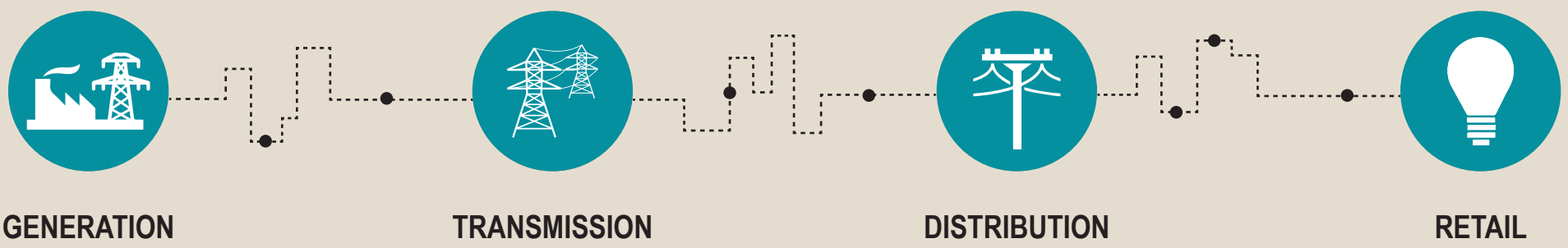


ADDING VALUE TO THE VALUE CHAIN

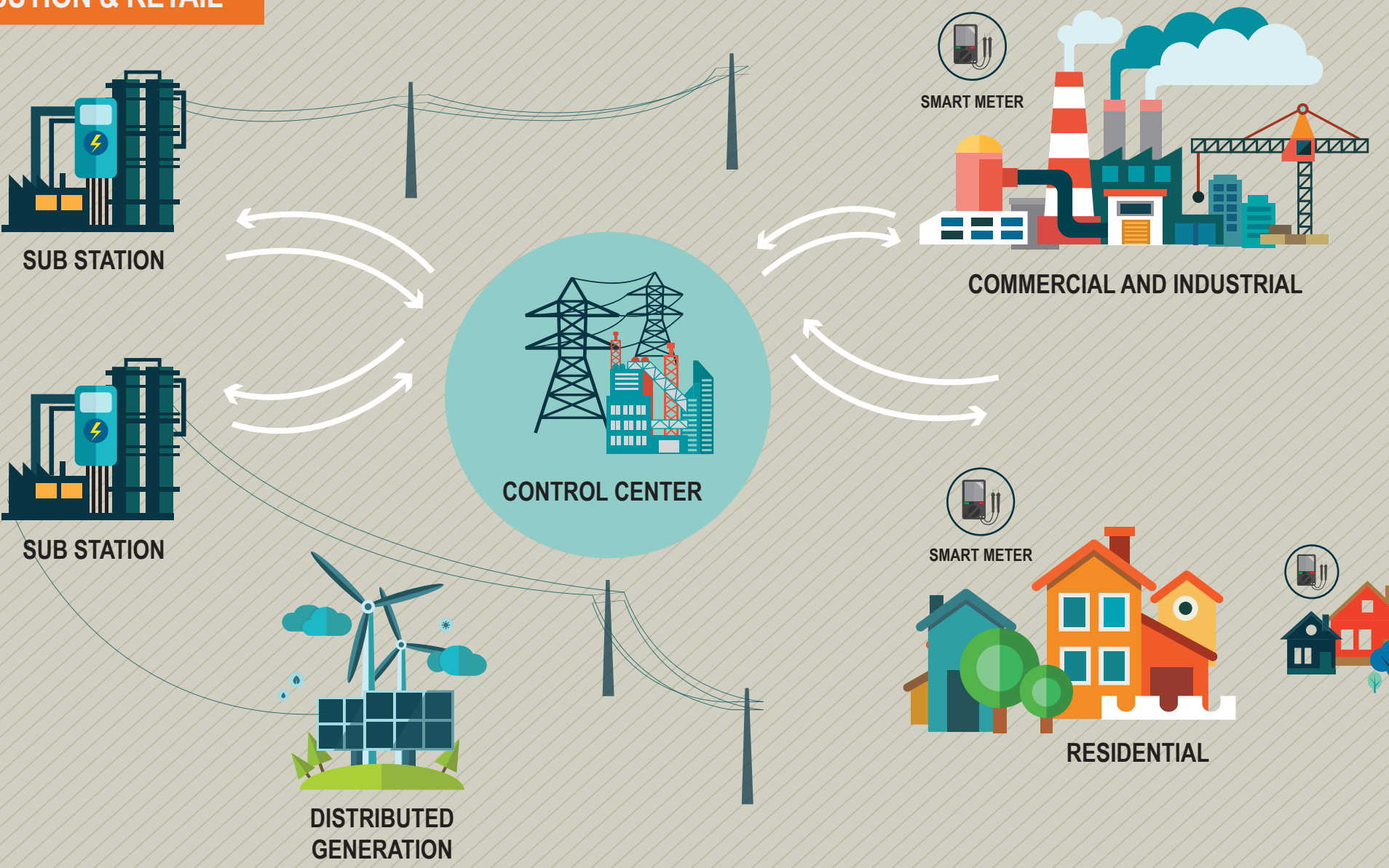
THE IMPACT OF DIGITIZATION ON THE UTILITIES VALUE CHAIN.

Utilities. The lifeline of a modern society is undergoing some of its most effective transformation through technology. Particularly when it comes to distribution and retail. Here's why companies around the world are digitizing their utilities offerings.

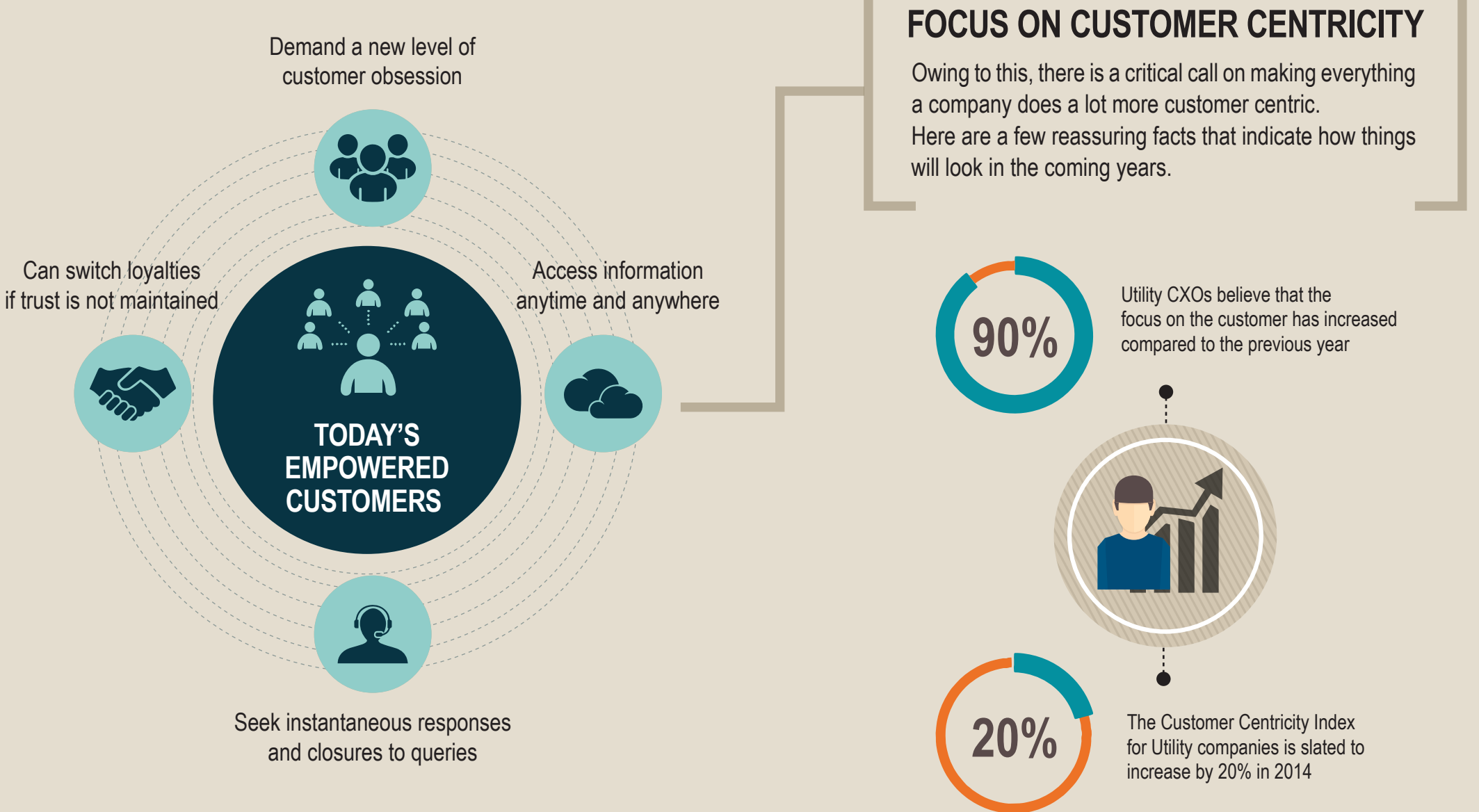
HERE'S A LOOK AT THE TYPICAL ELECTRICITY VALUE CHAIN.



DISTRIBUTION & RETAIL



RISE OF THE EMPOWERED CUSTOMER



HENCE, DIGITIZING THE CORE

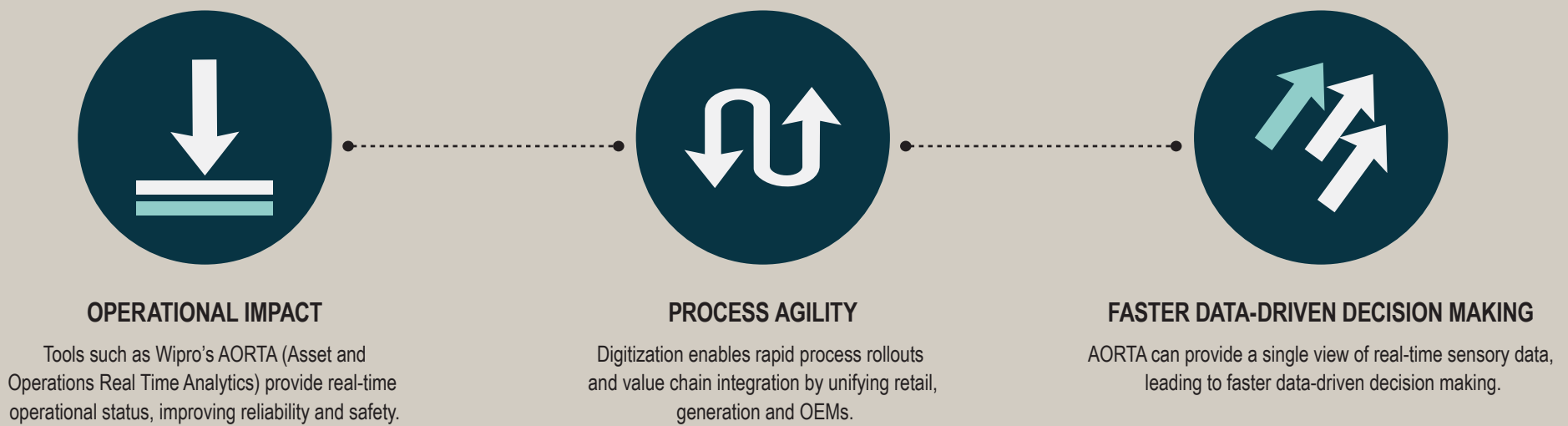
IT IS TIME FOR UTILITY COMPANIES TO DIGITIZE THE DISTRIBUTION AND RETAIL END OF THE VALUE CHAIN

DIGITIZATION HELPS



BENEFITS & IMPACT OF DIGITIZATION

WIPRO'S AORTA PROGRAM FOR THAMES WATER



SOURCES:

WIPRO WHITEPAPER
TRANSFORMING DISTRIBUTION UTILITIES: DIGITIZING THE CORE

WIPRO UTILITY WEEK REPORT TITLED
'UTILITIES' PROGRESS TOWARDS CUSTOMER CENTRICITY'

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