

# EMPOWER BUSINESS MODEL TO GROWTH

Driving Operational Excellence, Enabling Efficiency & Cost Savings



## OVERVIEW

Cloud computing represents a fundamental change in the technology landscape and provides an opportunity for Transportation industry to address key challenges such as profitable growth, customer loyalty, operating expense reduction, etc.

Wipro has evaluated the Airline & Logistics industry value chains, IT landscapes and key trends in Cloud adoption and hereby shares its 'point of view' through this brief note.

## CLOUD COMPUTING AND TRANSPORTATION – THE BIG WHY!

Customer Experience and Operational Excellence drive the Transportation industry to a large extent. Industry focus is first on business efficiency and then on technology to support the business. In recent times, business needs in this industry have rapidly changed keeping up with customer demands. This in turn needs agility and flexibility in technology spending. As a result, industry players have a diverse IT estate with multitude of applications across business units, geographies and service lines - which in turn may need to be modified or upgraded within a few years.

Implementing Cloud can bring the following key business benefits for Transportation players:

- Ability to handle volatility in business demand, transaction load
- Reduced CAPEX
- Faster time to market
- Improve operational excellence and customer experience

## VOLATILE BUSINESS DEMAND – THE NEW CONSTANT IN TRANSPORTATION INDUSTRY

Wipro is world's largest independent R&D services provider and one of the leading IT services providers in the Logistics domain. While several industry players have been attempting to 'go

Cloud', there are numerous unanswered questions and challenges. Through process studies, surveys based on parameter driven scoring, and discussions with industry players, analysts and clients, Wipro has arrived at an assessment framework to aid organizations to devise their Cloud strategy.

### Roadmap for Cloud

Organizations would find it easier to adopt Cloud, provided there is a strong business case. While not every process can be 'Cloud enabled', even those that have high potential for renting would not be considered if there is no appropriate 'service provider' or platform, and if there does not exist a clear business case.

Organizations need to develop a 'Cloud strategy' and assess readiness through a TCO (total cost of ownership) framework to identify potential business value. Running a pilot or prototype would help in identifying key risks upfront.

## REALIZING BUSINESS VALUE THROUGH LAYERS OF CLOUD – WHERE TO START?

### Business Services (BPaaS, Business Process as a Service)

- Provides higher levels of process optimization and elasticity
- Some of the enterprise process areas that have been historically leveraged are:
  - Payroll processing
  - Recruitment
  - FAO/payables and collections
  - Freight audit

BPaaS adoption is moderate to high.

## Information & Application Services (SaaS, Software as a Service)

**For the Airline industry, several process areas that can adopt a Cloud based approach without much risk are:**

- Pricing & Yield management
- Loyalty management
- Analytics
- Admin & Facilities
- Ground Ops
- Customer Experience.

**For Logistics players, below are the various application areas which were early movers:**

- TMS & WMS solutions
- Customs filing interfaces
- Tariff code validation

**SaaS adoption is picking up in select application areas.**

### Platform as a Service (PaaS)

While leading ERP players had an early mover advantage in 'Platform as a Service' for the enterprise process space when it comes to core Airline & Logistics process areas, adoption of PaaS is lagging behind other Cloud areas like BPaaS and SaaS.

### Application and System Infrastructure Services (IaaS, Infrastructure as a Service)

Higher level of Cloud adoption is visible in this space with more virtualization and green data centers.

## COMPREHENSIVE CLOUD SOLUTIONS FROM WIPRO

**For Transportation industry players Wipro offers SaaS based pricing analytics, BPaaS (core logistics processes) apart from System Integration and Origination services to customers across the four layers of Cloud:**

- Business Process as a Service
- Software as a Service

- Platform as a Service
- Infrastructure as a Service

**Wipro has tool kits & processes to provide:**

- Cloud Advisory Service
- Cloud Assessment Service
- Cloud Implementation Service
- Cloud Management Service

## PARTNERING WITH THE BEST

Wipro has Cloud based partnerships with



to deliver Cloud services to customers.

## WIPRO CLOUD

Wipro is a focused Cloud services provider and has strategic partnerships with multiple product and Cloud solution partners. For more details on Cloud offerings, please refer [www.wipro.com/cloudcomputing](http://www.wipro.com/cloudcomputing). For any queries in Transportation business industry, please reach out to [laura.evans@wipro.com](mailto:laura.evans@wipro.com)

## ABOUT WIPRO TECHNOLOGIES

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology"— helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 120,000 employees and clients across 54 countries. For more information, please visit [www.wipro.com](http://www.wipro.com)



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