INDUSTRY TRENDS

Every enterprise has a considerable percentage of workers on the field. Adoption of Smartphones/iPads/Tablets and other Bring Your Own Device (BYOD) solutions in enterprises is on the rise. Context aware enterprise Mobility for enabling well-informed remote worker and minimizing OPEX is the need of the hour.

BUSINESS CHALLENGES

The key challenges a product manufacturer needs to address, for a cost effective after sales support include:

- Ensure usability of user manuals
  - Reduction in product returns
  - Reduction in the volume of calls to support centers
- Well-informed field team
  - Training and Re-Training for new products and for new teams
  - Effective daily-schedules for field personal
  - Access to experts at remote locations

WIPRO AUGMENTED REALITY SOLUTION

The customizable Augmented Reality Solution framework by Wipro enables creation of solutions for different industry segments such as “Context aware Interactive Instruction Manuals”.

Solution Highlights:
- Highly customizable and extensible framework
- Easy to plug-in 3rd party Image processing engines
- Platform independent AR experience authoring
### AUGMENTED REALITY SOLUTIONS FRAMEWORK

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### SOLUTION DRIVERS

The Solutions is modeled on the following drivers:

- Easy to plug-in into existing workflows
- Flexible methods for migrating legacy assets into AR enabled assets
- Wipro Assets/IPs: Enablers for quicker time-to-market
- Complete control on the UI and Data
- Author once – Use everywhere AR experience

### BUSINESS BENEFITS

- **Reduced OPEX**
  - Cut down on printing and distribution costs
  - Effective utilization of experts time
  - Increased field team productivity
  - Reduced calls to Support center
  - Reduced product returns
- **Enhanced Customer satisfaction**
  - Enhanced product experience for the customer
  - Experience all the features of the product easily
- **Enhanced after sales eco-system**
  - Improved quality of after sales support
  - Moving away from centralized training and instead to self-taught lessons

### WINNING IN A DIGITAL WORLD

Wipro’s comprehensive suite of converged services addresses the entire digital value chain which includes Content Providers, Independent Software Vendors, Network Equipment Vendors, Communication Service Providers, Media, Entertainment & OTT players as well as Device Vendors. Our vertically aligned business model allows us to understand customer business imperatives and technology service lines give us the unique ability to architect integrated technology solutions partnering with organizations to Do Business Better and win in a Digital World.

### ABOUT WIPRO

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 131,000 employees and clients across 54 countries. For more information, please visit [www.wipro.com](http://www.wipro.com)

Scan QR Code to learn more about Wipro's solutions

### DO BUSINESS BETTER

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