

## FROM BREAKDOWNS TO BREAKTHROUGHS

Wipro Looking Glass platform helped a construction equipment OEM increase service revenue and decrease cost of service operations by leveraging the power of machine data



## CLIENT BACKGROUND

A leading construction equipment OEM based out of the UK with around €6 billion in global revenue. With an employee base of over 12,000, the OEM's products reach out to the markets in about 150 countries, leveraging its robust network of over 2,000 dealers. The OEM manufactures and services a range of over 300 machines and has a strong reputation for customer service.

## INDUSTRY LANDSCAPE

In the construction equipment industry, product sales are linked to growth of the economy and the performance of the infrastructure sector. Competition and other macroeconomic price pressures have eroded product-based profit margins. Hence, leading manufacturers are leaning on their service organizations for revenue growth and also as a competitive differentiator. Top notch service ensures higher equipment uptime, which translates into more business. With the reducing cost of sensors and advancements in Internet of Things (IoT) technology, the construction equipment industry is constantly looking at innovative ways to use the power of machine data to create more value for the OEMs, partners and end customers.

## THE OPPORTUNITY

The OEM's dealers were losing service revenue to third party service providers, leading to significant loss of profitability for both the dealers and the OEM. To maintain equipment uptime, the client and its dealers had to keep large inventory of spares, which translated into higher service cost. No remote visibility into an equipment's operational parameters meant that the service model used was a traditional, break-fix model, where a technician is dispatched after an equipment failed. This led to higher equipment downtime and reduced efficiency of the service technician.

*“IoT is a new area and there are no proven paths for success. I believe Wipro is a strong partner who can bring in the technology solution, program management and go-to-market enablement capabilities. Their ability to address the spectrum of capabilities required, whether its bringing in niche technology skills for solving a problem at one end of the spectrum, or the broader management capabilities at the other end of the spectrum, makes them a good partner for a program like this.”*

*- Client, Executive VP-Product Development, Innovation & Growth*

## SOLUTION (IMPLEMENTATION)

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Wipro's engagement started with defining the business case and value for different stakeholders such as the OEM, dealers and the end customer. Wipro implemented its Looking Glass industrial internet platform bringing together software, firmware, hosting, database, enterprise integration, texting (SMS) and mapping services. We took end-to-end ownership of platform delivery and support for around 160,000 assets in 5 years, on a per-asset-per-month pricing model.

## BUSINESS IMPACT

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- Helped increase service revenue by providing better visibility into service and repair needs of equipment under dealers of the client
- The solution is expected to reduce the service operations cost by up to 10% to 15%
- Helped improve end owner retention and loyalty by up to 10% to 12%

## AFTERMARKET SERVICE TRANSFORMATION PRACTICE

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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.

## About Wipro Ltd.

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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.

For more information, please visit [www.wipro.com](http://www.wipro.com)

## DO BUSINESS BETTER

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