

The Social Network, Our New Market



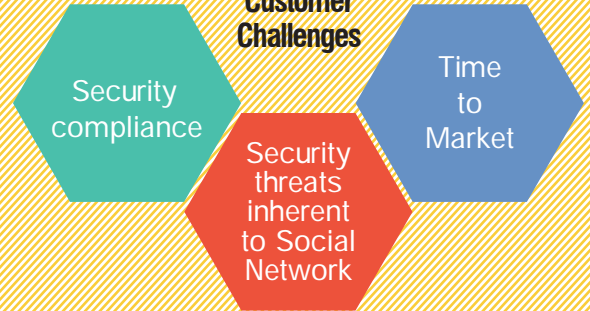
Customer's Business Problem



We plan to use social media such as Facebook, Twitter etc. for our new marketing campaign. How can we ensure validity and security of customer profiles?



Key Customer Challenges



Key Benefits



Connect to social networks with standard-based, pre-tested and pre-certified connectors



Capture and optimally store user data in CRM for further marketing activities



Use the SaaS app for quick action without any implementation or infrastructure cost

Opportunity with Wipro



Wipro Identity Cloud's Social federation service helps clients securely connect to mainstream social networks in order to collect, validate, store and manage social identities.

Wipro's Solution - Wipro Identity Cloud



Wipro Identity Cloud



- Capture Social Profiles
- Integrate social profiles with business attributes
- Store and manage new profiles
- Target the new users

How does it work?

Subscribe to Wipro Identity Cloud Social federation service

Activate the connector to the target social network

Integrate user profile data from social media with the business data using the WIC self-registration feature

To learn more about Wipro Identity Cloud or have a demo session please contact Enterprise Security Solutions at ess.marketing@wipro.com

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