



Complete Product Ownership of Security and System Utilities Product Suite

THE IDEA

Customer had a product selling 100 MUSD per year that was in the end-of-life trajectory. Product required revival, new feature to extend the product lifetime to sustain the revenue. However customer was intending to shelve this product as he was not ready for further investment and focused more on next generation product using the same team.

THE RETURN

The idea was to help the customer in continuing with the new feature release and product sustenance for the existing customer without adding any additional cost.

CLIENT

The client is a Leader in software products market.

BEFORE

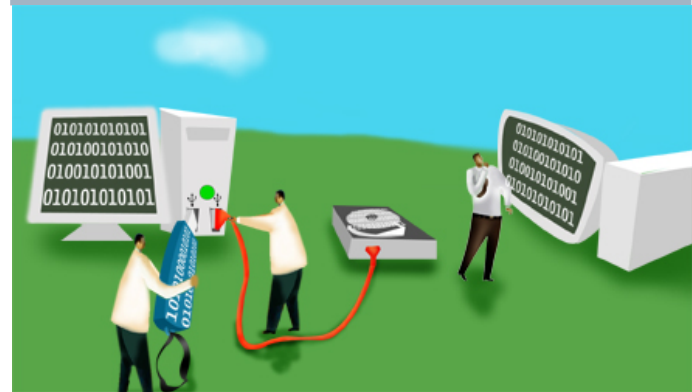
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HOW WIPRO HELPED



WIPRO found this as a business opportunity and proposed a unique and innovative business model - "Revenue Share" model. In this model WIPRO owns the complete product engineering, whereas customer is responsible only for sales & marketing the product. The revenue generated from the sales of this product is being shared between WIPRO & customer. Thus customer gains the benefit of "Zero Cost Engineering", and entire share of customer revenue goes into his bottom line (Profits). WIPRO gets a share of the revenues that the product generates every quarter.

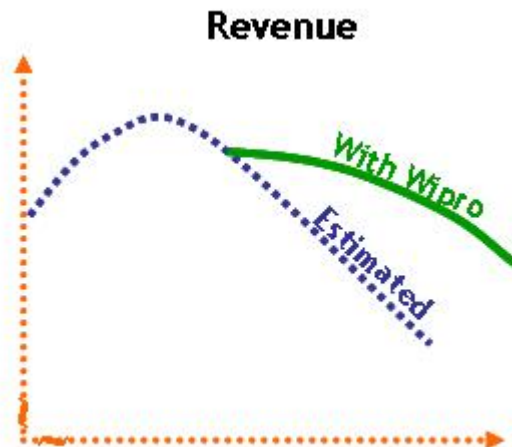
WIPRO proposed to revive the product which will directly benefit customer bottom line and put the product back into the growth path, without any further investment from customer. The graph shows how WIPRO has successfully re-launched the customer's product back on growth path.



Security Product Engineering

WIPRO took up the complete responsibility and released the product to the market within 4 months as against 12 month cycle. And started getting significant revenue from 5th month onwards based on sales of product by customer. Customer's started earning significant revenue and earned consumer delight.

AFTER



WIPRO proposed to take the complete ownership of product engineering, infrastructure, hardware, software and human resources required to support it. Customer was able to re-allocate all the resources that were tied to this product to focus on developing next generation products. This helped the customer in developing and releasing a new product, at a much faster time, to the market, thereby adding direct benefit to customer's top line growth.

For further Information, please contact: info@wipro.com

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