

Channel

Banking channels are at an inflection point as digital touch points are becoming a top priority for banks in their channel strategy. While the digital promise of the banks is to provide “anytime,anywhere” banking stitched around connected and intuitive customer experience, the legacy assets of most banks are not necessarily geared to enable the customer promise. Transitioning to a true omni-channel bank requires a well-articulated roadmap with measurable outcomes at each milestone, and a sharp focus on customer centricity, rather than product silos within the banks.

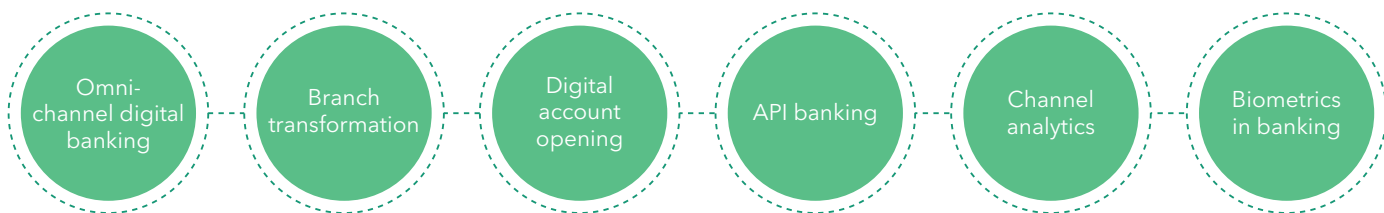
How Wipro helps

As strategic partner to leading global and regional banks in their channel transformation journey, our offerings range from channel strategy and architecture consulting to product evaluations and delivering custom-built omni-channel banking platforms.

With the new Wipro Digital unit and the Designit acquisition, we combine our solid design capabilities with engineering experience to deliver best-in-class channel transformation. Our banking services facilitate the following benefits:

- **Build vs buy:** Ensure the best-fit products for customers with our tried and tested, robust omni-channel banking solution evaluation framework for structured analysis and recommendations.
- **Omni-channel banking:** Build a true omni-channel digital bank with a multi-speed architecture that improves customer experience.
- **Channel security:** Enable best-in-class biometric solutions covering assisted and unassisted channels using our experience and partnership with leading vendors.
- **Banking experience lab:** Drive an innovation culture in your organization using the lab and leveraging our co-innovation culture.

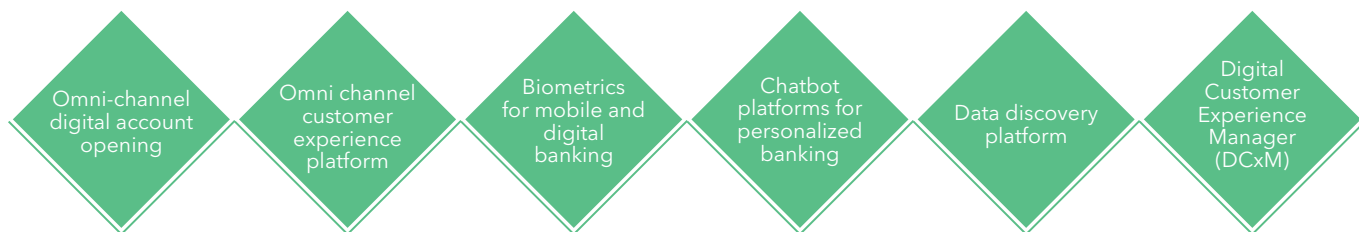
Services offered



Key differentiators

- Dedicated domain leadership from a global team with local knowledge
- Strong techno-functional team and SMEs across retail, commercial banking, and wealth management
- Solid track record of driving innovation and growth
- Comprehensive coverage across consulting, solutions, application development, infrastructure and BPO

Solutions



About Wipro

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit wipro.com or write to us at info@wipro.com

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