

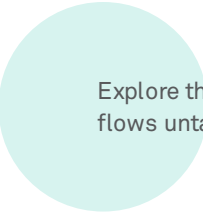
A photograph of a business meeting in a modern office. Several people wearing face masks are seated around a wooden table. One man in the center is holding up a white sheet of paper with a bar chart on it. There are laptops and coffee mugs on the table. A large teal circle is overlaid on the left side of the image, containing the text "Dark Data Analytics".

Dark Data Analytics

Data universe has been increasing fast; while most parts of the data remain dark. Companies miss the opportunity of leveraging dark data from multiple sources such as network transitions, Wi-Fi motions, devices, and machines. Wipro's solution can capture, enrich and analyze the dark data and convert into real time dashboards, business metrics and alerts.

Key Takeaways

- Staff optimization for in-premise store, warehouse and logistics employees
- Integrated data insights of online and offline channels
- Non-conversion data analysis from different marketplaces
- Data collection and enrichment from heterogeneous machines
- In-store analytics for optimizing store layout and improving queue management

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Explore the great hidden resource that flows untapped through your organization

Key Benefit



Features

- Collect both structured as well as dark data at the same place for enrichment
- Edge computing to avoid sending unnecessary data load on server systems
- Flexible and scalable system to manage remotely
- Fast time to market with meaningful insights

Partner platform with latest technology coupled with services by Wipro

Wipro Limited
Doddakannelli, Sarjapur Road,
Bangalore-560 035,
India

Tel: +91 (80) 2844 0011
Fax: +91 (80) 2844 0256

wipro.com

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its

comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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