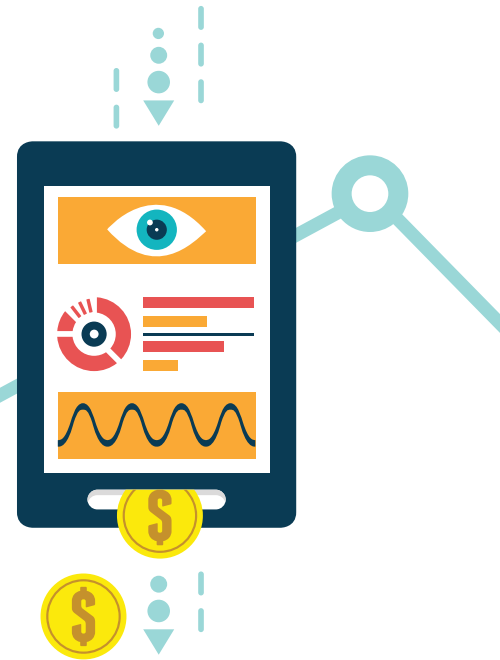


GENERATING PROFITS FROM POWER

Wipro helped a power equipment OEM generate service revenue leads from their fragmented installed base in multiple geographies



CLIENT BACKGROUND

A leading power equipment OEM based out of Europe with around € 25 billion in global revenue and 150,000 employees. The client has operations in over 100 countries and acts as a partner which provides solutions, products and systems for different actors that are present in the energy supply chain.

INDUSTRY LANDSCAPE

Product sales for power equipment manufacturers are linked to the economy and infrastructure sector growth. Manufacturers are targeting service revenue as it is counter-cyclic to economic growth and is more profitable. Due to the prevalent competition, price pressures and poor visibility into their installed base, manufacturers are losing installed base service revenue generation opportunities to third party vendors.

THE OPPORTUNITY

OEM lacked a unified view into the installed base data, such as asset type, their location, condition, age, usage and other life cycle data. Only 10% of the total installed base was tracked in the client's systems. Out of that 10%, only 1% of installed base was yielding revenue. With poor visibility into their installed base, the client was losing out on a huge amount of service revenue opportunities in the form of equipment modernization, consumables, warranty to maintenance contract conversion and upgrades. The client was looking for a partner who could help them double their service revenue within 3 years.

“We have created an installed base repository, which enables our client to re-engage and work with their customers in managing the lifecycle of their assets. In 9 months, we have added around 1 million “untapped” assets to this repository. Our analytics engine enables the client to grow their revenue from the installed base by launching targeted new offerings at field level!”

*R Srinivas Rao
 VP - Aftermarket Service Transformation Practice
 Wipro Technologies - Manufacturing &
 Hi-Tech BU*

SOLUTION (IMPLEMENTATION)

Wipro partnered with the client to help create a global installed base repository which includes asset data, customer data, product and service life cycle data. This involved migration and consolidation of installed based data from multiple ERP and legacy systems along with process support for improving data quality. A predictive analytics model was implemented to help the customer develop and prioritize a set of service offers based on the asset type, age, customer type and contracts. As a result of this, the OEM was able to get a unified view of their installed base and was able to generate new service revenue opportunities. The solution was implemented as an outcome based model with minimal capital investment by the client.

BUSINESS IMPACT

- Data of around 1 million assets from a total of 15 million was converted into revenue-ready enriched data within a span of 9 months
- A global installed base repository comprising of data from 32 countries was created by data migration, integration and cleansing

AFTERMARKET SERVICE TRANSFORMATION PRACTICE

This practice addresses the current and long-term challenges of the aftermarket – enabling discrete manufacturers to improve their services revenue and customer satisfaction and reduce their cost of service. We leverage next generation service business processes, technology enablers like IoT, mobility, and advanced analytics and a strategic partnership ecosystem to support the aftermarket business of 180+ manufacturers. Please visit <http://www.wipro.com/industries/manufacturing/solutions/after-market-solutions/> for more information.

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Wipro Ltd. (NYSE:WIT) 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" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 150,000, serving clients in 175+ cities across 6 continents.

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