Wipro Is A Leader Among Business Intelligence Services Vendors In Asia Pacific

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WIPRO IS A LEADER AMONG BUSINESS INTELLIGENCE SERVICES VENDORS IN ASIA PACIFIC

Wipro has BI consulting, systems integration, and application management service capabilities in all major AP countries. Recent large BI consulting and implementation contracts won in ASEAN also show that Wipro is rapidly becoming a key BI turnkey solution provider in AP. The company responded to AP customers’ requests for faster time-to-business-value by developing a portfolio of prepackaged business solutions, including customer analytics, risk and compliance, manufacturing process analytics, and telecom insights. These solutions drive business innovation, enhance the customer experience, and improve efficiency by applying analytical approaches. Wipro also acquired Australia’s Promax, a BI software vendor helping consumer goods manufacturers understand the ROI of their promotional campaigns. Wipro has also made strategic investments in Opera Solutions (a leading global big data science company) and Axeda Corporation (a leading M2M platform provider) to build industry-specific big data analytics solutions. Wipro also has its own advanced analytics lab in Kolkata, India, with more than 300 statisticians and domain consultants.

See below for more information on Wipro’s current offering, strategy, and market presence.
## Wipro Evaluation Overview

### CURRENT OFFERING

<table>
<thead>
<tr>
<th>Competency</th>
<th>Wipro is a leading India-based technology outsourcer with strong business intelligence services capabilities worldwide. It is strongest at technology implementation and support work. Wipro continues to invest in consulting capabilities and industry-specific resources.</th>
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<tbody>
<tr>
<td>Relationship</td>
<td>Wipro is an India-centric firm that works with clients as an independent technology partner across a wide range of technology areas. Wipro resells third-party technology solutions in some cases.</td>
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<td>Results</td>
<td>Wipro scored very well overall on BI project execution, including areas such as program and project management skills. But Wipro's sample RFP submitted for this evaluation did not focus as heavily on change management and knowledge transfer as some of the competitors, and its sample case studies were not as relevant to its response as some of its competitors.</td>
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### STRATEGY

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<tr>
<th>Non-client-facing R&amp;D resources</th>
<th>Wipro invests about $260 million and dedicates 600 employees to R&amp;D.</th>
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<tr>
<td>Level of importance</td>
<td>Wipro sees analytics and information management (A&amp;IM) as a strong value provider to its customers, as it sees analytics closure to business. Analytics is also one of the three articulated themes for changing the business for the vendor. A&amp;IM is an independent business unit reporting directly to the CEO. BI and analytics is a high-growth area from Wipro's perspective. Wipro hired the services of McKinsey &amp; Company to validate its marketing strategy. Wipro identifies BI as a vehicle for process-level consulting engagements. It has mandated an A&amp;IM-specific plan for its top 136 accounts. Across verticals, dedicated people are focusing on A&amp;IM, and they are seeing large deals on BI and analytics. Wipro is taking upward of 30% revenue growth target for the coming financial year and expects BI to provide high profitability to it.</td>
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<td>Scope of offerings</td>
<td>Wipro offers a broad range of capabilities covering multiple domain areas: • Consulting services around business strategy, architecture, and change management. • Integrated business process outsourcing (BPO) and analytical solutions like card acquisition and servicing, policy renewal, customer persistence, and many more. • Performance management and optimization solutions. • Predictive analytics and statistical modeling and data mining, machine learning, big data solutions, next-generation BI including in-memory computing, advanced visualization, and mobile BI. • Turnkey SI solutions including hardware, infrastructure, and application. • Platform-based offerings (build and operate) and market mix modeling solution. • Managed services: multiyear outsourcing services. • Lab on hire. • Industry-specific analytical solutions around identified processes: risk management, customer, service management, and M2M. • Information management: strategy, architecture, governance, EDW, business data quality, MDM, data privacy, life-cycle management, and information integration.</td>
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## Wipro Evaluation Overview

| Market knowledge | Wipro is gearing up for the changing BI landscape and has a practice structure and COE structure to enable its customer to win.  
• Practice is involved in creating services targeted for both volume and value.  
• COEs carry the charter of incubating emerging technologies, assimilating information, and following 4A methodology.  
• Wipro works with strategic vendors (IBM, Microsoft, Oracle, SAP, EMC, Hewlett-Packard Development, and Cisco Systems), focused vendors (Teradata, Informatica, SAS, and MicroStrategy), and emerging vendors (QlikTech International, Cloudera, Roambi, Hortonworks, and Splunk).  
• Wipro invests in setting up labs for emerging areas such as in-memory computing (e.g., big data Hadoop).  
• Wipro co-innovates with customers — running customer councils like MDM Leadership Council.  
• Wipro undertakes market research within its customer base and collaborates with independent research firms to study the changing needs of customers.  
Wipro practitioners are part of product advisory councils and work closely with all its strategic partners in developing product road maps. They are also part of beta testing and have a large R&D services team providing engineering services to some of the product vendors. |
| Use of BI methodology within one's business | Analytics is used across businesses in all group companies of Wipro including IT business, consumer care, eco-energy, and engineering companies. A few of the initiatives are:  
• Enterprisewide data warehouse.  
• Sales performance dashboards using in-memory technologies and mobile-enabled technologies.  
• Customer perception analytics using social media.  
• Demand forecasting and statistical modeling for IT business.  
• Market mix modeling for consumer care business.  
• Software quality assessment for IT business and call management for BPO business.  
• Employee attrition prediction for IT business.  
• Analytics-driven process transformation in its global delivery model. |
| Knowledge of industry-vertical-specific business processes | Wipro is structured into six business units that are aligned to industry verticals and five service lines supporting these business units:  
• Manufacturing and high-tech.  
• Financial services (FS): banking, securities capital markets, and insurance.  
• Retail, consumer goods, transport, and government (RCTG).  
• Healthcare and services (HLS).  
• Energy, natural resources, and utilities (E&U).  
• Media and telecom (M&T).  
Within each vertical, Wipro has an industry advisory group that is responsible for creating process assets, which includes industry process maps, business rules, KPIO libraries, and technology solution components across key industry processes (e.g., claims management and customer acquisition for banking, trade promotion for CPG, exploration and production for E&U, warranty management for manufacturing, etc.). The group also tracks industry dynamics and advances in technology. Technology solutions are also taken to market through industry verticals. Domain-specific acquisitions like SAIC (E&U), Gallagher Solutions (FS), Enabler (retail), and Citos (FS) are leveraged for BI analytics solutions. |
Wipro Evaluation Overview

MARKET PRESENCE

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<th>Firm revenues and FTEs</th>
<th>Wipro’s total revenue in AP is estimated at about $1.5 billion and has a present headcount of 115,000-plus employees including global delivery centers.</th>
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<tr>
<td>BI revenues and FTEs</td>
<td>Wipro’s total BI revenue is $105 million and a total BI services headcount of 1,250 employees in Asia Pacific.</td>
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<td>BI customers and projects</td>
<td>Wipro has a total of 60 BI customers and 100-plus BI projects in Asia Pacific.</td>
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<td>Global presence</td>
<td>Wipro has global presence of 26% to 49% of the overall average with customers in 58 countries.</td>
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<td>Alliances</td>
<td>Wipro has global alliances with the following major BI players: Hewlett-Packard Development, Informatica, MicroStrategy, Oracle, SAP, SAS, and Teradata. The company also maintains relationships with vendors like Opera Solutions, QlikTech International, Tableau Software, and Cloudera.</td>
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WHY READ THIS REPORT

FROM THE FORRESTER WAVE™: BUSINESS INTELLIGENCE SERVICE PROVIDERS IN ASIA PACIFIC, Q4 2013

Business decision-makers in Asia Pacific (AP) are increasingly aware of the importance of business intelligence (BI) and broader analytics to business strategy and execution. However, lack of internal expertise is a potentially significant barrier to the success of BI projects in the region. BI service providers have responded by strengthening their regional and country-specific implementation capabilities in AP. In Forrester’s 53-criteria evaluation of BI service providers with in-region resources, we identified eight companies that offer strong capabilities and services for AP-based organizations seeking BI service support. In addition to reviewing these evaluation results, we recommend applying our evaluation methodology (the Forrester Wave™ model) to short-list your other BI service providers based on your specific and unique requirements.