

JTI (JAPAN TOBACCO INTERNATIONAL)

---



---

DIGITAL REPORT 2020

# JTI - Delivering their Digital Transformation with Wipro

IN ASSOCIATION WITH



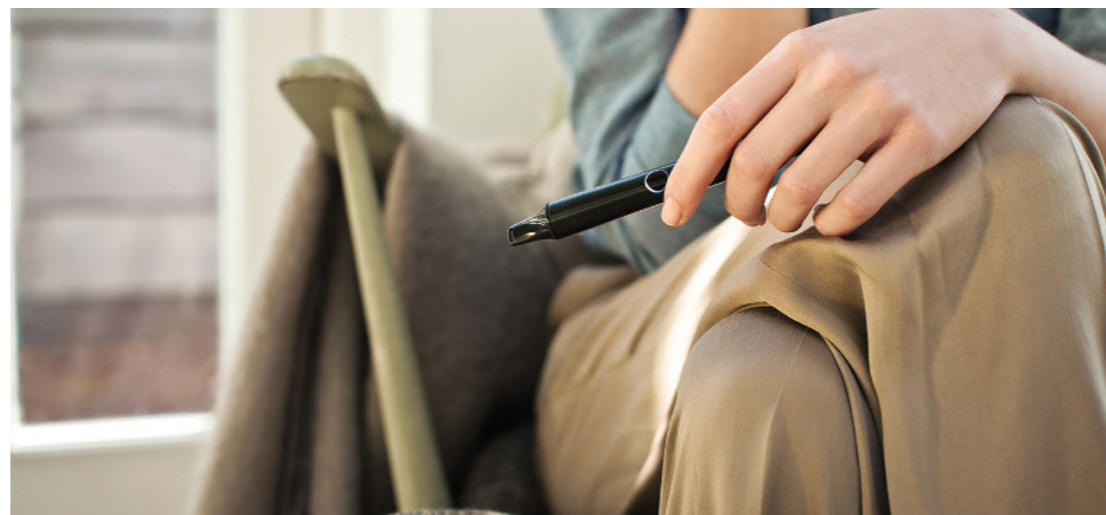
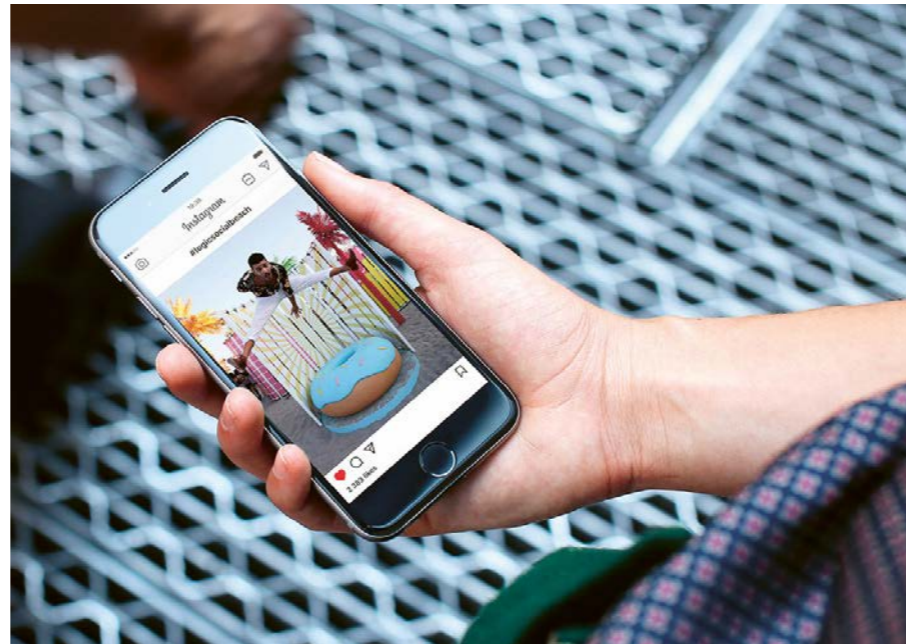


# JTI - Delivering their Digital Transformation with Wipro

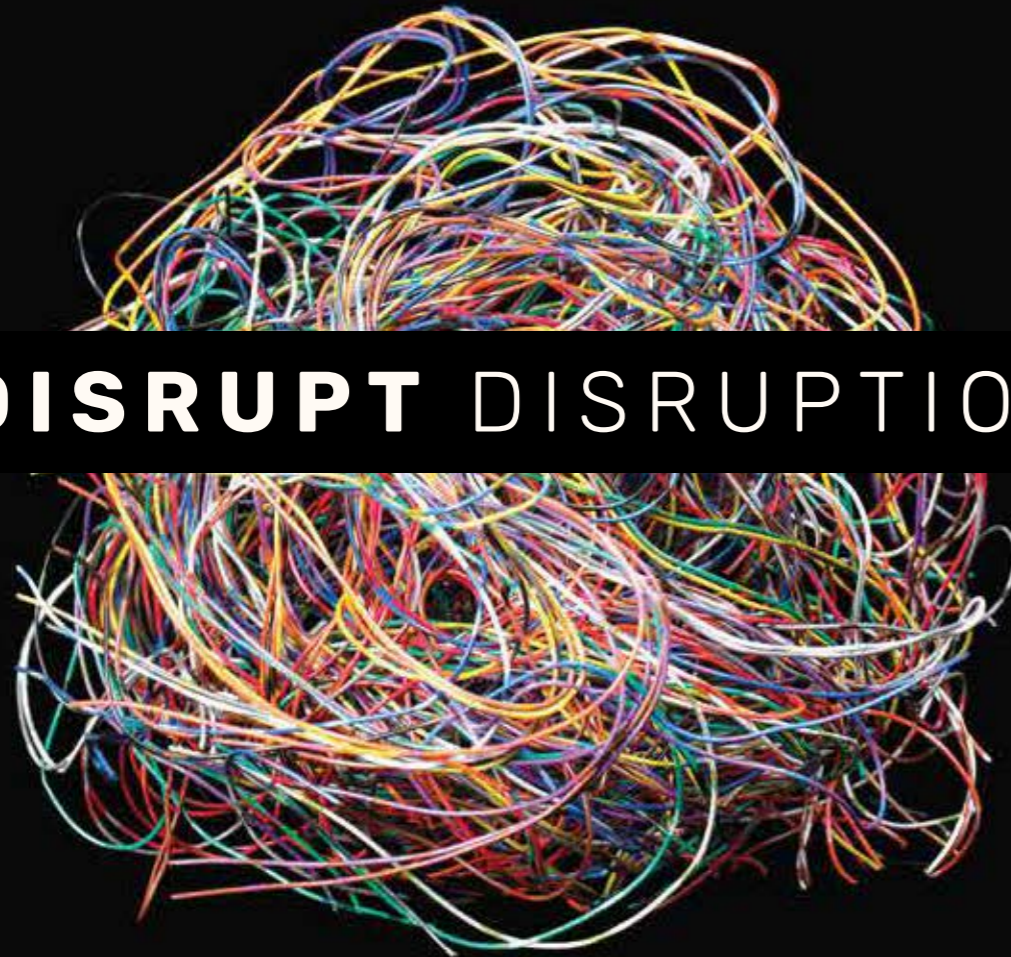
## Chief Information Officer Atiq Samad reveals the transformations he has overseen at JTI, from industry 4.0 to artificial intelligence

**J**TI is the world's third largest tobacco company, operating in 130 markets with a workforce of 44,000 people, 29 factories, 8 R&D centers and 6 tobacco processing facilities around the world. The company's Chief Information Officer is Atiq Samad, and he has been in the role for two years. Such a large, global company has had a head start on the adaptations companies are experiencing worldwide in the face of the ongoing COVID-19 pandemic, as he explains: "Fortunately at JTI, we were already used to having virtual teams, because we are spread out all across the world, representing many different locations. We've learned over the last 15, 20 years how to work in a virtual team."

When Atiq joined JTI, he made it his mission to look at the company's IT landscape holistically, in order to modernize its technology platforms under the banner of a Business Platform Modernization (BPM) program. "We were one of the first big companies with a single instance database on SAP



# DISRUPT DISRUPTION



## How Wipro helped JTI implement a milestone program and reduce friction.

Enterprises must do the near-impossible: Meet the high expectations of their customers and do it at the lowest cost possible. That's why 93% of enterprises are embracing digital transformation to deliver greater value to their business.

However, adding digital transformation initiatives on top of the day-to-day operation priorities is a big ask for most technology departments. JTI experienced this first-hand: IT management bandwidth was consumed in putting out fires, such as delivery quality issues and difficult supplier relationships. With no time left to innovate for the broader business objectives, JTI needed a solution that would allow its IT team to focus on what's important.

JTI sought help from a partner that could meet its needs by managing their global data center and cloud services — at scale, integrated and at a competitive cost. Wipro became exactly that partner. Wipro team quickly became immersed with the JTI team working toward the same goals. In fact, Wipro was onboarded in just 2 ½ months — three weeks ahead of schedule!

Lately, Wipro team has also supported JTI in their strategic BPM program: Wipro team worked diligently behind the scenes in multiple areas: data centers, SAP and more.

Since Wipro has started providing Data Center and Cloud services, JTI has seen tangible improvements and overall services stabilization, including a steep drop in Priority 1 incidents and a reduction in the incident/change backlog.

“ Wipro has done a tremendous job of transitioning our global Data Center Operations in a very short time and without disruption.

Not only could they deliver a superior service as of day one, but they also kept improving and adding value. Ultimately, Wipro earned JTI's trust and could further develop a successful relationship. ”

— Guilain Rogg • VP, JTI

“ Our partnership with Wipro is a strong one based on solid execution, trust and commitment. Wipro has brought their best to create value for our business. I especially appreciate the focus on not only execution but also innovation that touches various aspects of our business. ”

— Atiq Samad • CIO, JTI



## Wipro

### A true partner for digital transformation

In an ever-evolving business and digital landscape, enterprises need to be able to innovate while maintaining their core offerings.

Wipro is the ideal strategic partner for helping enterprises unlock value through digital transformation, thanks to its internationally recognized expertise that extends far beyond data center and cloud operations. Wipro Digital and Designit are helping transform our customers' business in fundamental ways.

Learn more about our capabilities today.

Wipro • Wipro Digital • Designit



08

**“We’re looking at the digital employee experience, and we’re even challenging the concept of offices entirely”**

—  
Atiq Samad,  
CIO, JTI

that moved from ECC to S/4HANA. And this was of course a big technology migration, but not only that, we also did a finance transformation. In terms of our CRM, as part of our trade marketing excellence (TME) program, we decided to go to the latest technologies with Oracle, which is the Oracle Engagement Cloud. We’ve also brought in a single source of truth called One Data, and we’re looking into the factories and logistics too, to bring them up to the same level.”

It’s not just technology that has changed as part of the BPM initiative, but also the culture. “We are bringing in an investment mindset. So, hand-in-hand with the business platform modernization program, we have implemented what we call

the technology investment portfolio management process, where we have a portfolio of all the technology investments. We look at each investment and look at both their initial business benefits and their strategic fit to make a strategic roadmap.”

EXECUTIVE PROFILE:

## Atiq Samad



**Title:** CIO

**Company:** JTI

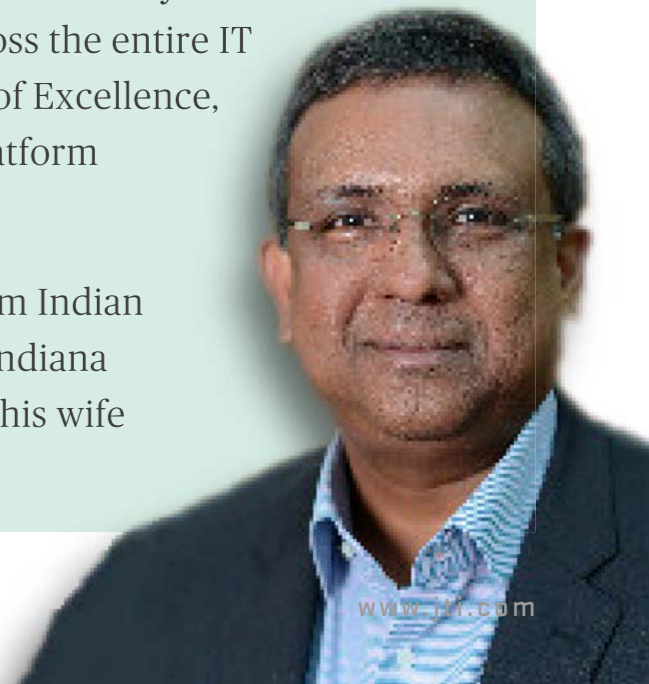
**Industry:** Tobacco & Vaping

**Location:** Switzerland

Atiq Samad, Chief Information Officer (CIO) for JTI has held the position for the past two years and is responsible for JTI’s worldwide IT organisation. Atiq is accountable for the definition and execution of JTI’s long term IT strategies and responsible for the technology investment portfolio that supports JTI’s growth ambitions.

Atiq began his career RJRI/JTI in 1994 and has consistently taken on new roles with increased accountability across the entire IT function, including leadership over the Center of Excellence, IT Global Development Center and Business Platform Modernization (BPM).

Atiq holds a Bachelor of Technology degree from Indian Institute of Technology and MBA degree from Indiana University. Atiq lives in Nyon, Switzerland with his wife and 2 children.



## “At JTI, we were already used to having virtual teams, because we are spread out all across the world”

—  
Atiq Samad,  
CIO, JTI

Part of that strategic roadmap has been embracing emerging technologies. “We’re expanding into artificial intelligence, IoT, robotic process automation. We already have them on a small scale, but now we’re going to expand further into the digital space.”

Future projects coming down the line include getting more out of data with buyer insights and predictive analytics. “We’re looking into the digital space, and how we can leverage IoT for our vaping products, for example. That also opens us up to



practice ecommerce - which we can't with our traditional business.” The transformation goes further into the manufacturing sites themselves. “We are also looking into industry 4.0,” says Samad, “which we already do in terms of manufacturing, operations management and quality sensors. But we want to expand this and really look into transforming our manufacturing and factories. We’re also doing a project now that’s focused on our global supply chain. That’s building the foundation for greater sales forecast and operations planning (S&OP), where we

will look at the entire company’s sales and operations planning process - but that’s for the future.”

JTI’s technological transformation has required the participation of a number of partners such as Hanson Regan and SCL Consulting. Samad notes that the companies it works with vary in scale. “We have a few big strategic partners, we work with SAP, Microsoft, Oracle,

Orange Business Services and Wipro. In addition to that we engage with mid-sized companies that give us more agility and flexibility. Some of these companies started very small and they grew with us, so they feel part of the team spirit that we have created at JTI.”

Thanks to the existing measures put in place by Samad and his team, JTI was well able to weather the

coronavirus storm. “We have everything cloud ready - that’s why, for example, when we felt the impact of coronavirus, we went from 600 remote workers to about 18,000 remote workers within three days. From an infrastructure standpoint, we had to make an effort, but it didn’t create big problems.” Samad further sees the pandemic as opening up possible avenues for potential change. “We’re looking at the digital employee experience, and we’re even challenging the concept of the office entirely. Can we

**1999**  
Year founded

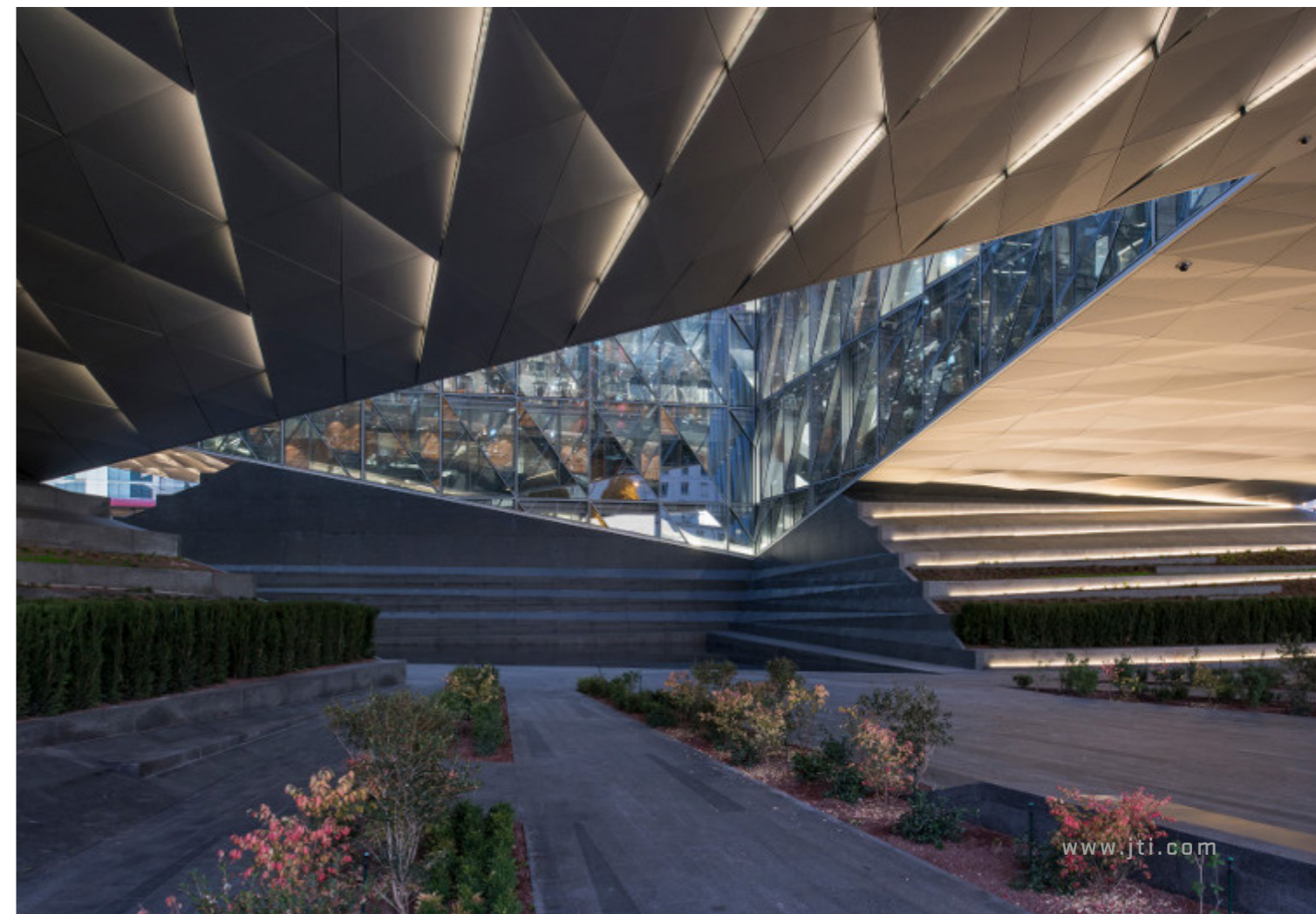
**\$12.4bn+**  
Revenue in US dollars

**44,000**  
Number of employees



**“We’re going to expand further into the digital space”**

Atiq Samad,  
CIO, JTI





**“We look at each investment and look at both their initial business benefits and their strategic fit to create a strategic roadmap”**

—  
Atiq Samad,  
CIO, JTI

not have dynamic offices, for instance? But as the CIO, my biggest focus always has been and always will be on remaining secure, compliant, and resilient.”

That philosophy is aligned with the goals of the business at large. “Our goal is to become the number one tobacco company in the world. In today’s world, you cannot do that without technology. I’m excited about it because we can really add value through the technology we introduce.” Samad is clear that the technological work the company has done stands

in good stead for the future. “While our competitors are focusing on upgrading their systems and moving to new platforms, we will already be experiencing the value of that technology. That’s one thing that really makes us ready for the future.”







**JT INTERNATIONAL SA**  
RUE KAZEM RADJAVI 8  
1202 GENEVA  
SWITZERLAND  
1202

**T** 022 703 07 77  
[www.jti.com](http://www.jti.com)

POWERED BY

