Wipro elevates its BoundaryLess DataCenter to BoundaryLess Enterprise with business-first strategy

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As customers increasingly opt for outcome-based offerings, Wipro looks to differentiate itself with a business outcomes-first approach while using cloud computing as a change agent to drive customer experience and enable connected insights.

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Introduction

It has been a few years since Wipro debuted its BoundaryLess DataCenter (BLDC), which provided a framework to manage enterprise IT environments (both on- and off-premises) beyond any predefined physical boundaries. But as enterprises today are looking for alternatives to extract greater business value from their cloud investments while addressing organizational challenges, Wipro has unveiled BoundaryLess Enterprise (BLE). In the company's view, a BLE construct is about making IT friendly for multiple stakeholders – admins, line-of-business users, developers and partners. For organizations seeking to optimize business outcomes, Wipro is putting a business-first strategy front and center through a mix of its own IPs, tools and offerings as well as strategic partnerships with leading cloud hyperscalers. The company has already established a cloud services business unit and is now looking to play a bigger role in enabling customers' cloud transformation journey.

451 TAKE

Wipro is aiming to drive business transformation at scale and claims that its business-first strategy and industrialized approach are already making that happen. Providing tools and reusable blueprints along with a DevOps pipeline and templates that can unlock the value of cloud-based services and technologies across cloud native, containers, PaaS, IaaS and edge services to promote the power of design thinking is a foot in the door. Deepening its partnerships with hyperscalers for co-development projects and joint sales offerings seems to have brought a new level of energy for the company. Along with plans to execute its growth priorities, Wipro is ready to play a bigger role in light of business transformation.

Context

Led by the cloud & infrastructure services (CIS) unit, formerly known as global infrastructure services (GIS), Wipro says it is experiencing strong uptake in its cloud business, driven by global deals that are multi-service-line projects. Business transformation deals today are driven by both infrastructure and application components. Some of its top enterprise accounts have embraced full-stack development (infrastructure, applications and data), Wipro says.

In March 2018, the company announced plans to divest its datacenter business as it doubled down on accelerating business transformation. Accordingly, the divestment plan has been completed since August 2018, which included transitioning eight datacenters and more than 900 employees of its datacenter services business to cloud service provider Ensono. As part of the divestment plan, Wipro would invest $ 55m to acquire a minority stake in Ensono. Thus far, the divestment plan works in the company's favor as it continues to realign resources and capability to capture software-defined everything (SDx) and cloud-related opportunities.

Geographically speaking, Wipro stays focused on its primary markets – the US, the UK and continental Europe. With that said, its partnerships with leading hyperscalers allow the company to enter new markets such as the automotive sector in Japan and the financial services and retail sectors in Latin America.

Growth priorities

BLE is touted to enable complex hybrid cloud systems across customers' entire IT landscape. At the core, BLE comprises five building blocks: BLDC for delivering immutable infrastructure, BoundaryLess Container Platform (BLCP) for container orchestration, BoundaryLess Data Platform (BLDP) for securing business data, BoundaryLess Cloud Exchange (BLCE) for enabling seamless data interchange and BoundaryLess Integration Platform (BLIP) for integrating different cloud ecosystems.

Wipro has laid out four strategic priorities as underpinning constructs for a BLE. These include transformation at scale, modernization for speed and high availability, innovation through digitalization and leading with domain-centric offerings.

The company believes that its transformation toolkit has helped customers realize a cloud-first vision with hybrid and multi-cloud deployments. Some organizations have gone for a cloud-only transformation using Wipro's Cloud Studio, which is built with multi-cloud integrations to enable transformation at scale using what the company described as the industrialized and automated cloudification approach. Customers can get access to Cloud Studios out of its facilities in Bengaluru, Pune, London and Dallas. Each Studio is equipped with plug-and-play toolsets and technologies as well as reusable blueprints that help speed up the process of large-scale cloud transformation, Wipro says. In line with its strategy to accelerate cloud transformation at scale, the company has deepened its partnership with AWS, Azure and Google by adding migration capabilities for IaaS, PaaS, containers and DevOps.

In anticipation of a broader use of cloud technologies and services for company-wide transformation, Wipro will strengthen its support for customers looking to revamp their application development strategy with agility and time to market in mind. Aside from helping customers with app modernization initiatives, ERP-on-cloud journey and SaaSification strategies, it will invest further in driving cloud-native application development with proven frameworks and platforms such as Wipro Integrated Agile DevOps (DevLite) and Cloud BOT.

Nurturing innovation will continue to be a priority for Wipro. Wipro Ventures, the strategic investment arm of Wipro, has been on an investment spree since 2015, backing 18 startups such as Acaamo (AI), Demisto (cybersecurity) and Moogsoft (AIOps) that align with its growth priorities. The company also made no secret of its ambition to be a digital champion through strategic acquisitions. It has acquired seven companies including Designit (design-thinking enablement), Appirio-Topcoder (crowdsourcing platform) and International TechneGroup Incorporated (digital engineering and manufacturing) for the past few years. As part of its growth priorities, Wipro says it will focus on developing high-impact transformation programs leveraging innovative technologies such as IoT/edge computing, data analytics, blockchain, AR/VR and AI/ML.

Taking a business-first approach to cloud implementation, the company reiterates its strong alignment with leading cloud providers in terms of product engineering and go-to-market strategies. With more than 3,000 certified AWS architects, 2,100 certified consultants for Microsoft Azure and some 300 certified engineers that are well-versed in the Google Cloud Platform, Wipro says it has been working with leading cloud hyperscalers for co-development opportunities and joint consulting engagements. To deepen its industry domain expertise, Wipro will strengthen its partnerships with industry groups of hyperscalers and other niche players for offerings aiming at key industry verticals – namely financial services, manufacturing, hi-tech, healthcare, energy & utilities, communications and CPG.

Product and GTM approach

Per Wipro, accelerated transformation is achievable, underpinned by industrialized Cloud Studio. Functioning as a backbone of technology innovation, Cloud Studio is where customers experience and use platforms and tools provided by Wipro and its partners using a standardized process – discover & assess, design & build, migrate & validate and operate & optimize. Some of these tools such as MigMan (Migration Manager for SAPS/4HANA) and QuMiC (Quick migration to Oracle Cloud) are vendor-specific; others like App Dev Toolkit and Enterprise Digital Operations Center (EDOC) are designed to drive agile operations across the board. It also maintains a robust partner ecosystem, with nearly two dozen tools and platforms provided by partners and its portfolio companies. In the end, the value proposition of Cloud Studio will come down to how Wipro can facilitate a seamless migration and integration across hybrid IT, DC, cloud and edge.

Wipro says there are more outcome-led discussions than ever before and customers are looking for ways to manage user experience (both external and internal) at scale. To that end, it is taking a business-outcome-first approach while using cloud computing as a change agent to drive customer experience and enable connected insights. Wipro's differentiation approach consists of three main components: full stack to the cloud (infrastructure, apps, data and process), cloud native-driven (integrating CSP community with TopCoder) and service visualization (a single view from user, edge, apps and infrastructure for better business decisions) – all is enabled by its pipeline-first agile DevOps delivery mechanism with Cloud Studio. Some of the use cases include accelerated product release cycle by transforming business applications to microservices as well as achieving time to market via onboarding workloads to the cloud.

Competition

Aiming at transforming enterprises, Wipro is competing in a crowded market where global IT suppliers and technology providers are rapidly ramping up their digital prowess. Companies like Accenture, Atos, IBM, Hewlett Packard Enterprise, Capgemini, DXC and Dell Technologies are in this group. Indian-heritage companies such as Cognizant, HCL Technologies, Infosys, L&T Infotech, Microland, Mindtree, TCS and Tech Mahindra have increasingly augmented their offerings through M&A and strategic partnerships. Many of them are actively involved in building a thriving startup ecosystem for technology innovation. When it comes to harnessing segment- and region-specific opportunities, regional and local SIs such as Datacom, NTT DATA, NEC and Fujitsu are active players.

SWOT Analysis

STRENGTHS

Wipro is able to productize its operational experience with reference architectures and reusable blueprints. It is well known for certain vertical specialties – finance & insurance, retail, and manufacturing, which are open to embrace new technologies.

WEAKNESSES

Having a more business-centric play makes sense, although it can be difficult for the company to differentiate in a seemingly competitive marketplace. With Wipro's new approach, its expansion in new geo/business areas may not provide immediate results.

OPPORTUNITIES

Deepening partnerships with hyperscalers helps Wipro expand its geographic reach and strengthen its focus on vertical opportunities such as the public sector.

THREATS

While businesses are open to run transformation pilot programs, it remains a daunting task to get diverse stakeholders on board from within the organization. Wipro is not alone, yet it is challenged to navigate the unique challenge of enterprise selling.