



Wipro RAPIDS™ DXP

The complete digital
experience marketplace



The Wipro RAPIDS™ DXP addresses the digital transformation challenges faced by Communication Service Providers (CSPs) and aims to provide an improved digitally enabled customer experience. This integrated end-to-end digital experience omni-channel platform takes the marketplace approach to reimagine how new-age enterprises conduct business with CSPs across the customer value chain and partner management ecosystem. The platform is built leveraging the existing capabilities of our RAPIDS™ framework and follows the B2X customer's journey. The reference solution comes with a set of ready to deploy use cases covering latest and next-gen services like 5G, SDWAN and IoT. This solution covers concept-to-cash-to-care scenarios of B2X customers along with a fully functional and integrated marketplace.

Value proposition

RAPIDS™ DXP platform aims to take customer experience to a new level by simplifying the underlying complex technologies for the CSPs. The platform helps CSPs meet their customer

demands ensuring seamless interactions across digital platforms creating an immersive experience.



B2C like experience: Delightful experience across customer touch points, improved NPS and brand perception in enterprise market. A never seen before explore-to-care journey for enterprise customers.



Quick launch: Minimally invasive, agile transformation to Digital Service Provider (DSP) to enable launch of new age digital services driven by 5G and IoT, which needs a quicker time to market.



Backend agnostic: Loosely coupled with the backend application to bring flexibility and scalability.



Extensible UI: Long drawn customer interactions are abstracted with intuitive UIs and extensible without changing the core. Cater to multiple persona based user journeys across B2X value chain.

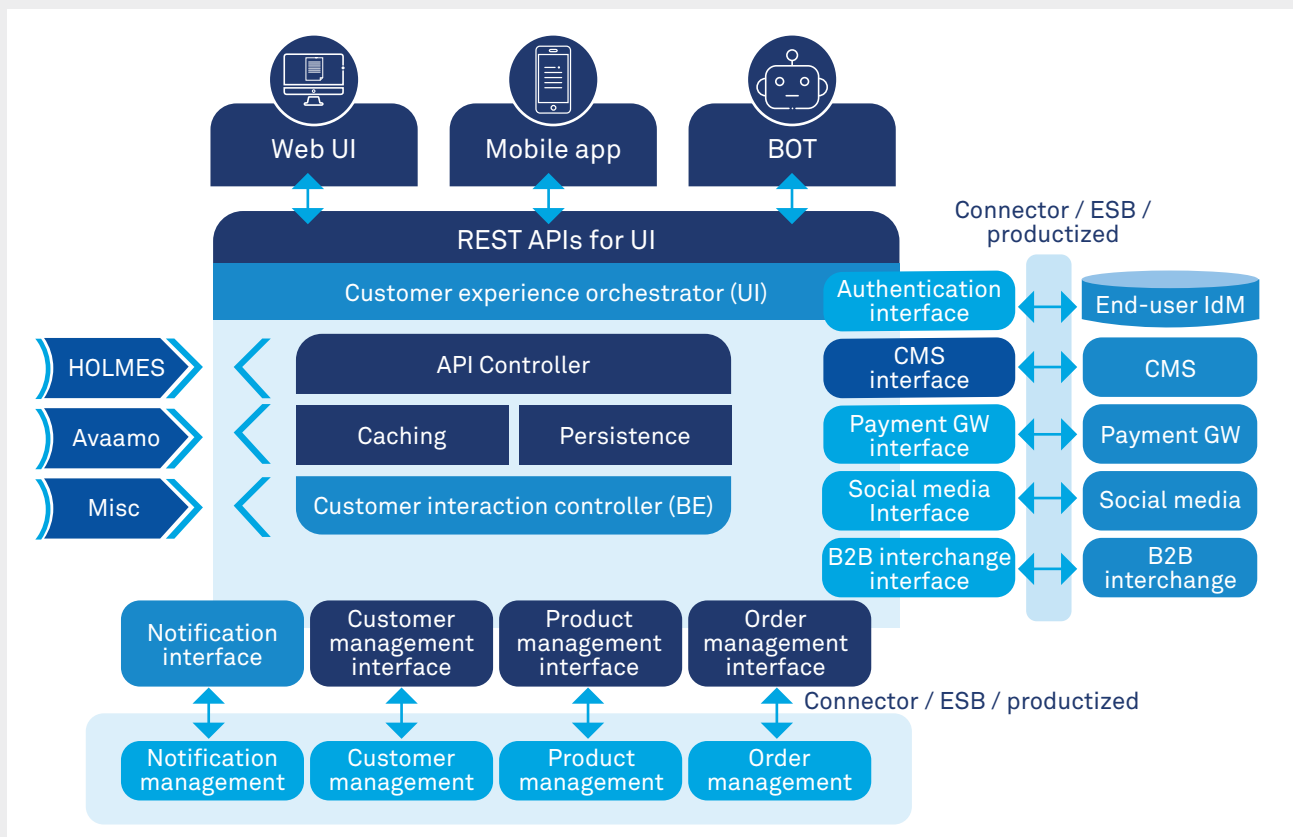


Figure 1: Wipro RAPIDS™ DXP Reference architecture

RAPIDS™ DXP Highlights

- An integrated 5G ready marketplace platform
- World class experience platform - Rich in functionality. Extensible and customizable
- Well defined interfaces configurable for southbound and 3PP. Decoupled with underlying application for global implementations
- An all-round reference architecture and robust technology stack rooted in micro-services, open APIs and open source
- Omni-channel experience delivered and orchestrated to realize multiple use cases
- Cloud ready
- Quick launch to market with a set of simple user journeys which are realized using the evolving stack delivered in sprints –Minimal viable products
- Seamless integration of the UI to back-end systems of records and most traditional systems of engagement

- Integration with new-age digital systems like ‘chat-bots’ and backend Business Process Modeling Notation (BPMN) systems for AI driven interaction and business process realization
- Integration with content management systems for micro-focused content delivery
- A digital care functionality that allows the customer to raise an issue, follow-up on the issue, track orders, see currently subscribed products and bundles, view invoices and even pay those invoices from the digital care UI
- Built-in system intelligence to pick-up a discarded user journey and create a prospect in the system

Tailored to the user journey

The platform adapts to the different B2X user journeys based on business requirements and delivers a seamless experience across the value chain. The marketplace approach allows enterprises to have a unique tailor-made approach for their business scenario that is also flexible and adjustable.

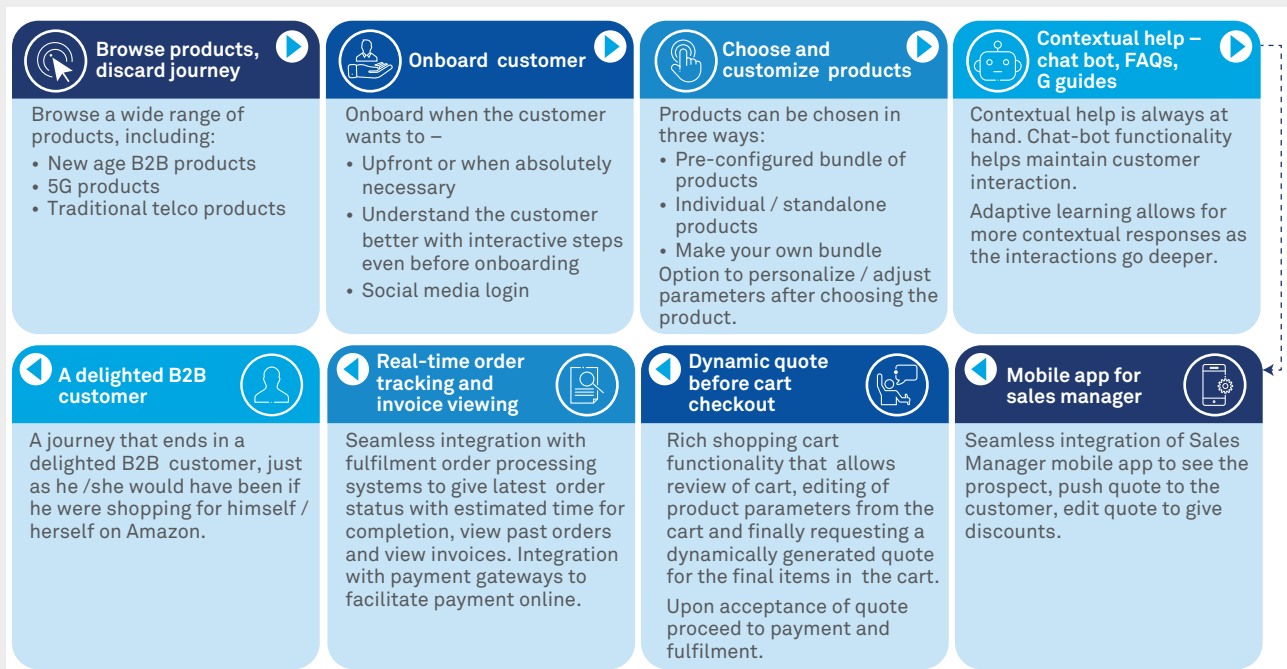


Figure 2: An example of a B2B user journey

Wipro’s RAPIDS™ DXP evolves the way a telco conducts business with new age enterprises across the customer and partner ecosystem. It disrupts the way the customers are on boarded, the types of services available and the ease in

which they are engaged, consumed and managed by an enterprise, enhancing the entire customer experience.

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