

MICROSOFT BUSINESS APPLICATIONS

Transforming for
the Customer



Businesses today understand that B2B and B2C customers alike have ever-rising expectations, but many companies struggle to meet those expectations. While improving service is important to that effort, it's only one factor. To really provide a superior customer experience, the various elements of the organization—from data, processes and people to sales and service, to the supply chain and finance—must connect in order to develop a complete picture of customers and deliver what they want.

Too often, however, companies run into a number of barriers when trying to enable that collaboration. Functions, systems and data are siloed, leaving key parts of the business poorly connected. Comprehensive data about customers is difficult or impossible to pull together into timely, useful insights. This translates to a poor customer experience—and lost sales and customer attrition. To address this challenge, leading companies are turning to Microsoft's intelligent suite of Business Applications to connect their business and provide their employees with the insights needed to deliver exceptional customer experiences.

BUILDING ON THE POWER OF BUSINESS APPLICATIONS

Microsoft's lineup of Business Applications includes Microsoft Dynamics 365, which combines Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) applications covering marketing, sales, customer service, customer voice, field service, commerce, finance, operations, supply chain, intelligent order management, talent, project service automation and AI powered insights. It also includes the Microsoft Power Platform, a suite of offerings featuring simplified, easy-to-use code that lets business users create and tailor their own business applications and take advantage of business intelligence, automated workflows and virtual agents, while still enabling centralized IT oversight and management for compliance and security.

Leveraging our Wipro FullStride Cloud Services, we help companies leverage Microsoft Business Applications to deliver

effective customer experiences that differentiate them in the marketplace. We build on the robust built-in capabilities of the Microsoft technologies to create solutions tailored to your business and connect people, processes and data across your organization. We offer ready-made solutions for key industries, including banking and financial services, retail, manufacturing and healthcare. We help you implement your solutions quickly and effectively to achieve rapid results. And with our ecosystem of partners—including Microsoft, Google Cloud, SAP, Oracle, and AWS—we help ensure that your Business Applications solutions are integrated with your existing systems.

Beyond the technology itself, we can assess and redesign processes to increase the impact of the technology; offer change management support to help ensure rapid adoption of new systems; and provide ongoing maintenance.

WHAT IT MEANS TO YOUR COMPANY

We help you get the most out of Microsoft Business Applications to reshape your business to:

Engage customers and deliver differentiating experiences

Build efficient, flexible, resilient supply chains

Increase collaboration to transform the workplace and work

Drive and accelerate ongoing innovation

Achieve greater operational efficiency and agility

Ultimately, we help you ensure that all the components of your business are working together to help you understand what the customer wants and deliver it—accurately, efficiently and quickly.

DEEP EXPERIENCE, TARGETED SOLUTIONS

We help you get the most out of Microsoft Business Applications to reshape your business to: Wipro and Microsoft have been trusted strategic business partners for more than two decades. Together, we help our joint clients build future-ready enterprises through AI-based solutions and modern business applications across industries, including banking and financial services, retail, energy and utilities, healthcare, and manufacturing. Wipro boasts more than 1,500 Business Applications professionals and more than 100 client installations.

Drawing on our experience with Business Applications and our industry expertise, we have developed a number of solutions for specific industries, including:



HEALTHCARE

Our Complete Care solution enables physicians, specialists and care team members to support patients more efficiently.



INSURANCE

Our D365 Insurance Accelerator is a comprehensive solution that enables collaboration, empowers employees, supports operational efficiency and helps build trust with customers.



FINANCIAL SERVICES

Our Wipro CRM Security solution helps ensure privacy, security and compliance when working with sensitive data.



MANUFACTURING

Our Workplace Safety solution helps prevent incidents, injuries and illnesses through a critical examination of the workplace to identify and record hazards for corrective action.



RETAIL

Our Endless Aisle solution gives sales associates and online and in-store customers real-time visibility into inventory, enabling an omnichannel “buy anywhere-fulfill anywhere” experience.

In addition, we have developed cross-industry solutions that enable companies to provide remote service for their products, manage employee shifts and rosters, and let employees report hazards and safety events from their smartphones—among other things. And we are continuing to expand our lineup of Business Applications based solutions.

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 250,000 employees and business partners across 66 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For more information, please write to us at info@wipro.com