WEBRTC/RCS APPLICATIONS FOR COMMUNICATION ENABLED BUSINESS PROCESS

INDUSTRY TRENDS

Emergence of Ultra Broadband networks, Smart Network APIs, HTML5 based browser technology for real-time communications (webRTC) and increased IMS (RCS) adoption are fueling the growth of “Communication enabled business processes”. This eco-system evolution is enabling transformational and innovative collaboration applications for various industry verticals.

With JOYN(RCS), the potential of easy interoperable multimedia communications retaining your mobile number enhances collaboration possibilities. Hence RCS applications are increasingly looked out in-lieu of OTT apps for reliability, quality of service, security and network intelligence data.

BUSINESS CHALLENGES

There are many challenges typical enterprises faces today such as:

- Business applications and associated processes typically lack service agility and ease of embedding communications into workflows for improved productivity
- Lack of federated, converged and contextual collaborations - Communication & Collaborations between the right people requires a high level of context to be valuable
- Business applications and the communication devices are in silos and each one is managed by different set of teams in a organization and is mostly premise based solution

WIPRO’S OFFERINGS

With a strong background in telecom and mobile technologies coupled with over 2 decades of domain experience and significant vertical industries expertise in Healthcare, Banking, Insurance, Energy & Utilities and Transportation, Wipro is uniquely positioned to support Enterprises in their transformation journey towards “Communication enabled business processes(CEBP)”.

Wipro believes that enterprises will be benefited significantly with efficient work flows, productivity improvements and enhanced customer experience by adopting “CEBP”.

Summary of Wipro Offerings in this space

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<th>Vertical Industry Solutions and Transformations</th>
<th>E2E Application Lifecycle</th>
<th>Professional Services/System Integration</th>
<th>Innovative Solutions/Applications using RCS, webRTC and Network API’s</th>
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<td>Customized/Preintegrated/Package Business Application Solutions with converged communications built using APIs</td>
<td>Support for RCS (Joyn), webRTC, white label OTT and Network API based Applications / Solutions for Multiple devices (Mobiles, Tablets, Laptops etc.) Powered with Social Media Collaborations</td>
<td>Managed Services for Providers and Enterprises Business Applications ecosystem</td>
<td>- Wipro wealth Management Solution - Network API based - Augmented Reality (AR) Solution - webRTC based - Wipro Cellular Advanced Presence Solution(CAPS) - RCS based</td>
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Vertical Markets solutions and use cases not only provide innovative solutions to Enterprises, but also provide great opportunity for Service Providers. Service Providers are well positioned to offer these as hosted services across Enterprises providing differentiating services leveraging the Network intelligence. Some of industry applications are listed below

**Health Care**
- Video Assisted Surgeries (Augmented Reality (AR))
- Mobile Care
- Residential/Home Care

**Banking**
- Wealth Management
- Mobile Payment
- Smart Mobile Banking for SMB

**Retail**
- Planogram (Augmented Reality (AR)) Solution
- Smart Offers

**Transportation**
- Location Aware

**Energy & Utilities**
- Location Aware

**BUSINESS BENEFITS**

Keys benefits we see for the Vertical markets (Enterprises and in turn to communication service providers) are:

- Improve Business & Service agility and continuity - Adapt to dynamic changes and build a long term strategy
- Accelerate business process and increased customer satisfaction - Remove latency and speed up key business processes/mission critical activities
- Create a rich user experience and increased productivity - Create a consistent experience across multi-vendor network communications infrastructure, allowing users to connect and communicate easily with the right people from within the context of a business application or process (Contextual Collaboration)
- Drive faster Return on investment (RoI) and cost savings YoY - Leverage existing network communications infrastructure, intelligence available (location & others) and business applications. Make available packaged applications for immediate ROI opportunities

**DO BUSINESS BETTER**