

## BUSINESS DECISIONS EMPOWERED BY SELF-SERVICE BI

Wipro's reporting and visualization solution enabled improved reporting efficiency and productivity for a leading healthcare provider

### CLIENT BACKGROUND

The client is global healthcare company headquartered in the UK with offices in over 100 countries and major research centers in the UK, USA, Spain, Belgium and China. They have a portfolio of products for major disease areas such as asthma, cancer, infections, mental-health, diabetes and digestive conditions.

### INDUSTRY LANDSCAPE

As the healthcare service provider industry moves from its traditional sales and marketing approach to customer-centric service models, companies are seeking to better cater to physicians' need for product, information, disease state etc. A recent IMS study indicates that physicians want fewer, but stronger, relationships with company representatives who can provide more valuable information, deliver more relevant services, and better respond to specific needs of the practice. Hence, innovative companies need to adopt a value-based approach to engage physicians, using new personnel structures, communications, training, and performance metrics.

### THE OPPORTUNITY

The client's existing processes for internal requests on critical data for performance monitoring/analysis were manual and cumbersome. Their processes also outlined the creation of detailed presentation decks for each of the 19 Business Units/Therapeutic Areas, most of which required a manual update of graphs and charts. The resulting long lead times and high risk of error and rework compelled the client to adopt a BI reporting and visualization platform to simplify data and mine insights from business decisions.



### BUSINESS IMPACT



**Faster decision making**  
through easy and fast access to business critical information



**Enhanced reporting efficiency**  
60% reduction in slides per Business Unit, with automatic updates for all



**Improved Productivity**  
An estimated 6 weeks saved, which is available for other important initiatives



**Self-Service BI**  
Stakeholders can directly access data or reports themselves

## SOLUTION

Wipro employed a Scrum Based Agile Development approach which is an iterative and incremental agile software development method for managing software projects and product or application development. With QlikView's Business Intelligence tool, Wipro enabled an accelerated solution delivery and rapid turn-around. Key highlights of the engagement include:



A dashboard that depicts the customer value data based on different dimensions such as business unit, value statements, diagnostic statement, competitors, customer roles, and segments etc.



Key performance indicators to evaluate the company performance against its competitors



Data model that supports business process and ensures fast performance of the solution (500K records with over 150 different objects like charts, data grids)

## About Wipro Ltd.

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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