

From Operationally Heavy Legacy Platforms to Retained Revenue and Customer Confidence

AMBITION

A US-based global software company serving large enterprise IT operations needed to stabilize revenue and customer loyalty across multiple mature identity and automation platforms. Rising support complexity, talent scarcity, and cost pressures made long-term internal ownership increasingly inefficient. The objective was to extend product lifespan and protect customer relationships while reducing operational risk and overhead.

ACTION

The company engaged **Wipro Engineering - Connected Services** to take over product engineering and support using the Valorize-led transition approach. The focus was not only cost efficiency, but continuity and customer assurance:

- Performed a structured product and operational assessment using Valorize to identify retention risks, cost drivers, and transition priorities.
- Transitioned product management, engineering, L1/L2 support, operations, and customer success to WECS under a managed-IP model.
- Introduced proactive customer engagement and escalation mechanisms to minimize churn risk.
- Delivered targeted product enhancements focused on stability and usability rather than feature expansion.
- Operated under a blended commercial structure combining revenue share and fixed-price elements.

AMBITIONS REALIZED

Through disciplined transition and customer-centric operations, the organization protected revenue and trust across its mature portfolio.

The Business Impact:

- **Customer retention consistently above 80%** across transitioned platforms.
- **CSAT sustained above 95%**, supported by proactive engagement and SLA adherence.
- **Sustained legacy revenue** with measurable EBIT improvement.
- **Lower delivery and continuity risk** enabled by global 24x7 coverage and specialized engineering ownership.

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