

MARKET NOTE

Wipro European Analyst and Advisor Days — Key Takeaways

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EXECUTIVE SNAPSHOT

FIGURE 1

Wipro European Analyst and Advisor Days

IDC's European Services, Telecom, and Infrastructure teams attended analyst and advisor briefing events held by Wipro in October 2025, in London, Paris, and Amsterdam. This document reflects IDC's key takeaways from the sessions. During the events, Wipro senior executives and clients discussed a variety of subjects, including the firm's focus on consulting and AI, along with the investments it is making and the trends it is seeing with global capability centers (GCCs) in Europe.

Key Takeaways

- Wipro repeatedly underlined the message that it is a consulting-led and AI-powered company. While stating that its consulting business accounted for 15% of revenue, it emphasized how its consulting capabilities and business impacts many other parts of the organization. An ingrained consulting mindset is essential for service providers, enabling them to cater to the variation in client demand. The provision of tailored solutions designed to meet key client outcomes and therefore drive business strategy allows service providers to focus on delivering value in client engagements, building long-term relationships.
- The company has high ambitions for Servaada, its regulated services business in the U.K., to expand into Europe (and globally) and is pursuing a strategy of developing and tuning the business in one of the most heavily regulated financial markets in the world: the U.K.
- Wipro's Build/Consolidate → Operate → Transform → (Optionally) Transfer narrative is pragmatic and generally aligned with where GCCs are headed: capability-first, AI-infused, and outcome-measured.
- IDC believes that as organizations in Western Europe manage budgets constraints, France in particular offers potential for Wipro to grow its presence.

Source: IDC, 2025

IN THIS MARKET NOTE

This IDC Market Note highlights key takeaways from Wipro analyst briefings attended by IDC analysts, which took place in London, Paris, and Amsterdam in October 2025. At the events, a number of Wipro executives presented, including Sarat Chand (U.K.&I Managing Director), David Power (CEO of Servaada), David Zarka (Head of Southern Europe), Rithesh Nagendra (Europe, Asia Pacific, Middle East & Africa GCC Practice Director) and Divye Goel (Head of Benelux). The 10,000 feet message delivered was that Wipro is a consulting-led, AI-powered organization.

The key themes discussed during the London event included:

- The company's scale across the U.K. and Ireland, consisting of 18,000 staff across seven offices, which serve over 50 clients.
- The structure of the company and its key horizontals —consulting, technology, engineering, and business process.
- The importance of the consulting business to Wipro, where consulting drives 15% of company revenue.
- Wipro Intelligence, the company's AI suite of offerings, comprising AI platforms, industry solutions, and its innovation network.
- Servaada, Wipro's FCA-regulated company, a provider of outsourcing services to the U.K. financial services industries. Servaada is driving Wipro's efforts to support the financial services industry, with the belief that if it can be successful in the heavily regulated U.K. finance sector. It will be well positioned to expand into and drive business in less regulated markets.
- In addition to Wipro executives, several Wipro clients participated in the event, from industries such as leisure, financial services, utilities, and telecoms, as well as the public sector and diversified multinational conglomerates.
- Client presentations and panel discussions were heavily AI-themed, and touched upon a diverse range of subjects, including: the use of AI in ITOps, the benefits of AI in cybersecurity, training employees for AI along with the importance of subject matter experts for AI, the use of AI in application modernization, and the importance of aligning different types of AI to different tasks.

The key themes discussed during the Paris event included:

- Wipro's capabilities in Western Europe, Southern Europe (France, Italy, Spain, Portugal), the Nordics, and Benelux
Global capability centers (GCCs) and AI as an engine for growth, and the evolution of GCCs from cost-saving offshore centers to strategic innovation hubs.

- Wipro argues many clients underestimate the true total cost of ownership (TCO) and complexity of building a captive center, such as intense talent competition, brand recognition challenges in India, and state-by-state regulatory variability. With its *Build/Consolidate → Operate → Transform → (Optionally) Transfer*, the company proposes using Wipro's brand and compliance muscle early, with a structured transfer only if or when it makes sense.
- Part of Wipro's \$1 billion investment in AI is used to embed AI and automation into its GCC operations, while partnerships with start-ups and innovation ecosystems are being leveraged to integrate emerging technologies.
- The growing demand for small, niche GCCs in Europe. Wipro addresses this with CoE-as-a-BOT, assembling 10 to 200 full-time teams in engineering, R&D, cybersecurity, AI, and automation.
- How GenAI is rapidly becoming the default user interface layer, enabling natural language interaction across tools. However, Wipro clients and prospects are citing data fragmentation as a major barrier to the success of their AI initiatives.
- Exploration of real-world AI use case examples from Wipro clients across the fast-moving consumer goods (FMCG), energy, financial services and pharmaceutical industries, including financial forecasting, tender summarization, marketing compliance, coding automation, and fraud detection.

The Amsterdam event covered the same broad themes as above and double-clicked on the value of the Designit business unit. Coming from an earlier acquisition, Designit is "an experience innovation company with creativity at [its] core". Working at the intersection of technology, design strategy, and marketing, it has sixteen offices across the globe and aims to solve tough business, AI, sustainability and diversity, equity, and inclusion (DEI) questions for a range of clients. Key highlights from the Amsterdam event included:

- Wipro established its presence in the Benelux in 2023 and has been instrumental in the IT outsourcing (ITO) transformation of large enterprises in the region.
- As a long-standing global leader in ITO, Wipro recognizes the value of a consulting-led transformation strategy. It follows a five-step, tenet-driven framework that spans (application/value) discovery, process redesign, business transition, governance, and controlled delivery, and the introduction of new services and growth opportunities for clients.
- Wipro emphasizes client-centric value creation, highlighting the growing role of AI and its rapid scaling of AI-led transformation programs across the region. Its success stories show how Wipro has enabled enterprises in multiple industries to modernize customer relationship management (CRM)

and enterprise resource planning (ERP) systems, implement next-generation data and AI platforms, and ultimately enhance performance and resilience.

- Designit, a Denmark-based strategic design firm that was acquired by Wipro a decade ago, focuses on creating human-centered designs by combining creativity, strategy, technology, and marketing to help clients with branding and customer experience. It complements Wipro's engineering and technology services capabilities and jointly help accelerate digital transformation services and drive competitive advantage and innovation for clients.

IDC'S POINT OF VIEW

Across three separate analyst briefings, Wipro clearly sought to maximize its messaging through markedly different sets of content.

The London event messaging focused on consulting-led AI capability, in addition to how the company is using the heavily regulated U.K. financial services sector to fine-tune its regulated services offerings (through Servaada), with the potential that success in this country sector may provide it in other financial markets. The Wipro strategy here was appealingly ambitious: "If we can succeed here [the U.K.], we can succeed anywhere."

The ambitions and challenges of AI were brought to life as Wipro clients shared honest experiences from their AI journeys. The importance of data quality was addressed by a Wipro client from the leisure industry who recounted the effort required to establish data that *was* and *was not* actually usable for AI. The demand for service provider assistance in this area will vary by digital maturity of the client organization. More mature organizations will be well on the way through or will have completed their data evaluation journey and, as a result, will have taken steps to actively shape current and future data collection for AI readiness. Whereas less mature organizations may well hold generous assumptions on the readiness of their data for use by AI. Ultimately, data readiness is a key part of the AI journey in which service providers can provide significant client value.

The realities of AI training were also discussed in refreshing terms. A Wipro client from the public sector emphasized the belief that a shift in mindset was required, citing that staff who get the most out of AI are those that use it the most, as opposed to those that do the most training. While access to AI tools is fairly easy to achieve — for example, through the Microsoft 365 suite — tool provisioning is only part of the formula for success. Service providers can help organizations provision the appropriate tools in a responsible and sustainable manner and encourage the use of cultural support mechanisms (senior management support, training, and technology champions). Yet, beyond tool provisioning, support, and environments, service providers must challenge clients to shape staff AI activity. The creation of

contextually relevant business use cases and process improvement or redesign will enable the elevation of AI investments to become transformational.

While the skills shortage is particularly critical for AI, one Wipro client discussed the positive impact that subject matter experts had made in their business and its use of AI. While the importance of AI in the financial services sector is not up for debate, finding and retaining the skills to progress the AI journey is a key challenge. Particularly so as the skills in demand are nuanced and varied, enabling advancements in cybersecurity, fraud detection, and customer personalization, to name but a few.

Wipro's *Build/Consolidate → Operate → Transform → (Optionally) Transfer* narrative is pragmatic and generally aligned with where GCCs are headed: capability-first, AI-infused, and outcome-measured. IDC observes that many firms prioritize speed and capability over creating a legal entity on day one, making an Operate-then-Transform approach with a later Transfer decision particularly relevant. IDC also believes the *CoE-as-a-BOT* option fits the European mid-market pattern of smaller, specialized GCCs.

Finally, Wipro's Western European coverage shows encouraging momentum within the broader European portfolio. According to IDC's *Semiannual Services Tracker*, Wipro ranked within the top 30 IT services providers for 2024 in Spain, Portugal, the Nordics, and Benelux but only #36 in France and outside the top 50 in Italy. Viewed alongside a stronger position in the U.K. at #16, these standings indicate scope to expand. IDC also continues to cover Wipro as part of its global and EMEA Networking and Life-Cycle Services coverage, where we see Indian-headquartered service providers continuing to make a strong case against the traditional players.

Market conditions are supportive, notably in France, where IDC's discussions with Indian-heritage service providers reveal the belief that double-digit growth is possible, as organizations manage pricing and budget constraints. These dynamics suggest that Western Europe, particularly France, offers strong potential for Wipro to deepen its presence and gain share in the region's evolving IT services landscape.

LEARN MORE

Related Research

- *European Tier 1 Service Provider Market Events, 2Q25* (IDC #EUR152868425, September 2025)
- *IDC Market Glance: European Business and IT Services, 1H25* (IDC #EUR153775925, September 2025)
- *Mapping the Growth Trajectory of Agentic AI and GenAI: How Service Providers can Build the 2026 Road Map* (IDC #EUR153775425, September 2025)

- *Is AI the True Catalyst for European ICT Reinvention?* (IDC #EUR153773524, September 2025)

Synopsis

This IDC Market Note highlights key takeaways from Wipro analyst briefings attended by IDC analysts, which took place in London, Paris, and Amsterdam in October 2025.

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