

Case Study



Standardizing and Optimizing Process to Lower Marketing Costs, Speed Time to Market, and Improve Total Customer Experience

## The Return

Reduce cost of operations through focused, continuous process improvement, allowing EMC to drive strategic sales and marketing initiatives and improve business execution and delivery.

An integrated approach to customer data management can have an organization-wide impact, including:

- ▶ Improving campaign targeting, demand generation, cross-sell / up-sell capabilities
- ▶ Enabling increased visibility for customer and financial reporting
- ▶ Formalizing, documenting, and measuring processes
- ▶ Maintaining intense focus on achievement and accuracy

## The Client

EMC (NYSE: EMC) is a US\$14.9 B leading provider of information infrastructure technology and solutions to enterprises around the world. With approximately 40,000 employees worldwide and operations in more than 60 countries, EMC provides secure information infrastructure technologies to store, protect, manage and optimize information through its lifecycle using the industry's broadest portfolio of systems, software, and services to create total integrated information management solutions.

## Before

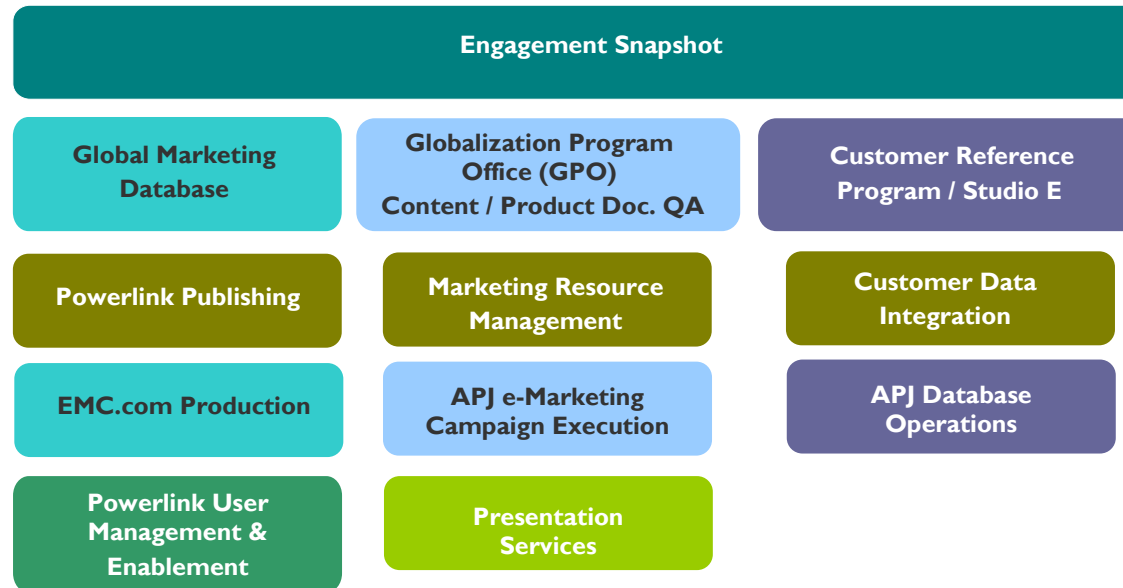
EMC launched a global IT initiative focused to better leverage of marketing dollars to drive cost and operational efficiency gains in its marketing support operations. The global scale of EMC's operations favored the centralization of marketing support activities in a single location to shorten turnaround time, improve productivity, and leverage relevant marketing applications and technical development resources that were already in place.

EMC selected Wipro because of its domain expertise and operational excellence in delivering processes on a globally-distributed model, its proven track record of finding appropriate talent, and its strong program management.

Wipro was asked to provide an integrated solution to:

- ▶ Continue to secure quality global customer records in client's customer master
- ▶ Maintain customer hierarchies to improve interaction and territory assignments
- ▶ Provide customer data analysis to help identify up-sell / cross-sell opportunities
  - ▶ Manage and update of the global marketing database with new contact and address information

- ▶ Provide target email lists for product launches, awareness and demand generation campaigns according to initiative and geography
- ▶ Execute email campaigns and support in the Asia Pacific region
- ▶ Manage publishing of content for all audiences on the extranet and internet sites
- ▶ Provide timely user account validation and resolution for partners, customers and employees needing to access EMC's extranet, a repository of technical information, training materials, e-services and sales tools
- ▶ Manage global in-language go-to-market content and product documentation quality assurance



## How Wipro Helped

EMC selected Wipro to provide a clear focus on improving operational efficiencies, leveraging cross process synergies within function & systems, and optimizing costs. In particular, these objectives were driven across related processes in Customer Data Integration (CDI), Global Marketing Database (GMDB), and Powerlink User Management and Enablement. (Powerlink is EMC's corporate extranet for partners, customers, and employees.)

## CDI

Wipro's CDI team helps manage and protect EMC's investment in customer data by ensuring data integrity. The team helps ensure that current and future customer data adheres to global standards and is accurately organized in a Customer Hierarchy Database. Wipro provides domain experts who analyze gaps in business process and explore patterns in transaction and market data, helping further our customer data integrity, identifying innovative customer life cycle patterns, and improving EMC's understanding of its addressable market opportunity. The Wipro team helped cleanse more than 1 million contacts in a span of three months. The overall transaction volume handled by Wipro has increased by 53% since the beginning the relationship.

## GMDB

Wipro undertook the responsibility of helping to manage and increase the value of EMC's Global Marketing Database, through cleansing and updating of database records with new and corrected contact and address information. Wipro also instituted process improvements and incorporated best practices in the area of database management. The total transaction volume handled by Wipro has increased by 88%.

## Management of Powerlink

Wipro is responsible for the management and enablement of users accessing EMC's Powerlink as well as some content publishing for the site. Wipro provides timely response to feedback and account issues generated by customers, partners, and field-facing audiences. Beyond user account validation, Wipro provides partners and suppliers with timely resolution of profile issues to ensure their full entitlement access to Powerlink resources.

Wipro is also tasked with content management and metadata validation, monitoring and managing version control for expired content, the publishing and versioning of international content and landing pages, navigation creation, and content categorization.

## After

Wipro's KPO helped EMC improve operational efficiency, lower cost, increase synergies between functions, and achieve faster time to market. EMC realized significant benefits from its ongoing engagement with Wipro.

- ▶ The Wipro KPO engagement has been able to meet all key requirements at a reduced TCO.
- ▶ The centralized execution of marketing support activities led to improved turnaround time and increased customer satisfaction.
- ▶ Moving the processes to lower cost locations with highly skilled and technically competent consultants has led to overall improvement in efficiency and resource utilization.
- ▶ Wipro's engagement with EMC Global Marketing spans process and technology and the integrated view of operations and systems that support it have resulted in a more effective delivery response to the needs of the business.
- ▶ The 16x5 engagement model has increased the availability of marketing support service for customers, leading to improved satisfaction and TCE around the globe

## For further information contact

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## About Wipro

Wipro Technologies is a division of Wipro Ltd (NYSE: WIT), a \$5bn enterprise that employs over 90,000 employees across the globe. With experts based in Western Europe, North America, India, Asia Pacific and the Middle East, our integrated Consulting, IT, BPO and Product Engineering services combine the benefits of expert proximity with global leverage to provide the technology edge and speed to your strategic programs.