BUILDING A DIGITAL FUTURE FOR CONSUMER GOODS

Digital Transformation
CONSUMERS WANT MORE OF EVERYTHING: OPTIONS, INFORMATION, INTERACTION, ENGAGEMENT

Consumer’s expectations are changing. More than ever they are sharing information about themselves in real time and expecting this information to be used to provide relevant, personalized, convenience, where I am, when I need it, and how it suits me. With more choice than ever before, the power is shifting to consumers. They trust their online social networks for information, and recommendations, to make purchase decisions; they want richer information and experiences; they want interaction, information, purchase processes and services simplified; and they want it all on the device of their choice.

The power of the consumer; the choice of lower cost channels and increased competition are driving radical changes in the business landscape. Selling to consumers today goes beyond brand management, advertising and promotions, and store display. Lifestyles are digital. Traditional touch points are decreasing and new ways of engaging are emerging. Businesses must today turn to digital channels to connect and interact with consumers and drive loyalty. This provides the opportunity to aggregate systems and processes that will deliver consistent consumer experiences, sustainable business advantage and significant cost savings driven by the return on digital capital and innovative business models.
Digital commerce is re-shaping the Consumer Goods (CG) industry. It is driving superior targeting, customization, measurability of strategy and campaigns and improved marketing ROI. Digital channels are helping CG organizations address new marketing challenges, become more consumer-centric, and monetize consumer interactions over multiple channels. The store is always open.

A FOUNDATION OF CONSUMER CENTRIC SOLUTIONS: BUILDING INSIGHTS AND ACCURATE DECISIONS

Wipro provides pragmatic solutions for the CG industry’s need. The solutions analyze, anticipate, serve, and respond to consumers in the digital space, influencing buying decisions, strengthening loyalty, and delivering consumer, brand and business value. Wipro’s comprehensive, end-to-end consumer-centric Digital Transformation solutions are an invaluable asset. Wipro’s services address the upfront need of understanding the consumer through insight, turning this insight into action with well-managed, coordinated, multi-channel campaign management, optimization, ecommerce and collaboration. Our consumer-centric digital transformation approach leverages the value of consumer insights to drive breakthrough business benefits into the back end of the organization. Our portfolio of services and solutions include:

• Single Consumer View (generating a single consumer view from across channels, insight using third-party data, master data quality management): To improve customer reach, engagement and customer satisfaction

• Advanced Consumer Analytics (turning data into insight that drives action. Next Best Action recommendation engine using multi-channel analytics, Customer Lifetime Value Analysis): To consolidate and integrate fragmented digital initiatives allowing organizations to capture and analyze customer behavior across channels and drive positive outcomes with target groups

• Digital Factory Services (a managed service to create content across multiple vendors, to define standards and publish quickly, accurately and cost-effectively): To create consistency and economies of scale

• Digital Asset Management – DAM as a Service (digital asset management that manages the creation, measures the success, and monitors and feeds successful content to the right channels, enabling economies of scale, savings in content creation and consistent consumer brand experiences.)

• Ecommerce ecosystem (Encore: cloud-based, mobile, modular, managed multi-channel e-commerce platform): To meet elastic demand for IT infrastructure and services, enable seamless integrations with enterprise systems and enhance dynamic collaboration between partners/enterprise silos to meet customer needs.

• CRM, Digital Marketing & Social Media (consumer communication, social networking and collaboration platforms to engage consumers, generate content, manage user groups and events and extend our customer’s reach into new markets): To understand customer needs that help shape products and services in addition to enabling personalization and customization

• Location-based services (personalized, relevant services delivered to the consumer where they are): To target and improve marketing and promotion spends

• Mobile App Factory (Mobile app lifecycle testing and management): To enable scalable reuse of assets and lower cost of IT

• Market Mix Optimization (analytics to assess ROI on marketing spends): To enable better decision making by analyzing and comparing channel performance in a multi-channel environment
Wipro's team of 300+ CG domain experts speaks the language of the industry. They combine their consulting experience and engineering backgrounds with their deep knowledge of advanced analytics, statistics, and data modeling. Working with global Fortune 100 CG customers, they bring experience, functional knowledge and technical expertise to implement customer-specific solutions that drive measured business value. Our capabilities are strengthened and maintained by strategic academic partnerships, acquisitions in the digital transformation space such as the Promax Applications Group and investments in emerging technologies such as data and analytics with companies such as Opera, to bring the best thinking and skills to bear for our customers.

**WIPRO INDUSTRY SOLUTIONS**

**KEY SOLUTIONS:**

- **Wipro Digital Services (WDS):** WDS integrates vast media knowledge with technology and marketing expertise to help organizations create complete digital eco-systems to build out the digital organizations of tomorrow. WDS work across channels to deliver seamless customer engagement. The services includes:
  - **CX Transformation:** eCommerce, mCommerce, Customer Experience and User Experience
  - **Process Transformation:** IBPMS, BRMS, BPO+BPM
  - **Application Transformation:** Portals, SOA and LM, KM and Learning, GIS, Legacy Modernization
  - **Content Transformation:** ECM/ DMS/ CCM, DAM/ WCM, Web experience management, Cloud-based ECM, Marketing communication
  - **Infra Transformation:** Enterprise infrastructure
  - **Digital Marketing:** Predictive Analytics and Data Services, Campaign Execution, Campaign Testing, Campaign Simulation, Social Collaboration, Mobility
  - **Customer Insights:** Integrated view of customer for lifecycle of customer management, Customer Profiling and Reporting, Loyalty Management Program

- **REACH:** A campaign management solution that spans planning, conceptualization, execution and analysis. It is an integrated solution for closed loop marketing across all digital channels. The solution delivers reduction in campaign costs by about 30% through reuse and repurposing of digital assets, improvement in time to market for campaigns by more than 30%, efficiency improvement in the range of 20-30% through automated processes and 30% improvement in process productivity

- **Digital Asset Management as a Service (DAM):** DAM as a service provides the right assets at the right time. These include workflow, document and record management, collaboration platforms, omni-channel campaign management, integration with back-office ERP and third party vendor systems, application development and support, marketing micro-site development, marketing process outsourcing, etc. DAM simplifies digital asset management, reduce cost of maintaining digital assets (using the pay per use model) and standardizes digital assets making them searchable, etc.

- **Process Reviews and Re-engineering:** Focused on driving inefficiencies out of the processes while making certain that they are pragmatic and implementable

- **Social Reputation Management (SRM):** A web-based solution through which organizations can monitor and analyse their social and web presence on the digital world through various Web and Social Analytics parameters
SECURING THE DIGITAL FUTURE OF GLOBAL CG CUSTOMERS

Wipro’s Digital Transformation Services and Solutions help define and reach new markets and consumer segments. They improve brand positioning and impact, enable consistent brand presence and reduce campaign costs. These solutions have the potential to create a revenue lift of 2-3% and an improvement on Return on Investment Capital of 3-4%. Customers who have benefited from our solutions include:

- One of the largest cleaning solutions providers and hygiene maintenance firms in the world, with 11,000 employees and operations in 50+ countries. The central repository of marketing catalogues created for the customer using DAM coupled with mobile access has enhanced collaboration while reducing CAPEX and support costs.

- A cosmetic major that generated 5% incremental volume without increasing spend using our Marketing Mix Modeling Solution.

- A global CG market leader for whom a Marketing Mix Modeling Solution in the APAC region helped optimize media plans and save 8% in media costs.

- A Fortune 500 CG giant where a Global Digital Platform was implemented by Wipro allowing unification of 35+ independent corporate and regional websites with a single Global Framework with consistent Global Branding and user experience while allowing for localization of regional sites.

- One of the largest beverage manufacturers in the world with 2,000 employees for which Wipro created an internal enterprise document management systems with minimal CAPEX costs.

- A US department store chain operating in 49 states for which systems were put in place to manage about 4,000 images generated each day for ecommerce and mobile commerce platforms.

- A leading consumer electronics retailer in North America, where improvement in the online experience resulted in a reduction of cart abandonment rates. Offline and online channels were also integrated for direct reduction in marketing, sales and servicing spends.
WIPRO CONSUMER GOODS

Wipro’s dedicated Consumer Goods practice has over 3000+ consultants and deep expertise with Tier 1 companies in the areas of Sales & Marketing, Value Chain Optimization, Digital Transformation, and Analytics driving Insights. Our focus includes specificity related to Food & Beverage, Home & Personal Care, Apparel & Footwear and Agribusiness & Tobacco segments. Wipro’s offerings include Systems Integration, Consulting and BPO. Our industry-leading solutions include ownership of Promax, SAP’s newest offerings, Salesforce.com, and Market Mix Optimization.

ABOUT WIPRO LIMITED

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360° 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 has a workforce of 140,000 serving clients across 60 countries.

For more information, please visit www.wipro.com or mail info@wipro.com

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