WIPRO’S ENTERPRISE UNIFIED COMMUNICATION AND CONTACT CENTER MANAGED SERVICES

End-to-End Infrastructure Services
Enterprise Unified Communications (UC) and Contact Center (CC) Infrastructure of an organization is a mission critical business need with desktop videoconferencing and ability to offer UC as on-premise-based gaining momentum. This infrastructure hosts many applications in an organization such as - Collaboration, Contact Center Services, Multimedia Sources, Back-office Management, Legal and Compliance Adherence obligations. Key trends in UC and CC market can be summed as

**INDUSTRY TRENDS**

**4 C's**

**CONVERGENCE**
IT infra is now carrying Data, Voice and Video altogether in form of IP.

**COMPLIANCE**
Government regulations and customer’s security concerns enable adherence to compliance by organizations. There is a need to setup compliance standards for Unified Communications & Infrastructure to ensure that business gains are not offset by new liabilities.

**CONSOLIDATION**
Consolidation approaches to architect infrastructure such as borderless networks, virtualization and Service Oriented Architecture (SOA), continue to escalate complexity in managing the Unified Communications and Infrastructure. Centralized services and right shoring are key elements in the process.

**CONSERVATION**
IT power consumption and Carbon footprint issues are being expressed because new government regulations are starting to impact business.
Business Challenges

Key business challenges in UC & CCT domain include:

- **Rapid scalability**
- **Managing network complexity**
- **Disaster recovery and business continuity**
- **Risk of making large capital investment with single Original Equipment Manufacturer (OEM) partner**

The Contact Center Technology domain is susceptible to traffic fluctuations and a solution has to be scalable as per business needs. Companies that have invested heavily in single Original Equipment Manufacturer (OEM) partners have to live with upgrade costs and costs of developing customized solutions since their choices are limited. Geographically redundant solutions are important from a disaster recovery and business continuity standpoint. To add to these challenges, there is a pervasive imperative for utilization of optimal manpower to keep the operating costs low. An Enterprise Voice Network is extremely complex and needs coordinated, comprehensive and integrated services to function and adapt to changing business needs.

Agile, efficient, and cost-effective technology infrastructure can be a differentiator that enables companies to refocus on their core services and products. The infrastructure needs to be equally supported by optimized workforce, efficient manpower, eco-friendly environment, Service Level Agreement (SLA) Driven processes and continuous user awareness support. Businesses need to manage the twin pressures of delivering improved financial performance and keeping infrastructure support costs to a minimum.

Bringing the right amount of balance between focus, innovation and control over the current Voice landscape and its business critical applications is the ultimate challenge. Wipro works continuously towards innovative business ideas to enhance production, reusing components, integrating with latest trends in technology such as speech analytics, right balance between use of existing and latest technology stack.
WIPRO’S OFFERING

UC and CC Infrastructure Services business is at a tipping point & Wipro is totally aligned to evolve the Next Gen IT Infrastructure by leveraging our Intellectual Property tools & frameworks such as Centre for Integrated Global Management of Applications (CIGMA™), Global Command Center (GCC™), Helix™, Fixomatic™ and so on. GCC™, Prognosis and Helix™ are some of the Voice Framework and Intellectual Property Tools for performing various Voice related operation in a Day-to-Day Cycle.

UNIFIED COMMUNICATIONS SERVICE

Unified Communications has surfaced as one of the most important trends for enterprises. Both hardware and software vendors have hit the market with varying visions of how their solutions will make you more productive, and even revolutionize the way you do business. Our Unified Communications service system caters structure and intelligence which helps you to securely integrate your communications with business processes. It therefore ensures that the information reaches the recipients quickly through the most appropriate medium. Our offerings include:

- Resolving incidents/faults proactively using Original Equipment Manufacturer (OEM) and Wipro IP Tools integrating with ticketing system and Periodic health checks with upbeat actions.
- ITIL Processes for Incident, problem, change, and Release management
- Service dashboard incorporated with overall reporting
- Integrated data, voice and video management that involves monitoring and management of Third Party along with WAN, LAN, and Unified Communications and Telepresence
- Supervision and Management of Third Party IP enabled components – Encoders, Multipoint switch, Telepresence manager, Camera, Plasma, projectors and IP phones

VIDEO MANAGEMENT

This service encompasses end-to-end support and preservation of Video conferencing systems and infrastructure. This service consists of devices such as camera, connectivity, display equipment, and conference manager.

MONITOR AND MANAGE TELEPRESENCE ELEMENTS

Our comprehensive view of performance communication infrastructure includes

MANAGED TELEPRESENCE SERVICES

This specialized and integrated Communications service encompasses uninterrupted support and preservation of Telepresence infrastructure. This service consists of devices like Encoders, Multipoint switch, Telepresence manager, camera, plasma, projectors, and IP phones, and supervision of Telepresence infrastructure.
**CONTACT CENTER SERVICE**

Wipro has the expertise to provide solutions wrapped around almost every aspect of Contact Center infrastructure. This capability not only adds to our ability to provide single window solutions but also helps integrate 3rd party products from different product vendors. It also brings out our strength to port contact centre applications from diverse platforms to a single platform as a part of migration and transformation process. Consolidation around a cohesive platform, allows organizations to streamline their maintenance and support processes and operations leading to savings in the long term.

Our comprehensive framework provides Implementation & On-going support for almost all components of any Contact center infrastructure. Wipro’s services extend across all components populating the grid. These services can be backed up by Project Management and/or Program Management. The services Wipro can provide around these are in:

- Consulting and Design services
- Implementation & Integration services
- Audit & Re-engineering services
- Support and Maintenance services

Each of these services are explained in detail in the figure below.

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<th>Implementation and Integration</th>
<th>Managed Services</th>
<th>Audit and re-engineering</th>
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<td>Business to Technical Requirement Definition</td>
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<td>Manage, Maintain, IMAC</td>
<td>Consolidation &amp; Migration Feasability assessment</td>
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<td>High Level Design, Budgeting and ROI / TCO</td>
<td>Low Level Designing &amp; Planning</td>
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<td>Technical Architecture and Product / Solution evaluation</td>
<td>Implementation and Migration Services</td>
<td>Vendor Management</td>
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<td></td>
<td>IVR App Dev &amp; Integration Multimedia &amp; Self Service</td>
<td>Contact Center Performance Reporting</td>
<td>Audit and recommend to Enhance Performance</td>
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Wipro offerings in Unified Communications and Contact Center Technology including partners such as Avaya, Cisco, Nortel, Genesys, Aspect and Microsoft offers

<table>
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<tr>
<th>Service Area</th>
<th>Description</th>
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</table>
| **End-to-End Solution Design**        | - Complete IPT/UC/CC Blueprint, Architecture & Design  
- Quality of Service (QoS) Enabled WAN Network design  
- LAN design  
- Integration design with Legacy voice systems |
| **Equipment Supply**                  | - IPT/UC/CC equipment supply for all locations (Ordering, Logistics, Delivery)  
- Data Network (routers, switches) supply  
- Third Party equipment (if applicable and depending upon requirement) |
| **QoS Enabled WAN Bandwidth**         | - MPLS WAN Solution provisioning  
- Implementation of WAN/MPLS network and enable the QoS on UC WAN/MPLS |
| **Plan-Design-Integrate**             | - Plan & design services for UC, CC and Data Network  
- Site assessments, Installation, Integration, Testing and Commissioning of UC & CC systems  
- User Training to make effective use of systems deployed |
| **Managed Services**                  | - Transition to 24x7 Operations Management  
- Manage end-to-end by integrated monitoring and management of UC along with WAN, LAN.  
- Offer comprehensive view of performance of UC infrastructure |
| **Help Desk**                         | - Single point of contact with Toll free single number reach to customers  
- 24 x 7 service coverage |
| **Monitor & Manage UC and CC Elements**| - Monitor & Manage UC and CC Components — Call Managers, Gateways, IP phones, ACD.  
- Proactively resolve incidents/faults. |
| **Global Command Center Framework**   | - Integrating with GCC Remedy. Periodic health checks and proactive actions.  
- ITIL Processes for Incident, problem, change & Release management.  
- Service dashboard integrated with overall reporting. |
| **Integrated Data, Voice & Video management** | - Manage end-to-end by integrated monitoring and management of UC and CC along with WAN, LAN and Legacy. Hence comprehensive view of performance of communication infrastructure including UC and CC  
- Periodic Service Reviews and Service Management |
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<th>Coordinate with Third party for smooth service experience</th>
<th>Contact Centre Delivery</th>
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<td>• Cisco Smart net &amp; Cisco TAC for break fix and spares</td>
<td>• Business solutions – Align technology to address the business requirements</td>
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<td>• On-site designated personnel of Client</td>
<td>• Focus on business enablers in the call centre environment – Identify-Differentiate-Treat- Report</td>
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<tr>
<td>• Third party – e.g. WAN service provider, LAN, TDM voice or cabling vendor</td>
<td>• Self Service Solutions, Service Enabling Platforms (such as CTI, CRM etc) and Service Management Platforms (such as QM, WFM etc)</td>
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<tr>
<td></td>
<td>• Industry specific solution &amp; best practices</td>
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Wipro ODCs are not only active in Design, Develop and Testing but also has been R&D arm for many OEM, and many of these Voice products have been engineered at these Wipro Development Centers.

Over 1000 Man Years Of experience In Contact Center Implementation, design and development.

Over 150 Contact Center implementations across the Globe

Over 7 Million calls handled on the IVR application implemented by Wipro

Over 10 Million calls handled by the Contact Centers implemented by Wipro
WIPRO STRENGTHS AND CAPABILITIES IN UC AND CCT DOMAIN

- **400+** Niche Skilled SMEs under one roof as shared cum dedicated resources.
- **50+** 24*7 Dedicated Clients, 150+ On-call Client Support.
- **200+** Clients Centralized Knowledge Base.
- **60+** Global Alliances with all the major players in Security, Enterprise Infrastructure and Applications, Voice and Video OEMs, Contact Center and others.

- **6** Level security. Employee Awareness Programs & Group ISMS policies add value to the system.
- **Certifications in ISO 9001:2000, ISO 27001, ISO 20000-1, SIX-Sigma, Lean, SEPs, SIP**
- **Wipro - Global Service Management Centreis one of the early ITSM service provider certified on IMS framework.**
- **Continuous innovation, enhancements and improvements in Tools and Automation**
ABOUT WIPRO

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 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 has a workforce of 140,000 serving clients across 61 countries.

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

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