



# Wipro's Digital Transformation Model

Transformation from a  
Communication Service Provider (CSP)  
to a Digital Service Provider (DSP)



The communications industry continues to experience disruptions driven by demanding consumers, evolving regulations, disruptive technology, and fierce competition. Digital transformation can help Communication Service Providers (CSPs) reap significant benefits in terms of go-to-market agility, developing platform capabilities, and improving customer experience and intimacy. However, digital transformation for CSPs clearly has implications across the value chain and Wipro's Digital Transformation Model has been designed keeping CSP transformation imperatives at the center.

## The solution

Wipro's Digital Transformation Model has been derived using best practices from industry-best models and Wipro's years of experience in helping our customers transform. Our Digital Transformation Model encompasses 3 key aspects of transformation:

1. The Digital Maturity Assessment (DMA) framework
2. Digital Service Provider (DSP) functional architecture
3. The digital transformation journey

## Benefits

The model delivers to key digital transformation imperatives of CSPs, namely, collaborative (ecosystem, partners and communities), adaptive (intelligent, automated and self-healing), ubiquitous (anywhere, any device and omni-channel), spontaneous (real-time, insightful and agile), and elastic (scalability on demand).

Key benefits that CSPs derive from this model include understanding the as-is digital maturity status and the desired status, deriving the score and recommendations for transformation and defining the CSP to DSP journey.

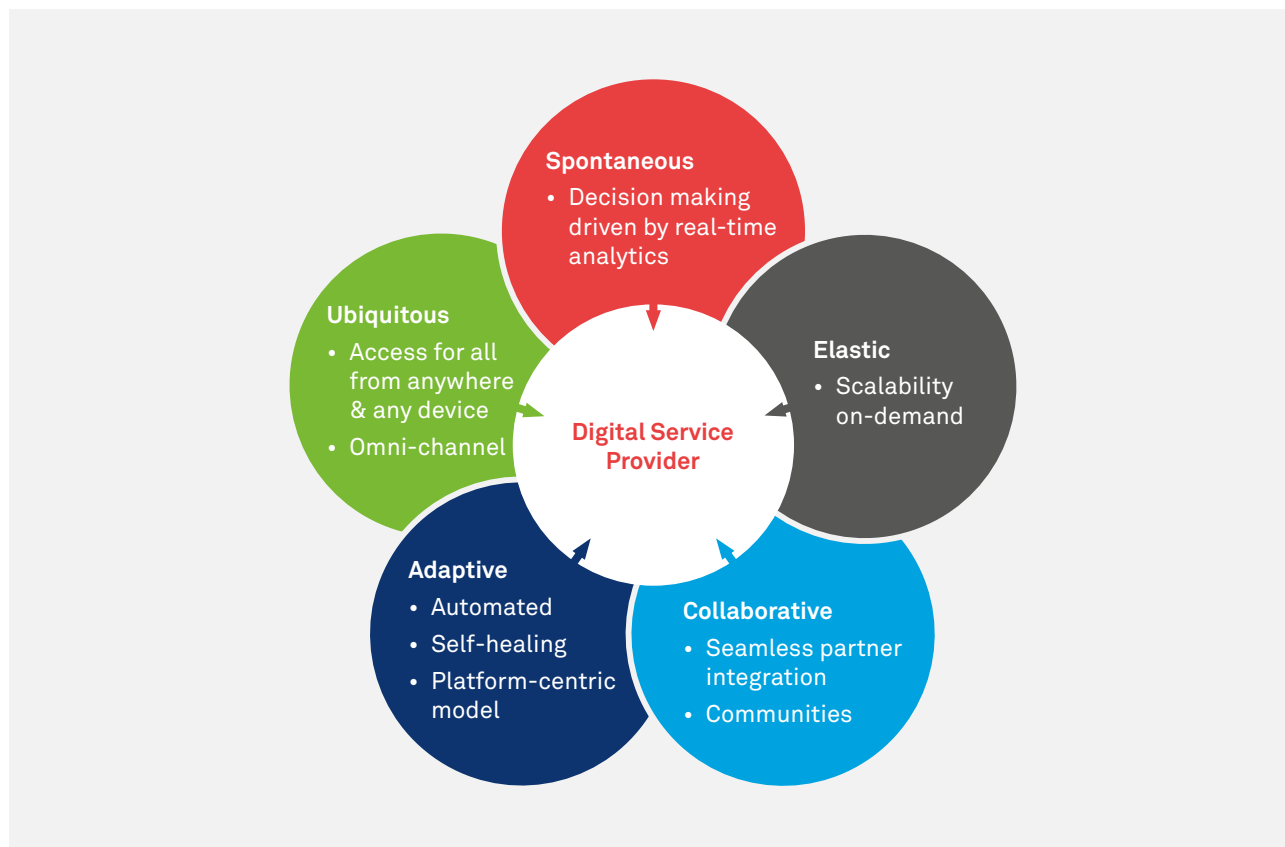


Figure 1: Key digital transformation imperatives of CSPs

## Features

Our **DMA framework** ascertains CSPs' digital transformational readiness from the technology,

process and organizational perspective, providing a 360° view of their current digital maturity.

This framework consists of the following 3 aspects:

1. **As-is assessment:** Comprehensive assessment of existing technology, process, organizational estate and tailor-made questionnaire framework
2. **Maturity analysis:** Application of Wipro's DMA framework for assessing the

digital maturity by experts based on the inputs gathered

3. **Score and recommendations:** Categorization of output to segregate the digital maturity, segment and organization-wide recommendations for digital strategy definition

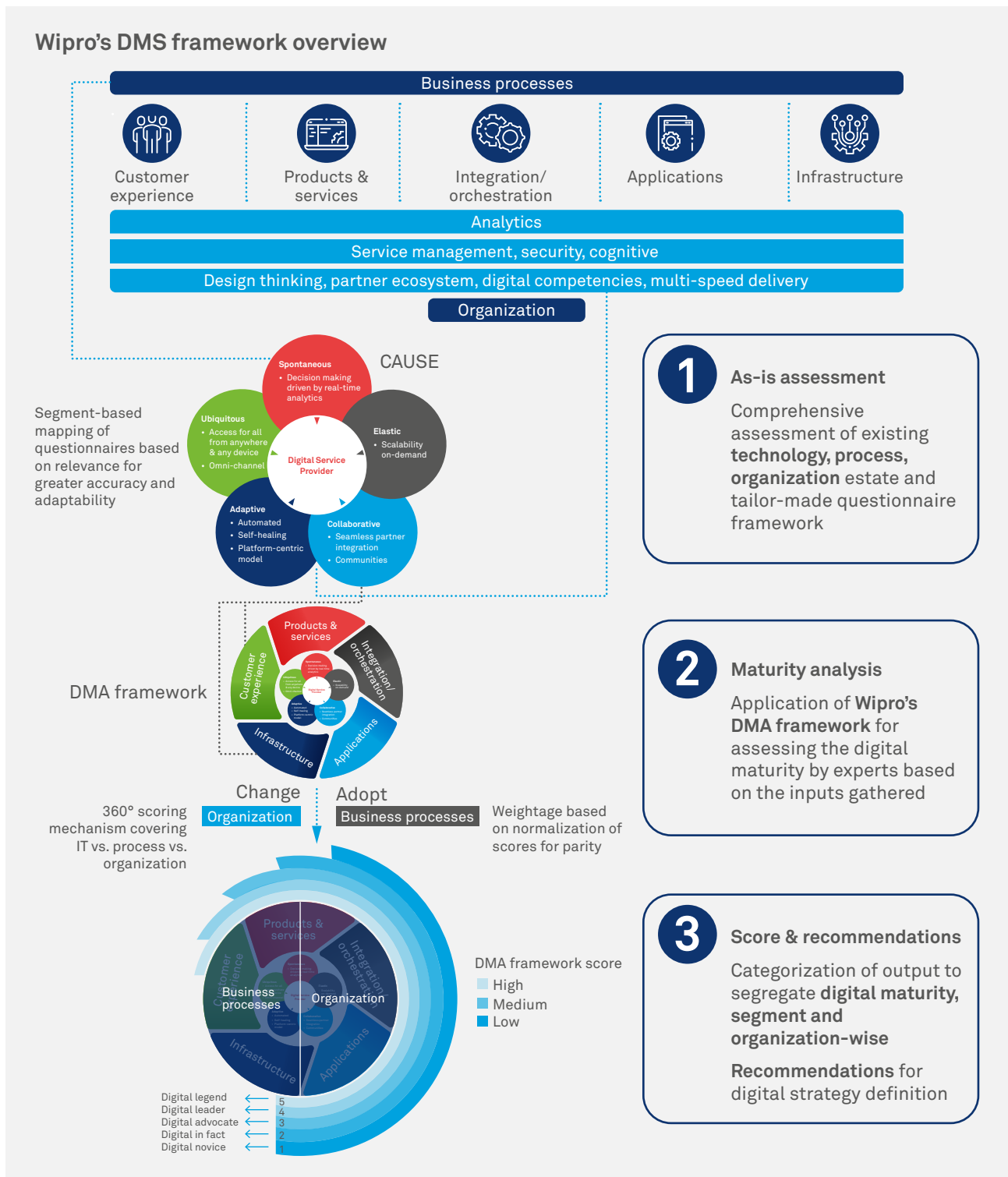


Figure 2: DMA framework overview

## End-to-end framework from assessment to transformation

Our **DSP functional architecture** covers key domains and their respective elements within a CSP that are targets for transformation.

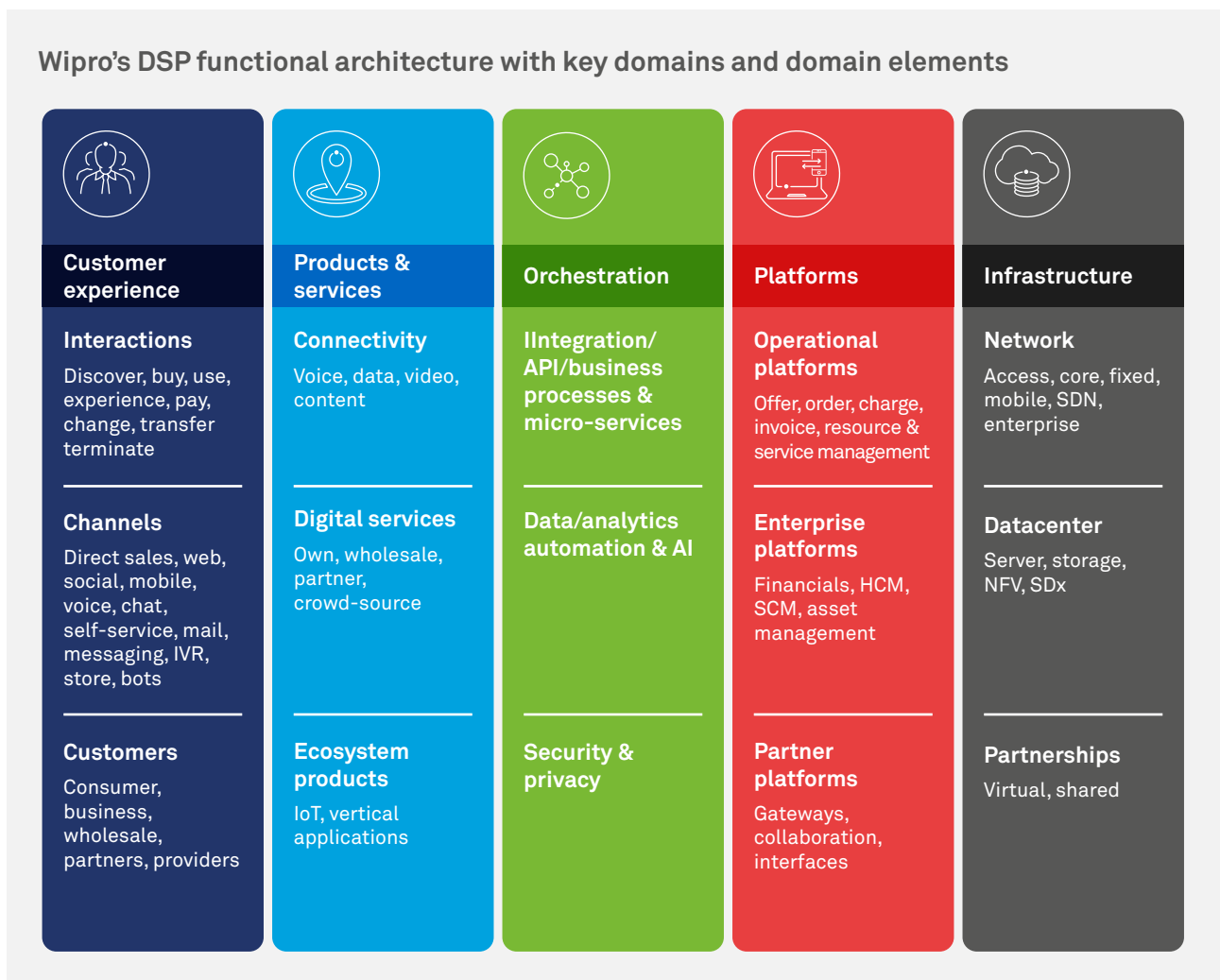


Figure 3: Wipro's DSP functional architecture overview

## Enabling key transformation imperatives for CSPs: CAUSE (Collaborative, Adaptive, Ubiquitous, Spontaneous, Elastic)

Our **digital transformation journey blueprint** lays out the transformation journey for a CSP to transform to a DSP.



Figure 4: Digital transformation journey blueprint

Our digital transformation framework is not only an assessment tool based on industry-best models but also encapsulates our experience in transforming CSPs to DSPs. The model covers

the elements of assessment, architecture and transformation. Wipro uses this model to evaluate CSPs' as-is state and transform them to the desired state.



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