



Open Innovation for Customers

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Dec 2017

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Open innovation

Harness innovation energy **outside & inside** the organization

Startup Ecosystem

- Global Startups
- NASSCOM
- Microsoft Accelerator
- VCs & Other Investors
- Startup Advisors / Analysts

Co-Innovation for Customers

- Startup Exchange (StartEx) & Reverse Pitch
- Market Scan and Research
- Innovation Jumpstart Program (IJP)



Extended Ecosystem

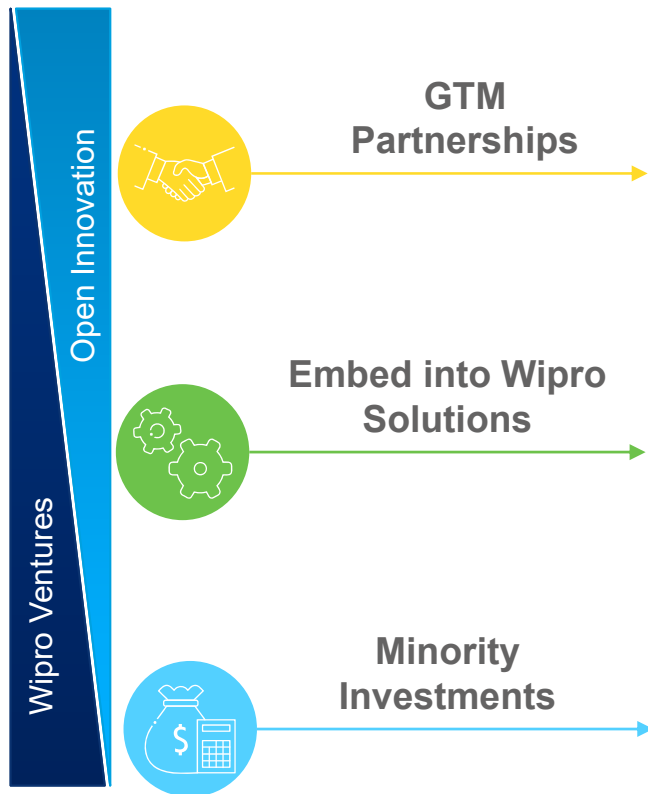
- Academia
- Expert Networks
- Consulates
- Tech Consortia

Innovation for Wipro

- Coding Competitions / Hacks
- Innovation Platforms
- Innovation Events / Roadshows
- Corporate VC (H2H3)
- Wipro Ventures

Open Innovation + Wipro Ventures

Collaborating for Customer Success !

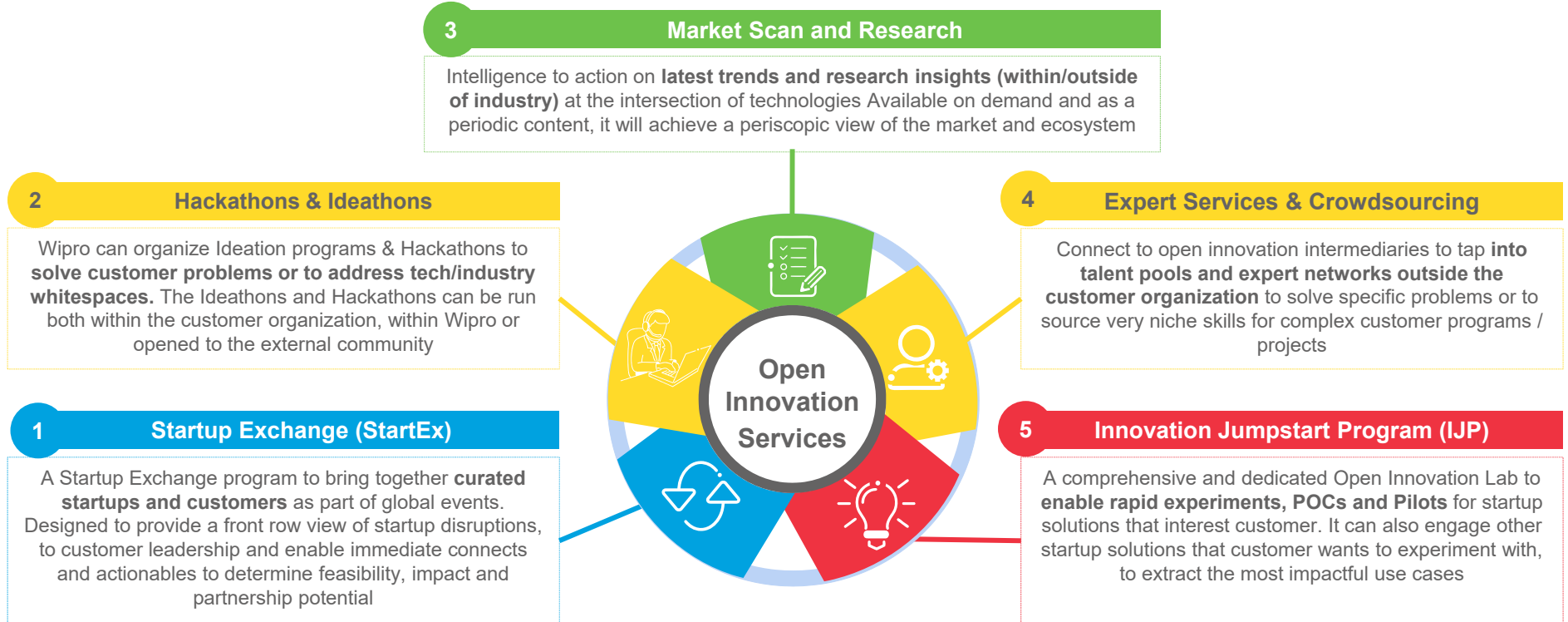


Outcome driven partnership for startups as well as customers. Successfully partnered with over 45 startups and matured many into **proactive proposals & wins**

Create **end-to-end solutions**, that are **differentiated & market leading**, by **integrating startup solutions into Wipro's solutions**. Examples: Wipro Holmes Artificial Intelligence Platform™, Smart-i-Connect – Smart Cities Platform, AssureNxt – Testing Services Platform, DXP – Digital Customer Experience platform

Investment in startups of **strategic interest to Wipro**. Invested in **11 startups (\$36 mn)** in the areas of security, IOT, Big Data, AI & Mobile/Chatbots till date. Some of our portfolio startups include Headspin, Tricentis, Altizon, Avaamo, Tradeshift, Intsights, Demisto, Emailage, Vectra, ImanisData & Vicarious

OI offerings for Customers



Immediately we could get started with Innovation Jumpstart Workshop with Customer accounts to understand their needs and agree on action plan!

OI for Customers - Value Delivered

Connecting Customers to the **Open Innovation Ecosystem** to Identify Disruptive & Differentiated Solutions for Realizing Business Value

Startup Exchange (StartEx)

- 16+ StartEx events
- 7+ Customers (BFSI, ENU, CONSUMER, MNT)
- 10+ Startups shortlisted for POC / Pilots
- 100+ Startups evaluated & many curated
- Themes: AI, Advanced Analytics, Fin-Tech, Next-Gen Apps, Digital, Customer Experience

Hackathons & Ideathons

- 15+ Ideathons (both for customers & Wipro)
- Ideathon Themes: Valve Position (ENU), Drone Challenge (Mfg)
- 4+ Hackathons (1 - Virtual ; 3 – Physical)
- >30 ideas realized
- Hackathon Themes: Visualizations, API Mashups, UX enhancements

Market Scan and Research

- 24+ Customer facing newsletters on latest innovation trends
- 8+ Startup Landscapes (AI, Retail, Block chain, gamification)
- 2+ Thought leadership articles (3D printing, Cross Ind. Innovation)
- 12+ Disruptive startups webinars (Cognitive, NLP/G, Adv. Analytics)

Expert Services & Crowdsourcing

- 4+ engagements with expert communities in the India & US
- Solving problems in areas of cognitive computing, computer vision tapping into SMEs / PhDs in respective areas
- 3 in-progress engagements in areas of NLP and Machine Learning targeting niche US universities students

Innovation Jumpstart Program (IJP)

- 1 engagement with a leading major financial institution
- > 40 experiments and POCs conducted over a year
- Solutions developed: facial identification, gaze analytics, footfall analytics & ATM safety
- 2 opportunities in pipeline

Startups Partnership Portfolio - Snapshot

28+ Existing Partnerships

>15 in Advanced Discussion Stages

Working Across Industries

Automation / AI / ML / Bots



Fintech



BigData / Analytics / Visualizations



Enterprise / Devops / Collaboration / Testing / Cloud



Drones



IoT / AR / VR / Auto



Mobile / MADP



Sample

Cases of Agility, Value and Low Cost

Some examples of Customer cases who got **solutions** at unprecedented “**Speed**” and “**Value**” from our OI Services



An Australian Insurance Customer

Customer Ask

- The Insurance client is **opening up a concept retail outlet** where all business units could be brought under one umbrella of a physical concept store
- Functionalities - a web application which helps in managing queues in the store by acting like a self-service concierge. The tool needs to have advanced reporting capabilities on min wait time, max wait time and user experience, based on user role. **But solution was needed in 20 days!**

What We Did

- Wipro scouted for a partner from its existing partnerships portfolio and selected **Drona HQ**.
- DronaHQ enabled Wipro to put up a demo of all user views of application in about **three working days** for client's review and signoff.



An Indian Banking Customer

Customer Ask

- **Long standing problem (>3 years)** of random ATM transaction failures
- Bank unable to figure out pattern related to such failures, unable to do root cause analysis and hence could not take any preventive remedial measures
- Had a direct impact on their costs as customers started using other bank's ATM for their transactions. This also led to poor customer experience and churn

What We Did

- Wipro worked with **Vunet**, one of our partners to implement **VuSmartMaps, a Big Data based Network Analytics Solution**.
- Using a combination of **machine learning based anomaly detection**, intuitive visualization called storyboards, vuSmartMaps enabled the analyst to identify the problem **in a matter of few minutes**
- The incident analysis done through the above approach, pointed to **problem at the queuing system of the Core Banking application and not Network** (as was originally thought by the bank).



Customer testimonial - Shell



Johan Krebbers, CTO & VP Technical
and Competitive IT (TaCIT)
Architecture, Shell IT



I have worked with the Wipro Open Innovation group from the Wipro CTO Office, for a number of years and have always been **impressed with their connects with the local market of startups**, and their ability to discover interesting startups relevant to us. Keep that up! I am happy with their **Startup Exchange (StartEx)** program, where the group curates **innovative startups for Shell by focus areas** and complement our **innovation pipeline**.

Partner testimonial - Microsoft accelerator



Bala Girisaballa, MD,
Microsoft Accelerator India



Wipro has been a **strategic partner to Microsoft Accelerator** for over a year and has helped many startups in our cohort in **raising money, embedding them in their solutions, and helping them go to market and win deals**

It has been an incredible experience for the startups such as Surukam, Altizon, Whodat, WittyParrot, Lavelle Networks, Customer XPS and more. The startups also found value in the **mentorship which Wipro leaders provided**. We believe that Wipro's contribution is **critical to the growth of the ecosystem** and is a testament of their commendable leadership. We look forward to **strengthening our relationship** further in the coming year.



Thank You

To download customer facing OI brochure

http://bit.ly/OI_OnePageBrochure