

A photograph of four business professionals in a meeting. A woman on the right is standing and speaking, gesturing with her hands. Three other people (two men and one woman) are seated at a table, listening attentively. A laptop and a blue mug are on the table. The background shows a modern office building with large windows.

## Deliver customer success

Driving positive business outcomes. Playing a part in your customer's success. Together.

## Your Customer's Success - Our perspective

You have a product which is great at meeting your customer's need. However, what fuelled the start of your business may not be enough to help it grow and thrive.

A detailed understanding of your customer's need and the experience expected to meet the need must flow into your product engineering and build journey.

The product, once built, must drive how you attract and acquire customers. Customers in turn, must know how to implement the product so that there is wide scale adoption to meet the need for which your product was designed in the first place.

Of course, the concerns and challenges that arise with product usage must be immediately addressed so that the adoption experience never falters and the trust factor starts developing.

Finally, when your customer is ready for a change you must be ready to initiate that change by introducing newer products proactively, so as to keep them evolving and ahead of their need transformation curve.

This is how we see you and your product driving your customer's success. This is how we see your business growing and thriving.

On your customer success journey, Wipro is keen on walking right alongside you.

# Bringing Value across your product life cycle

## Target to acquire

1. Marketing Support Services
2. Joint Go to Market

## Implementation to adoption

1. Professional Services
2. Product Support Services

## Idea to reality

1. Product and Experience Re-imagination
2. EngineeringNXT Services

## Sustenance to retirement

1. Product Portfolio Management
2. Product End of Life Management

## Enterprise Efficiency Transformation

1. Business Process Services (Run & Re-engineering)
2. Enterprise IT Services (Dev, Support, Transform)
3. Business Insights Services (Aggregate, Analyze, Inform, Predict)



## Idea to reality

Envision, reimagine and deliver next generation products and services.

Partnering with your Chief Technology Officer (CTO) / Head of Product Engineering

## 1. Product & Experience re-imagination

### Product Experience & Design Re-imagination

- Reimagine, Design and Build Products, Services and Processes
- User Research and Journey Mapping on Products
- Platform Re-Engineering for Cloud Services and Products
- Platform Modernization, Containerization & Micro-services Enablement
- Scale on Cloud – Scalability, functionality, performance, security validation for Cloud based products

### Mobility & UI Modernization

- Build for mobile devices, software apps, porting to newer versions – OS, devices
- User centric design, Cross platform UI design, Wireframe design, UI prototype build
- Frontend modernization – Angular, React
- Wearables development, Mixed reality solutions – AR / VR
- AI-ML Enabled Smart Products & devices

## 2. EngineeringNXT services

### Product Build and Modernization

- Product Build using COTS / open source frameworks
- Data Insights enablement – Engineering analytics platform with ML
- API first Integration Platform as a Service
- Product Derivatives – Build, Own and Support Product Derivatives
- Product POD services - Co-located high performance agile teams to augment and scale your engineering and innovation capacity, on demand, for improving your time to market with capabilities like Cloud Native, DevSecOps, AI/ML.
- Wide spectrum of technology leverage - across VLSI & System Design, Wireless, Data Platforms, IoT and Industry 4.0.

### DevOps Engineering

- Agile DevOps implementation – Interconnection of ALM tools
- On-demand environment management – private / public cloud, workbenches
- OpenALM – Integrated DevOps solution providing unified view of various software development & deployment actions

### CloudOps / SRE Engineering

- Customer and Customer data onboarding
- Cognitive Assist and Insights BOTs for SRE



### Target to acquire

Reach customers in innovative, targeted and effective new ways.

Partnering with your Chief Marketing Officer (CMO)

## 1. Marketing Support Services

### Digital Marketing

- Experience Platform
- Campaign Management
- Insights enabled Intervention
- Digital Marketing models
- Data-driven planning
- Performance dashboard management
- Social Media Management

### Marketing as a Service

- Dynamic content design, creation, distribution and management
- Assess and Fix Marketing Operations via rapid prototypes and test pilots
- Marketing Innovation – Mar-Tech Sandboxes and accelerators
- Regulatory Compliance Solutions
- Customer Discovery and Insights
- Mar-Tech Investments & Incentive fund management

### Digital Commerce

- Commerce Modernization
- Digital commerce models
- eContent creation and delivery
- eCatalog design and product evolution
- eMarketing activation and client training
- eStore set-up and optimization
- Digital sales analytics

## 2. Joint Go To Market

- Identifying the buying center and personas
- Craft a value matrix and messaging
- Develop joint value proposition, buyers journey and sales strategy
- Develop value-based demand-generation activities
- Assess and help in geo-expansion readiness



## Implementation to adoption

Transformational services that help products hit the ground running.

Partnering with your Chief Sales Officer (CSO)/ Chief Revenue Officer (CRO)

### 1. Professional Services

#### Implementation Services

- Bid desk, pre-sales & Proposal services
- Global capability / talent augmentation
- Turnkey project delivery, white box services
- Build, operate & transfer professional services organization, Complete take over of professional services team
- Multi-location / language implementation

#### Consulting Services

- Advisory Services to help solve business challenges
- Product design transformation using product-service experience designs
- Product strategy, design & planning
- Business value & ROI analysis
- Market mapping & strategy alignment

### 2. Product Support Services

#### Customer Support

- Technical support for enterprise customers (L1 to L4 support)
- Technical / Development support and documentation / technical publication services
- Digital Biz Ops – Content, Pricing Title management, Token minting
- Commercial partner engagement support
- New product and SKU launch, pricing updates, promotion configuration, availability configuration, Inventory updates. Mapping product to warranties

#### Product Maintenance

- Engineering support for major & minor product enhancements
- Release Management – New product releases, point releases
- Platform Migrations, Conversions
- UI / UX enhancements



## Sustenance to retirement

Services designed to keep your product going.

Partnering with your Chief Technology Officer (CTO) / Chief Product Officer (CPO)

### 1. Product Portfolio Management

#### Portfolio Assessment and Optimization

- Product portfolio roadmap assessment & rationalization
- Assessment of product ecosystem
- Recommend product refresh, modernization, integration on need basis
- Engineering & R&D operations rationalization

#### Legacy Products Care

- E2E Sustenance of legacy, EOL / EOS products
- UI / UX enhancements
- Engineering support for product enhancements
- Release management – New product releases, point releases

### 2. Product End of Life Management

#### License Support Extension

- Extension of license support for remaining life of product nearing EOL
- Engineering support
- Release delivery, feature delivery
- Perform bug-fix, QA, automation
- Adhere to agreed-upon SLAs for L4 support

#### IP Shared Ownership or Ownership Transfer

- Elastic engagement models
- Outcome-based / Revenue-share model
- Product refresh, create markets, revenue streams
- Ownership of product, processes
- Product IP takeover & management
- Lab infrastructure, operations takeover
- Tech support – keep product current

## Enterprise efficiency transformation

Services that take your organization to the next level.

Partnering with your Chief Financial Officer (CFO) / Chief Information Officer (CIO) / Chief Data Officer (CDO)

### 1. Business Process Services

- Data Management services, Reporting as a Service, Research Services.
- Order Management Services
- F&A and HR shared services using proprietary BPaaS platform
- Search Engine marketing services, Digital trust and safety
- Enterprise operations transformation using RPA across industry vertical & reimagining customer experience
- Legal process support services including IP Support, eDiscovery support, LIBOR compliance and Legal Consulting & Analytics

### 2. Enterprise IT Services

#### Enterprise Application Services

- Smart Applications – Smart process, Smart platforms, Smart security, Smart interactions
- Digital experiences – Mobility, Digital marketing & user experience
- Modern workplace, Cloud for digital enterprises, Digital content management, Digital apps & high value experience across channels
- Oracle, SAP, Microsoft and Salesforce Packages services consulting, implementation & maintenance services
- Quality engineering & application modernization

### Security

- Comprehensive cloud security, risk management & governance
- Physical security convergence platform
- Data governance & security management platform
- Identity management & security assurance center
- Security Intelligence as a service & Integrated threat management services

### 3. Business Insight Services

- AI services leveraging computer vision, NLP, clustering, Advanced ML & automation.
- Data Discovery platform to simplify interpretations and decision making across industry segments.
- Legacy modernization – Data migration from old data storage to modern systems
- Continuous Integration, Continuous Digital services hub – enables enterprises to choose cloud service best for the business and enable management from a single governance console.



● **Wipro Limited**

Doddakannelli, Sarjapur Road,  
Bangalore-560 035,  
India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

**wipro.com**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,  
please write to us at  
**info@wipro.com**

