

# Wipro's Communications Business

Delivering breakthrough  
transformation to Communication  
Service Providers (CSPs)



The communications industry continues to experience disruptions driven by demanding consumers, evolving regulations, disruptive technology, and fierce competition. Smartphones and mobile devices are witnessing dramatic enhancements along with a steep fall in costs, making access to information easier; data subscriptions are gathering steam on the back of growing LTE networks; and 5G is around the corner with the promise of faster and more reliable mobile broadband. On top of this is the innovation that native digital service providers will create.

It is evident that voice and video over IP will continue to grow and become a major component of digital services. CSPs are responding with products that are becoming more generous with unlimited voice calling, and innovative alternate voice and data services. However, a number of additional service categories are trending, showing that CSPs will place their bets around services such as unified collaboration, cloud applications, IoT, vertical applications, e-learning and so on. However, CSPs will have to make a concerted and conscious effort to transform into a Digital Service Provider to address these changing market dynamics effectively.

Wipro is geared to address many of the opportunities in these new growth areas as we engage with our clients leveraging our deep domain expertise, IP-led innovation solutions, digital tools and new ways of working and delivering end-to-end integrated solutions and services.

## Our Communications journey

We started our journey **over two and a half decades** ago, providing technology that transforms operating models, improves customer experience and keeps client businesses relevant. Wipro's Communications vertical today serves **48 global clients, with around 5,200 employees**. We are a trusted partner to **13 of the top 20 CSPs globally and 3 of the top 5 broadcasters and cable operators**. Our services span across **Digital transformation, Analytics & AI, Network Modernization, IT**

**Renovation, Automation and Video and Content services**, beyond providing **system integration and managed services for traditional OSS/BSS**. Our outcome and accountability-based business models have helped a CSP in Africa standardize processes and derive business value worth US\$1 b through shared services and a CSP in the APAC region create revenue growth potential of US\$150 m through big data and next generation analytics. These – and other similar outcomes – have won us the Global Telecom Business Innovation Award from the World Quality Congress.

## Enabling Digital Transformation

Over several engagements with CSPs, we have developed a calibrated approach to enable the transformation from a CSP to a Digital Service Provider (DSP). Our Framework for CSP to DSP transformation reimagines the entire value chain. We believe there are five digital building blocks for delivering breakthrough transformation:



- **Customer experience:** Transforming to an intelligent, intuitive, omni-channel customer engagement across stakeholders.
- **Products & Services:** The ability to rapidly launch new products and service operations that embed security and analytics across platforms.
- **Orchestration:** The ability to orchestrate across the entire stack using an open architecture that mitigates the challenges of legacy by leveraging microservices, API gateways, automation, and enables seamless integration with an extended partner ecosystem.
- **Platforms:** The ability to design, develop, assure and manage applications for the “born digital” world.

- **Infrastructure:** A secure virtualized and software-based network of the future that enables a variety of new digital business models.

Our expertise across these building blocks, individually and collectively, makes us uniquely positioned to be a transformation partner for CSPs.

## Our Capabilities

Our service offerings are crafted to enable this Digital Service Provider Transformation and are applicable to CSP businesses across B2C, B2B, Wholesale, Mobile, Fixed, Cable, Satellite, and Content. The four key areas of our service offerings are Digital Business, Network Modernization, Data & Analytics and Next Gen Services

### Digital Business

- Interaction & Experience
- Products & Offers
- Partnerships
- Revenue
- Digital Care

The **Digital Business** service offerings address the business needs of CSPs like customer (interaction & experience), products & offers, order, partner and revenue management to enable digital transformation.

### Network Modernization

- Virtualization
- Engineering
- Orchestration
- Optimization
- Cognitive Automation

The **Network Modernization** services provide CSPs a transformation framework enabling adoption of modern network technologies such as a SDN/NFV, 5G, NB-IoT.

### Data & Analytics

- Business Analytics
- Network Analytics
- Digital Assurance
- Resources
- Data Platforms

Our **Data & analytics** offerings enable data & analytics as catalyst to drive insight & customer experiences across digital journeys.

### Next Gen Services

- Automation First
- Agile & DevOps
- App Modernization
- Quality Engineering
- Digital Workplace

The **Next Gen Service** offerings provides a framework and suite of solutions for CSPs for optimizing cost of running using automation, simplification, and multi-speed delivery.

We enable the CSPs Digital Transformation across these four areas with our horizontal services across Advisory, Cloud, Security and 5G.

<b>Advisory</b>	To enable CSPs to leverage Wipro's domain and technology expertise across the communications business, Wipro offers advisory services for differentiated service design, innovation & product development, business acceleration, enterprise architecture, and business value management.	
<b>5G</b>	Wipro's vision on 5G is to be a premier partner for our customers in their digital transformation journeys by leveraging 5G. We aim to be a leading solutions partner for 5G implementations for our customers by consulting them on the technology's potential and helping them realize its business value through new revenue streams. We also envision maximizing the market share in 5G engineering for devices, applications and infrastructure.	
<b>Security</b>	Wipro has a strong security practice that helps CSP implement user privacy, information security, network compliance, IoT security and security ops.	
<b>Cloud</b>	Wipro also helps CSPs in their cloud transformation journey across NFVi, Cloud Migration, Cloud Native, Multi Cloud operations and As-a-Service.	



## Investing in the Future

We have made a few bold investments to augment our capabilities in this dynamic world. With these investments we are:

- Creating experience-led, high-velocity business models that operate on a global scale
- Transforming IT and business processes through intelligent automation
- Expanding local capabilities in Europe, North America and APAC through acquisition and new delivery centers.

**wipro holmes:** Leveraging our HOLMES™ AI, Analytics and Automation platform, we have created Communications-specific use cases – eKYC, Contract management, Revenue Assurance, Fraud Management, and RPA & AI enabled operations, Network automation and optimization.

**Designit** : Strategic design, User experience (UX), Interaction design (IxD) and product innovation are key differentiators for the Digital Age. Wipro recognized this early, and we have bolstered our capabilities in this area with the acquisition of Designit. Designit is a strategic design firm that works with ambitious brands to create high-impact products, systems and spaces that people love.

**APPIRIO** : Customers are at the core of CSP business. Appirio provides us the edge through its leadership in CRM/CX/HCM SaaS – Salesforce and Workday.

**wipro ventures:** Wipro Ventures, the strategic investment arm of Wipro, provides us access to a varied portfolio of innovative startups such as Avaamo, Altizon - in taking differentiated services to our customers. Avaamo provides an AI-driven enterprise bot platform that dramatically reduces the time needed to design and deploy enterprise bots to corporate employees and their customers. Altizon is the

world's first Industrial Internet Platform company focused on making enterprises Internet of Things (IoT) ready. Datonis, Altizon's flagship product, helps build an IoT product in weeks by providing device connectivity kits, a device management layer, a highly scalable, real-time, big-data analytics engine, as well as alerting and monitoring services.

 **topcoder**™: Topcoder is a crowdsourcing platform and is home to 1 million+ designers, developers, competitive programmers, data scientists, and algorithmists from around the world. Founded in 2001, Topcoder has held more than 22,000 competitions and awarded more than \$80 million in prize money. On an average, 7,000 new challenges every year are floated on the Topcoder platform. We have inculcated the culture of leveraging Topcoder for idea generation and clickable prototypes for all new-age products, testing services and data analytics.



## Client Success Stories

### Telenor India

**Wipro helped Telenor India, a leading mobile operator, achieve best-in-class service reliability and assurance by reducing IT incidents by a whopping 89%**

“Congratulations and thanks to the entire Telenor and Wipro team that has reduced the subscriber tickets by 10 times in two years. This has reached the magic three-digit figure now and is also reflected in zero IT detractor in NPS. Keep up the good work.” - Avinash Mittal, Chief Infrastructure Officer, Telenor India

### NBN, Australia

**Wipro delivers efficiency, consistency and excellent user experience to support NBN’s enterprise-wide end-user technology and IT Infrastructure Transformation.**

“We selected Wipro on the basis of strong delivery capabilities, local presence and the ability to drive down costs and efficiencies

across the EUT space. Since then, Wipro has been providing excellent services with a dedicated team engaged in delivering high levels of efficiency and consistency to create excellent user experience systematically handling tickets and service issues. Wipro has been successful in streamlining the ticketing process, generating value and delivering excellent service to users through our service desks and infrastructure teams. Wipro is also helping NBN transform the processes through innovation and automation techniques. I am very happy with the services that Wipro provides to NBN. They’ve always been transparent, ethical and prompt in their approach and work with NBN. When it comes to interactions with the Wipro team, they really view this as a partnership; they are always looking for win-win solutions and working with Wipro, we get a true business partner who is investing in the long-term success of my business.” - Gordon Macmillan, Executive General Manager, IT Operations and Infrastructure Support, NBN

## The Wipro advantage for CSPs

				
<b>DOMAIN Expertise</b>	<b>DIGITAL Capabilities</b>	<b>DYNAMIC Execution</b>	<b>DNA of values</b>	<b>DEPENDABLE Partner</b>
25 years of assisting Communication Service Providers & other industries; Foray into 5G and emerging technologies leverage for CSPs	Delivering transformational business outcomes for CSPs worldwide	Agile engagements catering to evolving industry landscapes	Our core values form the foundation of actions towards clients, employees, partners & society	Predictability, consistency & trust in every client engagement

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