

CONSUMER PACKAGED GOODS



PROVIDING SOLUTIONS ACROSS THE VALUE CHAIN

WIPRO CPG EXPERTISE

CPG Dynamics

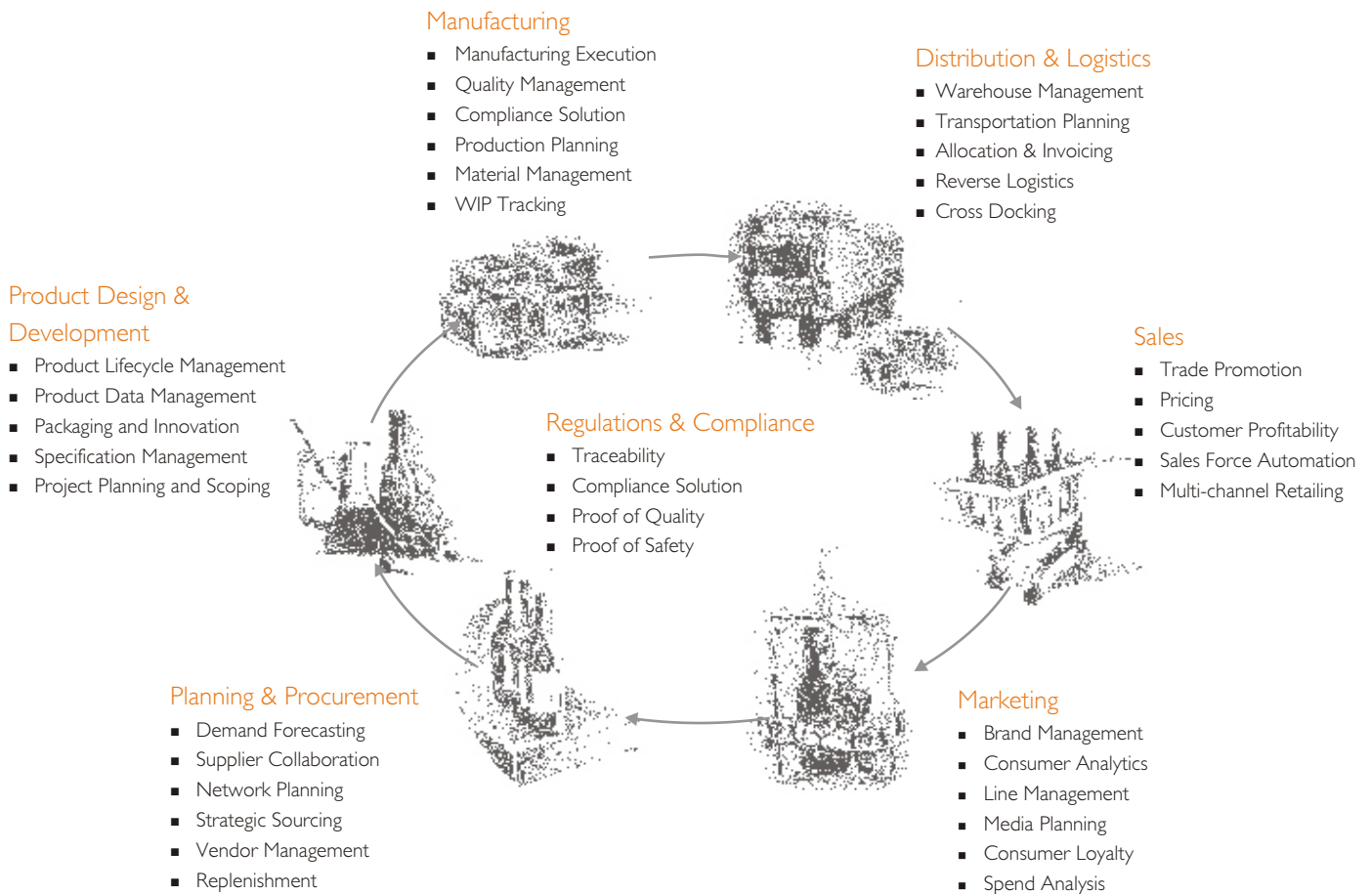
The Consumer Packaged Goods (CPG) industry has seen considerable change and evolution in the last decade. Spiraling commodity costs and global sourcing opportunities combined with increasing margin pressures from retailers and shrinking wallet share of the consumer, has made CPG companies acknowledge the imperative of having an efficient Supply Chain. Reducing brand loyalty and shorter product lifecycles have made Marketeers aware of the need for better consumer insights, efficient product introduction and efficient demand management.

Wipro CPG Overview

Wipro's CPG practice has more than 1000 professionals who understand the key challenges faced by CPG companies in today's dynamic marketplace.

CPG Practice in Wipro Technologies adopts a value chain based approach which enable us to provide customized, industry- specific solutions that complement our deep technology background.

CPG Value Chain



With a unique blend of domain knowledge, technology expertise and delivery excellence best practices, the Wipro CPG Practice provides innovative solutions for a large number of global CPG clients. Our competencies lie in the areas of Procurement, Traceability, Product Lifecycle Management, Demand Management, Supply Chain Planning, Supply Chain Execution, Manufacturing Execution Systems, Trade Promotion Management, Consumer and Marketing Analytics, Media Planning and Optimization, Mobile Solutions and RFID, to name a few.

Wipro Technologies has strong alliances with leading academic and industry institutions like Auto ID Labs, EPC Global, SCOR, UCC Net, Carnegie Mellon University and Harvard Business School.



CUSTOMER SUCCESS STORIES ACROSS THE VALUE CHAIN

Planning & Procurement



For a leading apparel maker
Implemented a planning solution and integrated with the ERP system enabling collaborative planning with suppliers across the globe and centralized production planning. Reduced the procurement lead time by up to 30% and improved visibility.

Product Design & Development



For a global consumer products company
Integrated the Global Product Catalog across the operation hubs such as US, Europe & APAC. Single point of entry and smooth interfaces to Material Master in 3 regional instances with 20 downstream applications across 54 manufacturing facilities in 20 countries.

Manufacturing



For a leading US winery
Conceptualized and developed a solution to enable work-order processing, laboratory analysis, asset management and regulatory compliance, tracking & tracing of wine compositions through different stages of its manufacture.

Distribution & Logistics



For a leading sports goods company
Implemented a warehouse management system handling 100 million units across 50,000 SKUs. Integrated the system with the base ERP system. Templated and rolled out at multiple locations. Achieved 99% shipment accuracy and totally paperless operation.

Sales



For a leading oral care company
Developed a versatile Integrated Account Management solution on SAP TPM for multiple geographies with a standard global template. The solution enables setting commercial goals, planning business volumes at various levels and Trade Promotion events. It integrates sales/marketing positions with the HR organization.

Marketing



Product for a leading marketing analytics company
Designed and developed an analytics engine used in the CPG industry to analyze, plan, track and evaluate marketing spend. Allows marketeers to do what-if analysis of spend decisions across marketing channels.

Understanding sector dynamics by aligning our Lines of Business (LoB) to specific segments within the CPG domain

Food and Beverage

This LoB helps the Food and Beverage companies re-engineer the way they meet end consumer needs through Information Technology solutions around product innovation, trade promotions, supply chain optimization, consumer insight, formulation and packaging, farm-to-fork traceability, food safety compliance, collaboration with partners and spend effectiveness - to name a few.

Wipro offers solutions on sub-daily production planning and scheduling that particularly cater to the business needs of fresh food industry.

Apparel and Footwear

The Apparel industry enjoys enhanced opportunities in global sourcing in the post quota world, while also facing stagnant sales and increased retailer power. The Apparel and Footwear LoB has built specific solutions in the areas of Demand Management, Product Allocation and Global Supplier Management for clients in the business of designing, manufacturing and selling apparel and footwear products.



Third-party Orders Processing contributes to a significant portion of Apparel & Footwear industry business. Wipro's innovative composite solution addresses the business need of eliminating manual processing in the case of change in third-party order processing from retailer.

Home and Personal Care

The Home and Personal Care LoB provides customer centric solutions that help our clients achieve business excellence. This is done by maximizing the returns on technology investments through our best practices. Some of the key solutions address shortened time to market for new product launches, customer focused integrated mobile solutions for the sales force, and higher accountability in Trade Spend.



WIPRO'S CONSUMER PACKAGED GOODS OFFERINGS

Demand & Supply Management

Wipro has deep expertise in developing solutions for the areas of demand and supply management. iSDPS Composite and the Trade Promotions ROI Tool focuses on Demand Management whereas Composites like iTPO cater to the supply related industry pain points.

SAP Consumer Products – IVN initiatives



Wipro and SAP AG are working together to address industry pain points in Consumer Products Industry Space using SAP's composite framework. This initiative gives Wipro the ability to showcase its in-depth knowledge in understanding Business Domains and Processes.

Composites for the CPG Industry :

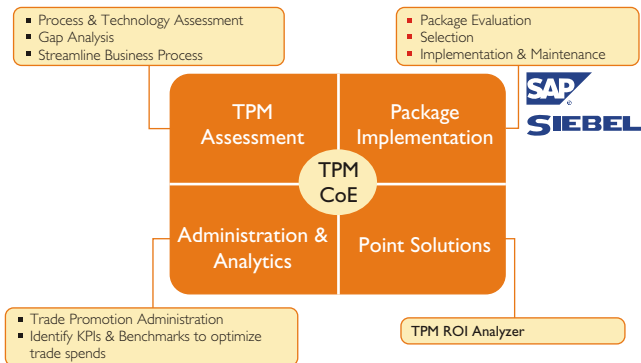
- iSDPS – Sub-Daily Planning & Scheduling for F&B industry
- iTPO – Third Party Sales Order Composites for AFS industry

Wipro is a Global Service Partner to SAP AG

Our Frameworks

- Composites Framework
- Collaborative Manufacturing Enabler Framework
- Compliance Validation Framework
- Reverse Logistics
- Positively Assured Traceability
- Cross Docking

Trade Promotions Management



The TPM CoE has developed a TPM ROI Analyzer tool, which helps CP companies to do an effective post-promotion analysis by determining the actual ROI of the promotional events.

Production Management

Manufacturing Solutions MES Solutions - Relationship with GE Fanuc



Working with GE Fanuc in building Industry Solution Sets for Integration of Production Systems with Enterprise Systems.

Services

- MES Implementation, multiple plant Rollouts
- Point Solutions development
- Integration of production systems with enterprise systems

Highlights

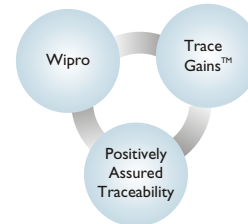
- Long Term GTMs
- Field Interlock with partner
- Leveraging Manufacturing Integration and Intelligence for driving operational strategies
- Improving Quality, Regulatory Compliance and Traceability
- Standardization of MES

Wipro is well-positioned to help customers on xMII requirements given its expertise in the manufacturing processes and the SAP product solutions.

Traceability Solutions



- Wipro has helped a winery company to Conceptualize, Define and Develop a product to automate complex wine making processes and capabilities to track and trace from grape-to-wine and wine-to-grape.
- The solution provides data-capturing and report generation as required for BATF regulation compliance
- GE Fanuc and Wipro are working on a joint value proposition aimed at 'Proof of Quality and Safety' in the Retail Supply Chain including the Low-cost production centers (China, LatAm etc).
- Working collaboratively with TraceGains on an approach note describing establishing global traceability
- Wipro would provide the end-to-end integration services for Providing Positively Assured Traceability TM



Distribution Management

Warehouse Management Solutions

Wipro has obtained "One Partnership" status with SAP on Extended Warehouse Management (EWM).

Competency Profile

- End-to-End WMS Implementation for a Cosmetic Manufacturer
- Global WMS Rollout for a Global Leader in Apparel and Footwear
- Functional Consultants for Best-of-Breed WMS Products viz., Manhattan Associates, SAP WM & EWM, Highjump, RedPrairie & Oracle Retek
- Multiple WMS Interface Development with SAP
- Expertise in working with interfaces with external systems and in latest technologies viz., Bar Codes, RF (Radio Frequency) identification, RFID Deployment, Cross Docking and Voice Picking

Why Wipro

- Delivering technology-driven business solutions for the past 25 years
- 46+ development centers, 650+ clients and 84,000+ employees in 53 countries
- The world's largest independent R&D services provider and the world's largest offshore third party testing services provider
- One of the world's top offshore Indian BPO service providers and the largest offshore technology infrastructure management services provider
- The world's first PCMM and CMMi Level 5 company, and the first company outside the USA to receive the IEEE Software Process Award

Innovation @ Work

- A dedicated 'Innovation Council' that funds over 50 projects every year in areas of product, process and services innovation
- 55+ Centers of Excellence (CoEs) to develop domain-specific frameworks and solutions
- Plug-and-play technology IPs and patents to cut time-to-market for customers by over 20-25%
- Factory Model and other collaborative delivery models for 20-30% reduction in cycle-time from demand to delivery
- Platform BPO for quicker solutions deployment, scalability and transaction-based cost management

Awards and Ranking

- IQPC's Global Excellence Award 2007
- MAKE (Most Admired Knowledge Enterprises) Award 2007
- NASSCOM's Technology Innovation Award
- Everest Group's Outsourcing Excellence Award with Delta Air Lines for 2006 and Nortel for 2007
- Business World's Innovation for India Award
- ASTD's 'BEST' Award, thrice in a row
- Dale Carnegie 'Global Leadership Award'
- IT Outsourcing Services Provider of the Year, National Outsourcing Association (NOA), UK
- Top Indian Outsourcing Provider, International Association of Outsourcing Professionals (IAOP), USA, twice in a row
- The only Indian company in Business Week's IN25 'Champions of Innovation' list
- Top Indian outsourcing firm in the Global Outsourcing 100 rankings, International Association of Outsourcing Professionals (IAOP)
- A strategic partner to 5 of the top 10 most innovative companies in the world - Technology Review Innovation Index 2005

Applied Innovation

At Wipro we have fine-tuned the science of viewing innovation through the lens of practicality to design unique solutions for end customers. Applied Innovation is the ability to infuse newer ideas and newer ways of doing things into all parts of the organization and improve business outcomes, often without major disruptive change. It is a 360° business approach covering process, delivery, business and technology innovations that helps Wipro to work collaboratively with clients for cost take-outs, speed-to-market and new business opportunities. This approach is backed by a 25-year heritage in providing domain-intensive technology solutions and a solid delivery backbone with industry leading credentials and certifications such as CMMi Level 5 and BS15000.

To know more about Wipro visit: www.wipro.com
For more details, visit us at <http://www.wipro.com/retail/consumer/index.htm>

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