

F R O S T & S U L L I V A N



2022 COMPANY OF THE YEAR

*MIDDLE EASTERN
DIGITAL TRANSFORMATION INDUSTRY*

Congratulations!

Frost & Sullivan is proud to present Wipro with this year's Best Practices Company of the Year Award in the Middle East digital transformation industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes Wipro for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, Wipro's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman
Chief Executive Officer
Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Wipro excels in many of the criteria in the digital transformation space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Empowering Enterprises with Digital Transformation

The COVID-19 pandemic accelerated digital transformation amongst enterprises as there was a sudden paradigm shift in the work environments and customer expectations. As the push to revamp

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Senior Director ICT**

communication networks and architectures for seamless delivery increased, Wipro, a global information technology leader, is well-positioned to tackle the enterprises’ evolving needs.

Enterprises face challenges around legacy systems, dependency on these systems, hesitance from the top management for complete digital transformation, and talent scarcity. Wipro addresses these challenges in the Middle East market with a comprehensive set of digital solutions and services functioning at the

convergence of strategy, design, and technology.

Wipro progressively built its leadership position by transforming businesses, processes, and technology. It developed unique business models to enhance the customer experience and improve enterprise applications by amalgamating them with engineering. Moreover, customer innovation forms the core of

its solutions and services. The company understands what the customer needs through innovation, how it can be done through digital consulting, and why they need it through strategy consulting. It uses this unique approach to meet the customer's needs and helps customers understand the importance of those requirements. The company works as a co-partner to develop solutions leading to impactful synergies to achieve value and scale.

Governments and industries embrace digital initiatives and strategies today, but the hurdle arises around execution. Wipro efficiently manages this hurdle with its design and thought leadership blended with state-of-the-art technology. It employs a pragmatic approach for enterprises that set down strategies without realizing the importance of heritage technology architecture and define unfeasible technology, which is uneconomical. Furthermore, Wipro demonstrates strong potential to cater to unmet customer needs by hiring seasoned professionals and maintaining a firm service line foundation. It launched a new market space, created a new revenue stream, and significantly reduced the customer onboarding time while eliminating unwanted processes.

The company takes care of enterprises' end-to-end digital transformation journey from infrastructure, cloud, data, and security. Its integrated offerings cover the digital transformation journey, explicitly

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fabricated for Chief Innovation Officer and Chief Information Officer concerns. It takes care of the business design, product engineering, intelligent enterprise, chief marketing officer (CMO) offering, and digital operations. To extract the true value from its services, Wipro works closely with customers to conceptualize a product, design it, build it, and execute it. The company operates with no limitations and can enter the product or project lifecycle at any stage, depending on the customer's expectations. These processes generate consistent success for the company and ensure a positive experience

throughout the lifecycle. The value proposition Wipro delivers is taking care of the whole nine yards of a project or product.

Frost & Sullivan notes that Wipro implements the best-in-class execution methodology, comprising model, method, mindset, and machinery. As COVID-19 behaved as a catalyst for remote work, Wipro's team addressed the urgency with its distributed workforce and crowdsourcing model. With large organizations employing multiple technologies, the problem arises around management. For this reason, Wipro implements a multi-modal method that provides nimbleness and a unified approach for driving organizational changes. With the shift from project to product mindset, machinery plays an integral role. The company heavily invests in DevOps technology, continuous development, continuous integration, and continuous testing for its enhanced platform capabilities.

Wipro impresses Frost & Sullivan with its innovative technique anchored by the pull-over push approach. It uses distinctive strategies to attract customers. The company nurtures new capabilities,

mindsets, and culture, which leads to higher levels of customer satisfaction. To ensure superior quality and service levels, the company invests heavily in merger and acquisition activities. For instance, the company acquired Designit, a prominent strategic design company, provided more than 500 skilled designers to Wipro. Similarly, the acquisition of Rational Interaction enhances the customer experience and accelerates the marketing potential, forming the right package for CMOs. With the acquisition of TopCoder, Wipro has access to 1.2 million crowdsourced personnel (designers, developers, data scientists, and programmers) that can positively solve a problem with the extensive domain knowledge delivered explicitly through Wipro. The acquisitions showcase the company's commitment to maintaining a perfect blend of products and services with an inclination towards horizontal integration aiming to incubate capabilities.

For elevating the user experience, Wipro built a unique studio, Innovation Hub, complementing its competence in design, architecture, and digital engineering. The company uses the lab as a collaboration studio embedded with the principles of strategy and technology. The studio's backbone consists of diversified and eminent talent (strategy team, design team, technology team, and digital enterprise architects) that can inception, rehash, and restructure a product. Frost & Sullivan applauds Wipro for its continuous efforts in strengthening the customer purchase and ownership experience with its competitive merger and acquisitions and innovation hub.

Steps Taken to Enhance the Experience

Wipro actively enriches the customer purchase experience by acting as a one-stop shop for digital product development. It works on product inception, concept and prototype, product development, industrialization, and scale while ensuring sustainability. It maps and orchestrates the customer journey, considers the customer feedback, plans product increment and agile development, and strategizes digital marketing programs at optimal costs. Moreover, Wipro offers comprehensive services under one umbrella ranging from research and analysis, service design, business design, brand design, market launch, agile methodologies, digital engineering and culture, and DevSecOps and DevOps transformation. For instance, the company developed Wipro DevOps, a combination of philosophies, practices, and tools, stimulating the delivery of applications and services at greater velocity. The Digital Rig, Wipro's DevSecOps platform, offers DevOps at scale. The company fabricated the platform to promote transparency and self-service using DevSecOps code, expediting the decision-making around data.

The thought process and methodology form the core DNA of Wipro, running with a holistic value-driven outlook. The company follows a codified technique called design-led agile development that senses, measures, and responds to scenarios. It is merged with design thinking, lean start-up, and agile development. Using these approaches, the company redefines and solves the issues and delivers desired results quickly, increasing the success rate of innovation.

The company exhibits some of the best practices through partnerships to comply with the customers' ever-changing needs during the pandemic. Wipro has a rich partner ecosystem spreading across cybersecurity, big data, analytics, cloud infrastructure, artificial intelligence, and the Internet of Things. The company collaborates with verticals like information technology, healthcare, and financial technology. These collaborations provide a regular exchange of ideas and best practices, giving the

company an upper hand in technology and industry know-how. The partnerships and alliances are mutually beneficial, generating new client opportunities and exposure to existing clients.

Case Studies Exhibiting Relentless Pursuit to Meet Unmet Demands

Frost & Sullivan recognizes Wipro as it strives to match the customer's unmet requirements, simultaneously improving the overall customer experience. With these exceptional case studies, the company flaunts the price and performance value and top-notch service it offers. What creates differentiation for Wipro is its ability to deliver digital transformation at scale seamlessly.

UAE Based Large Bank

A renowned bank headquartered in the United Arab Emirates reached out to Wipro to modernize its digital channels. Wipro was one step ahead and took the plunge of creating a digital innovation lab to enrich its customers' banking experience. It implemented the Agile Anywhere principle, where the talent works from any location and has no-shore or boundary limitations, thus accelerating skillset availability. It transformed the bank's digital channels, digital wallets, and future projects using next-gen technology like DevOps and software test automation. Wipro further improved the customer onboarding journey by reducing operational inefficiencies with its technology. Using the bank's existing leadership in small and medium-sized enterprises, it plans on expanding and growing its ecosystem.

A Large Oil & Gas Company

A leading Saudi Arabian oil company embarked on a journey to digital transformation with its 4th industrial revolution center (4IRC). To meet the client's need to become an advanced digital oil company leveraging the power of new-age technology, Wipro and Designit built a Digital 4K Wall (44M x 3M). The wall can display more than thirty solutions giving real-time visibility of the output of the client's oil fields. It created a centralized and personalized experience with its contextualized solutions that can penetrate through existing complex legacy operations. It can capture data from multiple source systems across the line of business. By leveraging design thinking, analytics, and digital technology, Wipro empowers the client's operations cost-effectively.

A Large National Post

One of the oldest postal organizations wanted a marketplace model to create an impact similar to its strongest competitor. Wipro created a bespoke marketplace using SAP Hybris. It rebuilt the postal line services with digital technology and merged them with simplified logistics solutions. At the launch time, it received traction from more than 1000 vendors.

With the mindset of collaborating and co-creating, Wipro strengthens its brand image by running hackathons that create awareness and lead to positive business outcomes. Its crowdsourcing selects the best talent and closely works with academia to train individuals on design thinking and testing. The company employs a customer-focused approach with its customer mission team taking care of the entire value chain. Wipro outlined its services and ideas around digital transformation based on customer usage, purchase patterns, and feasibility. The company uses Net Promoter Scores and Customer Satisfaction surveys to capture valuable customer feedback to improve services based on the

feedback received. It actively tracks and monitors the product usage and quality defined through metrics for improved quality and productivity.

Conclusion

The pandemic disrupted business operations and forced enterprises to adapt to the paradigm shift in work environments and customer expectations. This increased the prevalence of revamping communication networks and architectures to ensure seamless delivery of digital services.

Wipro (Wipro) combines long-standing market experience, acknowledged industry expertise, and the extensive strengths of its parent organization with its robust footprint to establish its leadership in the Middle East (ME) market. The company takes care of enterprises' end-to-end digital transformation journeys from infrastructure, cloud, data, and security. Wipro is uniquely positioned to meet the specific needs of ME customers through its customer-centric and innovation-led approach. Prioritizing future-facing innovation, Wipro constantly improves customer experience and cultivates a broad ecosystem of partners. Its deep commitment and investment in ME give it a further competitive edge, with unmatched expertise and relationships. With its expertise, customer-centric focus, and extensive partnerships, Wipro earns Frost & Sullivan's 2022 Middle East Company of the Year Award in the digital transformation industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

