

# BOOSTING MARKETING ROI: BIG DATA PLATFORMS TO THE RESCUE

Wipro's high-performance Big Data platform projected savings of USD 1.5 Mn from campaigns for a global medical device and pharmaceutical major

## CLIENT BACKGROUND

The client is a leading global medical device, pharmaceutical and consumer packaged goods manufacturer, with over 250 subsidiary companies and operations across 57 countries.

## INDUSTRY LANDSCAPE

Medical devices, pharmaceuticals and consumer packaged goods industry has a fragmented marketing environment. Major players are focusing on reducing their infrastructure costs and scaling their data platforms to accommodate their ever-growing customer and vendor base. To maximize sales outcomes in very short lead times, with optimized budget allocation to categories, markets and media, enterprises are looking to adopt cloud-based Big Data platforms.

## THE OPPORTUNITY

The client's online advertising and electronic media business had data sourced by multiple vendors, cleansed and hosted on the client's proprietary platform to evaluate campaign effectiveness and ROI of their marketing strategies. But their legacy platform was not built to support large data volumes, perform advanced analytics or visualization on the processed data. The prolonged decision-making cycle times due to data quality and data redundancy issues, coupled with huge capital and operational expenses owing to duplication in vendor service charges, prompted the client to adopt a new high-performance Big Data platform.



## BUSINESS IMPACT

**Improved ROI** - Projected savings of USD 1.5 Mn from campaigns

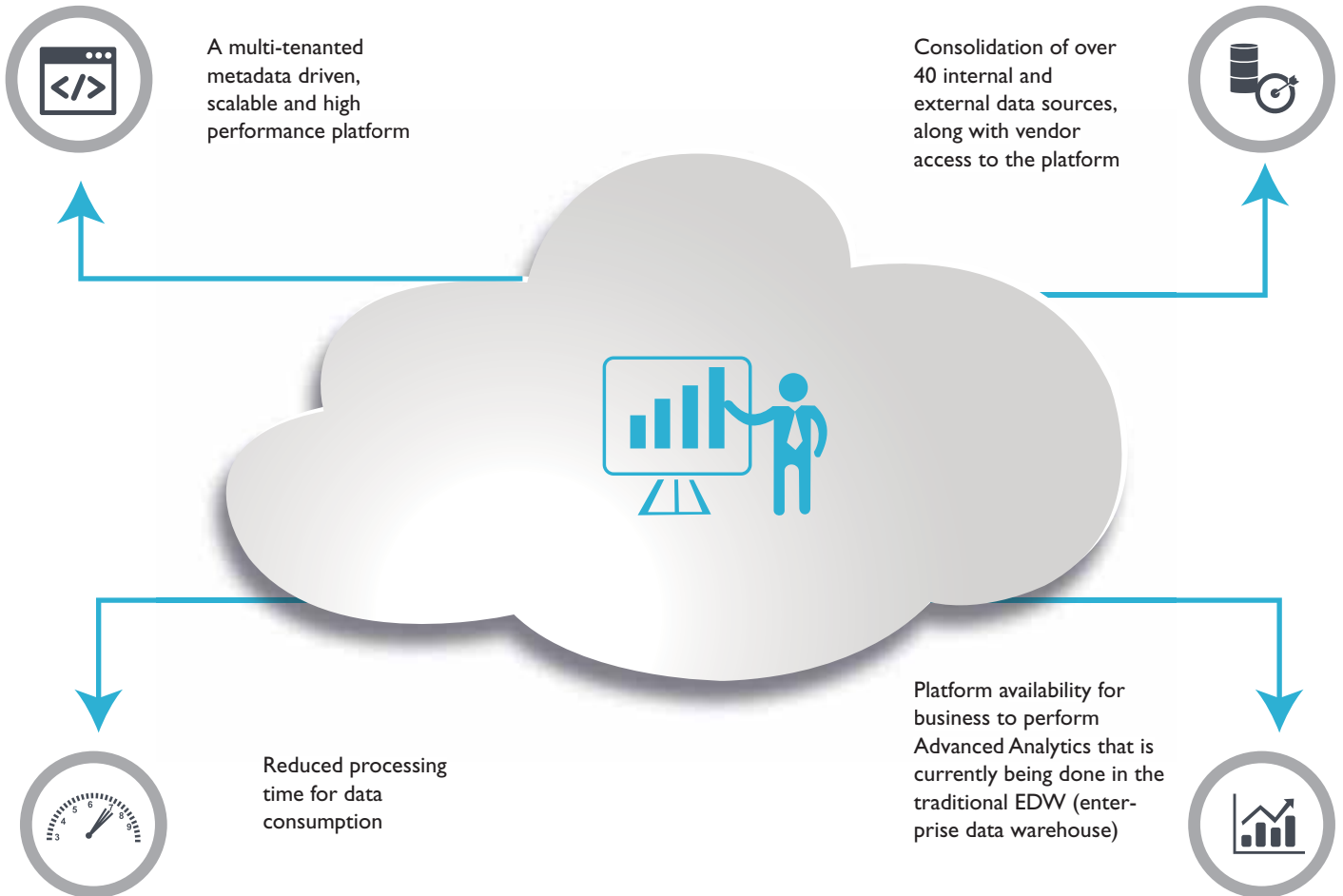
**Agile processing** - Faster onboarding of new data sources within 1-2 days, Reduction of processing time for data consumption by up to 70%

**Futuristic Demand Scaling**- Scalable architecture to meet future data growth and accommodate any business workflows

**Advanced Analytics**- Ability to handle newer and richer data sources and visualization

## SOLUTION

Wipro deployed and operated a Big Data platform on Amazon Web Services (AWS) using Hadoop (EMR) and Redshift Technologies. The platform acted as the single source of truth for all Lines of Business (LOBs) and was the cornerstone of all commercial analytics across the client organization including marketing, operations and sales performance. Key highlights of the engagement include:



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WIPRO LIMITED, DODDAKANNELLI, SARIJAPUR ROAD, BANGALORE - 560 035, INDIA. TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, Email: [info@wipro.com](mailto:info@wipro.com)

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