

# ENTERPRISE SIMPLIFICATION AT ITS BEST

Wipro is helping a UK-based financial services group realize its goal of over £1.7 billion annual cost savings by 2014.



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## INDUSTRY LANDSCAPE

In the financial services industry, the period of industry uncertainty that began in 2008 continues unabated. As a result, most financial institutions strive to build their reputation, ensure transparency, improve customer service and enhance operational efficiencies to realize cost savings.

A leading UK-based financial services group was no exception. This Wipro client provides a wide range of Banking and Financial Services, primarily in the UK, to personal, commercial, and corporate customers. The business model of the bank is designed around developing distinctive capabilities in serving their customers across the UK, with a focused range of banking, insurance, investment, debt financing and risk management products to meet customer needs.

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## A FOCUS ON SIMPLIFICATION

This client sought to become the best bank for customers and high-performing organizations. A primary means of achieving these goals are comprehensive simplification program to improve the agility and efficiency of the bank.

Since 2007, Wipro has helped this financial services group to meet its challenges. Today, Wipro is the bank's primary partner in its infrastructure, applications, process and data simplification program. Throughout this engagement, the client has recognized Wipro via various formal governance mechanisms, like consistent strong balanced scorecard returns, as a high performing partner. Client executives have recognized Wipro for its track record of delivering discernible performance improvements on transitioned platforms. The strength of the relationship is evidenced by the bank's increasing confidence in Wipro, which has led to consistent growth in the Wipro footprint at the bank over the term of the relationship.

As a strategic partner for five years, Wipro has helped a major UK-based Financial Services group to confidently implement a comprehensive enterprise simplification program to help address the bank's goals.

# SIMPLIFICATION INITIATIVES AT THE BANK

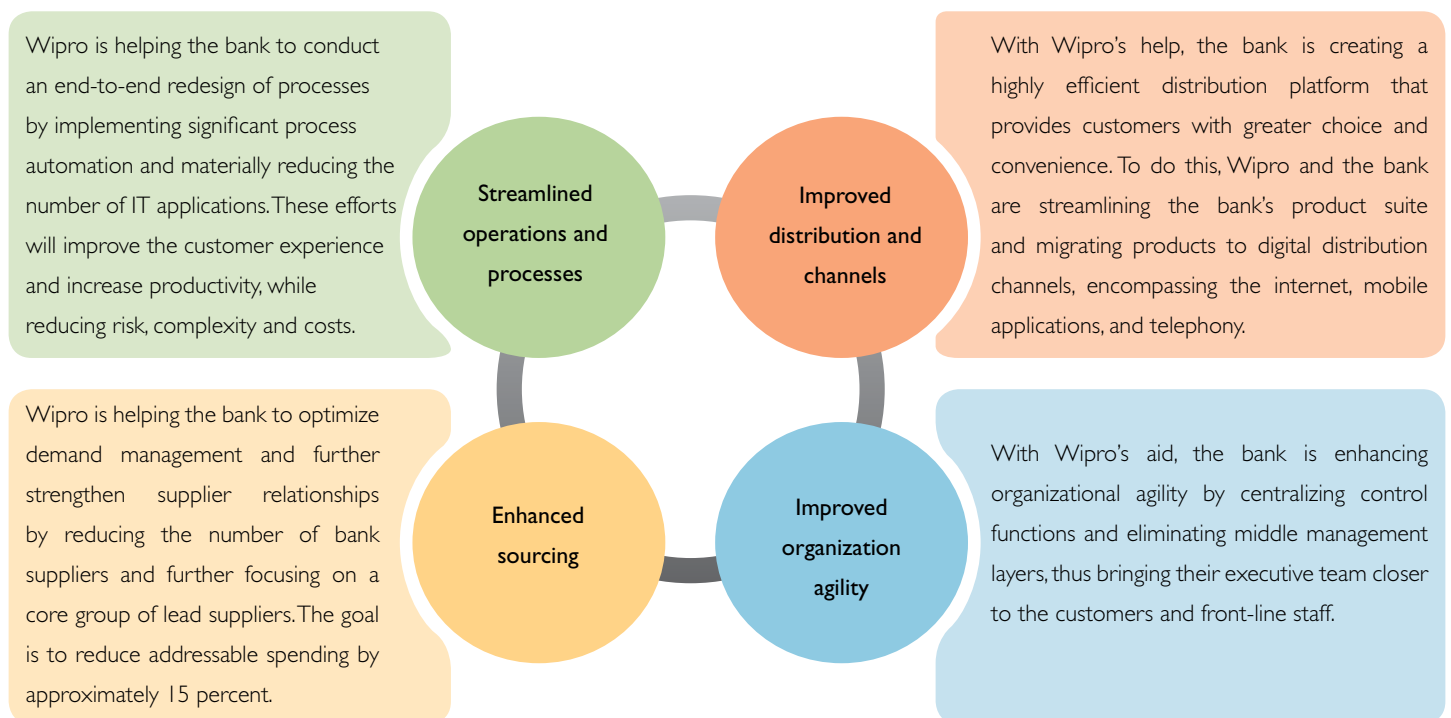
Wipro played a major role in helping the client establish the overall governance of the simplification program. Wipro formulated and set up the program governance structure and established the Program Governance Office.

Wipro formulated, detailed, and implemented the end-to-end application development and maintenance delivery methodology, which incorporated distributed agile methods using onsite and offshore resources. Wipro has

been a core participant in the architecture and high level design of the simplification process redesign. This work included product selection and validation. Working alongside the bank's Subject Matter Experts (SMEs), Wipro is part of the core working groups on ADM for design assurance and delivery assurance. Wipro is responsible for end-to-end delivery (i.e., design, building and testing) of redesigned processes. Dedicated team from Wipro is working to implement the redesigned processes.

## BUSINESS BENEFITS

Wipro's efforts will help the bank move towards meeting its targeted annual cost savings by 2014. With Wipro's help, the bank is realizing the following business benefits associated with the end-to-end simplification program:



## Wipro Banking and Financial Services

Wipro's Banking Practice has partnered with over 50 of the world's leading banks, including four of the top five banks worldwide, as well as leading banks in the Asia Pacific. Wipro expertise across retail banking, enterprise banking, investment banking, regulatory risk and compliance, mobile banking, channels, payments, lending and mortgages, and wealth management addresses transformational changes for Wipro customers. Wipro solutions on cloud, mobile, social computing, and analytics enable Wipro customers to build a bankable future.

For more information, please visit [www.wipro.com](http://www.wipro.com) or email [info@wipro.com](mailto:info@wipro.com)

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