

FUTURE OF TRANSPORTATION INDUSTRY

LIVING IN A WORLD OF CONSTRAINTS



The need for a new and flexible business model

In the past, a good economy would witness transportation growth and innovation with a focus on revenue generation. In a down economy, we saw transportation companies digging into ways to reduce cost and trim services as a mean to retain a profit. Today, the industry has realized that there is a need for a new and flexible business model in order to just sustain.

In the future, the transportation industry will be in a dynamic business world that will have to be resilient to threats, and must also be able to survive in a very hostile competitive environment. The current inflexible architecture that links business units without integrating them is coming to an end. The days of applications that are built to internally focused business processes are numbered. Transportation companies will move to a dynamic enterprise architecture that is based on the consumption of services, and is externally focused to the transaction and interaction needs of their customers. This new enterprise structure will extend its reach to make customers inclusive. This new enterprise reach and continuous connectivity will allow extreme levels of customer services, a new Extreme CRM. In order to provide this new level of services, each company will have to become intimate with their customers, and perform data mining and analytics to better understand demographics and behaviours. In the future, transportation companies will anticipate customer needs.

The following key Trends will help shape this future view of the transportation industry:

Expanded Sales Channels

Enhanced Mobility

Customer Centric Business Models

From "Respond to Predict" Enterprise

Expanded Sales Channels

The traditional sales channels of Global Distribution Systems (GDS) and travel agencies will be optimized to reduce facility footprint and to lower costs. The use of virtual desktops within an organization, or purchasing Desktop as a Service (DaaS) from an outsourcing provider will be key to meet these objectives.

The self-service channels will look to expand the levels of provided services through the Internet, kiosk stations and mobile devices.



Common web services and centralized data may be provided on a service oriented architecture, while leveraging compute assets and management through the use of Cloud computing.

Social media has shown itself to be a strong indicator of the social acceptance or dislike of a company's offerings and services. Marketing and promotional offering was the first step, followed by the application of complaint monitoring and customer service. Social media will soon move from an information outlet and become another sales transaction and fulfillment point. Wipro has been performing extensive analytics and remodelling of client demographics in the retail space, and will leverage this experience to the airline space.

Enhanced Mobility

The customer inclusive enterprise of the future will rely on mobility to make that possible. The pervasiveness of technology exists at work, home, and now is virtually anywhere the customer goes with one of many forms of hand held devices. The Internet, WiFi and proximity are connecting to phones, PDAs, netbooks, iPads and smartcards continuously.

The ability to extend a company's enterprise network through mobility enables the convergence of customer transactions for Promotions, Partners and Destination Sales. This accessibility also enables the "Always On" customer connection. In some applications the mobile device will provide a location for proximity-driven content messaging to the mobile device, it may also debit or credit value cards, or access or load information from a smartcard.

Mobility technology through mobile devices will also streamline work processes by providing access to information libraries and electronic distribution of work cards out to the work force. The use of e-documents and e-videos will move information to the worker as they are performing the work and remove the need to leave the workstation. The use of e-signature will enable immediate approval of completed work assignments and allow workers to move right to the next assignment.

Customer Centric Business Models

The new competitive environment, along with an information rich customer base, will drive the transformation of business models from a view of internal business processes to one of external traveler touch points. The objective of this transformation will be to enhance the traveler experience and to create a closer relationship with the customers. The result will be ubiquitous consumer relationships with anytime/anywhere

interaction points. This new level of intimacy, and deep analytics, will allow companies to have a better understanding of their customers, their needs and behaviors. This understanding will then enable transportation companies to provide levels of customer service specifically targeted to individual needs. This service will establish the new Extreme CRM.

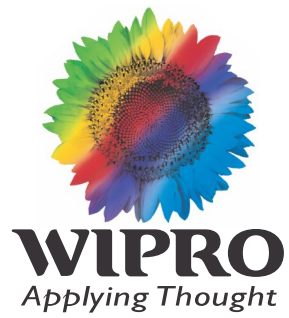
This customer centric concept will also enable companies to focus on the resources used for each of the customer processes. This new perspective, along with new architectures will enable companies to move from fixed cost structures to variable rate consumption models.

From "Respond to Predict" Enterprise

Today's business processes and resultant applications are reactive in nature and merely respond to queries. The dynamics of the future business environment will require a deeper understanding of the client's customers through extensive data analytics. Future transportation companies will have to anticipate the needs of their customers. This new information will provide the insight to better interpret the customer's buying behaviour, and will utilize predictive modelling. As the analytics and predictive modelling mature, companies will move to a level of decision support tools to drive automated customer service actions. The culmination of these analytics and modelling tools will become the basis for Extreme CRM in transportation. Extreme CRM will track and monitor customer, execute predictive based actions and offers, and fulfil sales transactions.

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WIPRO TECHNOLOGIES, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA. EMAIL: INFO@WIPRO.COM, TEL: +91 (80) 2844 0011, FAX: +91 (80) 2844 0256
North America South America Canada United Kingdom Germany France Switzerland Poland Austria Sweden Finland Benelux Portugal Romania Japan Philippines Singapore Malaysia Australia

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