From Legacy Product Ownership to Sustained Portfolio Value

AMBITION

A global enterprise software provider headquartered in North America needed to retain revenue and customer trust across a mature project and portfolio management product portfolio. Internal teams were increasingly constrained by the cost and operational overhead of sustaining legacy products, limiting focus on strategic growth initiatives. The objective was to transition full product ownership to a specialized partner while preserving service continuity, customer satisfaction, and financial performance.

ACTION

The provider partnered with **Wipro Engineering - Connected Services** to assume end-to-end ownership using the Valorize framework. Rather than treating the transition as a cost-outsourcing exercise, the engagement was structured around controlled takeover and long-term stewardship:

- Conducted a structured technical and commercial baseline assessment using Valorize to establish cost, risk, and support complexity.
- Transitioned engineering, maintenance, operations, and customer success into a dedicated Center of Excellence operating across the US and India.
- Implemented a managed-IP engagement model with outcome-aligned, slab-based revenue sharing.
- Rationalized engineering and support workflows to reduce effort while maintaining contractual SLAs.
- Established 24×7 delivery coverage to ensure uninterrupted service during transition and steady-state operations.

AMBITIONS REALIZED

With ownership transferred under a governed operating model, the organization sustained portfolio value without internal disruption.

The Business Impact:

- **~50% reduction** in engineering effort and **~20% lower** management overhead.
- **No distraction to core product teams,** enabling continued focus on new product development.
- **Improved EBIT performance** through optimized cost structures and shared-risk economics.
- **95%+ customer satisfaction** with **100% SLA compliance** across transitioned products.

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading AI-powered technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our consulting-led approach and the Wipro Intelligence™ unified suite of AI powered platforms, solutions, and transformative offerings, we help clients realize their boldest ambitions to build intelligent and sustainable businesses. The Wipro Innovation Network – part of the Wipro Intelligence™ suite – underpins our commitment to client-centric co-innovation and co-creation by bringing together capabilities from the innovation labs and partner labs, academia, and global tech communities. With over 240,000 employees and business partners across 65 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at www.wipro.com.

© 2026 Wipro. All Rights Reserved.