotive sales and e-commerce processes and systems. To enable smart Europe GmbH derive exceptional value from software, data, and cloud investments, Infosys will leverage its trusted process, functional and technical expertise, complemented by a design thinking-led consulting approach. Infosys will also help smart Europe GmbH to efficiently sell electric vehicles across 15 European countries with a D2C sales approach and secure engagement across lead generation, prospect conversion, sales and aftersales channels, supplemented by end-to-end ownership and accountability.

Dirk Adelmann, Chief Executive Officer, smart Europe GmbH, said, "We are pleased to have Infosys as our partner on this journey. Infosys' strong leadership commitment backed by its ability to drive end-to-end application development and maintenance with efficiency and effectiveness, will help us boost our operational performance and user experience."

Jasmeet Singh, EVP and Global Head of Manufacturing, Infosys, said, "We are delighted to deliver our cutting-edge technologies to innovative companies like smart Europe GmbH to help ramp up their competitiveness in the European market. Infosys has demonstrated a steadfast commitment to powering innovation-driven customer experiences across touchpoints through our automotive and mobility offerings. Leveraging a blend of our expertise in the domain and strong regional presence, we will help smart Europe GmbH fast-track the adoption of cutting-edge digital solutions. The success of this engagement will be a real game changer for both smart Europe GmbH and Infosys in the electric mobility era."

About Infosys

Infosys is a global leader in next-generation digital services and consulting. Over 300,000 of our people work to amplify human potential and create the next opportunity for people, businesses and communities. We enable clients in more than 56 countries to navigate their digital transformation. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer clients, as they navigate their digital transformation powered by cloud and AI. We enable them with an AI-first core, empower the business with agile digital at scale and drive continuous improvement with always-on learning through the transfer of digital skills, expertise, and ideas from our innovation ecosystem. We are deeply committed to being a well-governed, environmentally sustainable organization where diverse talent thrives in an inclusive workplace.

Visit www.infosys.com to see how Infosys (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

Safe Harbor

Certain statements in this release concerning our future growth prospects, or our future financial or operating performance are forward-looking statements intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results or outcomes 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 the execution of our business strategy, our ability to attract and retain personnel, our transition to hybrid work model, economic uncertainties, technological innovations such as Generative AI, the complex and evolving regulatory landscape including immigration regulation changes, our ESG vision, our capital allocation policy and expectations concerning our market position, future operations, margins, profitability, liquidity, capital resources, and our corporate actions including acquisitions. Important factors that may cause actual results or outcomes to differ from those implied by the forward-looking statements are discussed in more detail in our US Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2023. 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 it is required by law.

For more information:

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