

# Digital Transformation For Manufacturing

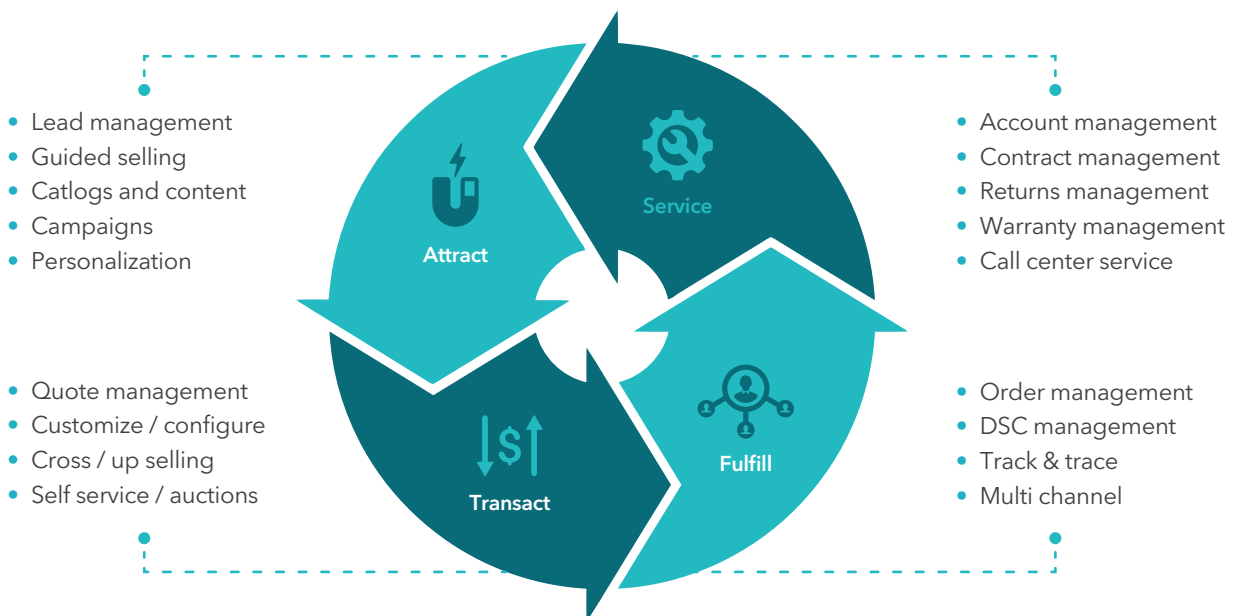
SAP hybris Customer Experience & Commerce

Omni-channel personalized experience is now the key for gaining and improving customer loyalty. Business-to-business (B2B) customers are also expecting a commerce experience similar to business-to-consumer (B2C) markets.

Manufacturers are undergoing digital transformation to leverage the power of the web as a self-service channel to sell their products and services to their B2B customers. Their major investments include:

- Connecting the dots- Idea to Market, Market to Order and Order to Cash
- Optimized digital marketing
- Optimizing supply chain through front office digital transformation
- Loyalty and brand management
- Online self service for buyers

## Moving from an enterprise centric to online customer centric experience



## Wipro's value proposition

- Leveraging the best from your SAP investments
- Large scale hybris and SAP program and implementation experience
- Dedicated customer experience and commerce teams
- Dedicated business development teams

# Wipro's hybris solutions for manufacturing industry

## Hybris accelerator for aftermarket parts

A marketplace for OEMs, connecting them directly with jobbers and consumers. It helps incentivize the jobbers to drive more revenue, nurture them with more context-driven contents and education in the form of eLearning

## Configure price quote integrated suite for B2B

Enables customers to bring CPQ functions to front office while allowing

customers to configure products, get quotes and place order online

## After sales service

The solution involves utilizing the C4C module of SAP CEC platform and integrates with hybris commerce suite and assists the service module to create and manage tickets, returns and warranty etc. This gives the customer a complete customer experience in the post sales process

# Wipro's hybris credentials

- Over 20 years of experience in the eCommerce space
- Certified partner for hybris Extend program
- Dedicated CoE to explore and build accelerators
- Hybris academy in Wipro for training and innovation

# Success stories

## For a leading global manufacturer



32%

increase in conversion rate



17%

increase in new retailers

## Leading global auto supplier



30%

reduction in fulfillment cost



5%

increased in total sales revenue

# About Wipro

Wipro Limited (NYSE:WIT, BSE: 507685, NSE:WIPRO) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit [wipro.com](http://wipro.com) or write to us at [info@wipro.com](mailto:info@wipro.com).

**DO BUSINESS BETTER**

CONSULTING | SYSTEM INTEGRATION | BUSINESS PROCESS SERVICES

WIPRO LIMITED, DODDAKANNELI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA. TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, Email: [info@wipro.com](mailto:info@wipro.com)

North America Canada Brazil Mexico Argentina United Kingdom Germany France Switzerland Nordic Region Poland Austria Benelux Portugal Romania Africa Middle East India China Japan Philippines Singapore Malaysia South Korea Australia New Zealand