



Wipro's digital
operations cockpit



Digital service providers (DSP) need to embrace “intelligent operations” as one of the key differentiators, by adopting and implementing automated solutions that incorporate cognitive automation, AI and machine learning, which are the critical dimensions of the “digital mindset”

The rapid pace of digital disruptions have transformed data and information into core business assets that need to be leveraged to gain insights and value realization and are critical enablers of the information age towards monetization in the era of digital connectivity.

At a time when communications service providers (CSPs) are facing growth challenges such as a revenue shift from voice and messaging services towards data services along with increased competition from other emerging OTT players, the need to accelerate digital transformation has never been greater. Telecom operators are at the crossroads, with the choice to adopt digital models and modes of operation, enabled by highly integrated and automated operational and business systems, or risk becoming commodity providers in the very ecosystem they helped create.

CSPs are facing multitude of challenges ranging from improving customer experience to optimizing their operational costs leading to the constant prerogative to explore and embrace the latest technology to serve their customers in a better way, while at the same time, offer their services in a cost-efficient manner.

Digital transformation

Digital transformation is necessary since legacy BSS/OSS that have been the driving force of the telecoms industry for decades are incapable of handling the demands for newer data-centric services. The legacy generation systems are not geared to offer innovative, seamless experience to consumers. Digital transformation presents a great opportunity for telecom businesses to structurally change for the better. It gives an opportunity to boost profits, capture new markets, rebuild market positions and revitalize business systems. Service providers need to embrace new business and revenue models as well as a customer-centric digital operating model, leaving behind traditional operating models and siloed IT (OSS/BSS) legacy systems; to embrace the journey from CSP to DSP.

CSPs are not finding it easy to manage this shift to next-generation IT or on to effectively leverage the new and existing systems across different IT domains and delivery modes. New digital services require a lean, flexible and open environment that allows faster service design and systems and streamlined processes that can deliver innovative on-demand services. To support this change, CSPs will need to implement high levels of automation and make effective use of advanced analytics tools to ensure digital transformation of their operations.

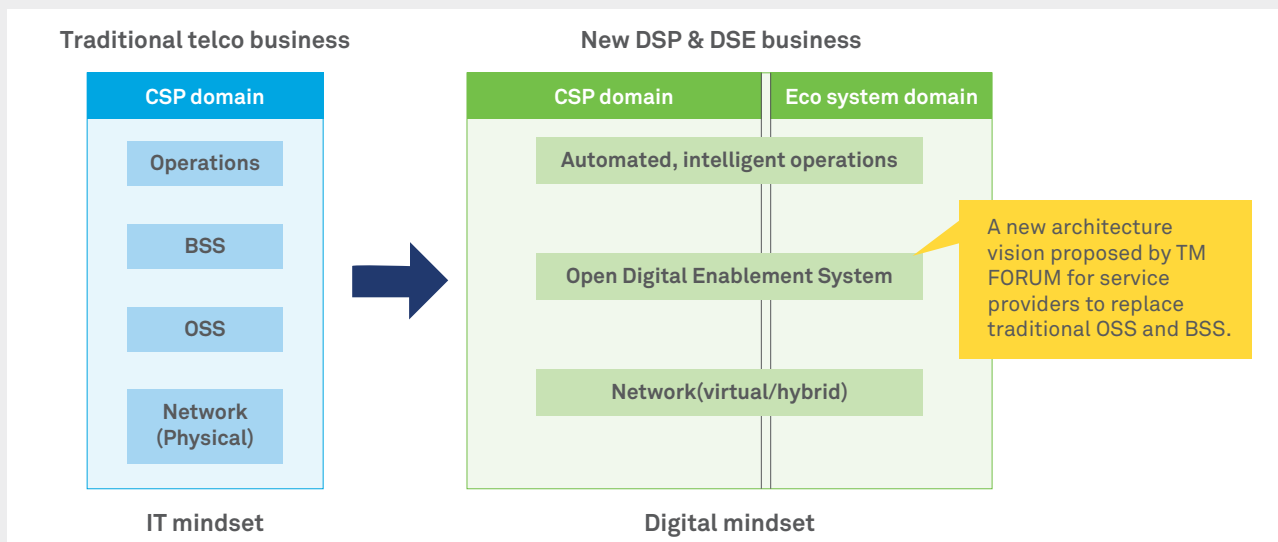


Figure 1: Digital transformation



“Operations Cockpit” enables CSPs to deliver innovation and operational efficiency that the business needs

Operations Cockpit

Operations Cockpit brings together machine learning, automation, and Agile-centric workflows to mobilize operational teams for the CSPs when it matters most. Wipro’s “Intelligent Operations Cockpit” enables CSPs to deliver innovation and operational efficiency that the business needs, ushering in agility and addressing accelerated time to market. With cutting-edge analytics and process automation to support innovation, Wipro’s “Intelligent Operations Cockpit” delivers continuous improvement to IT across application and

operations management, without compromising on reliability and uptime.

Operations Cockpit offers end-to-end governance, powered by analytics—ensuring full visibility of your Telecom IT and network infrastructure, greater efficiency and lower cost via use of rule based and intelligent automation.

Operations Cockpit entails future ready architecture and capability to provide below benefits:

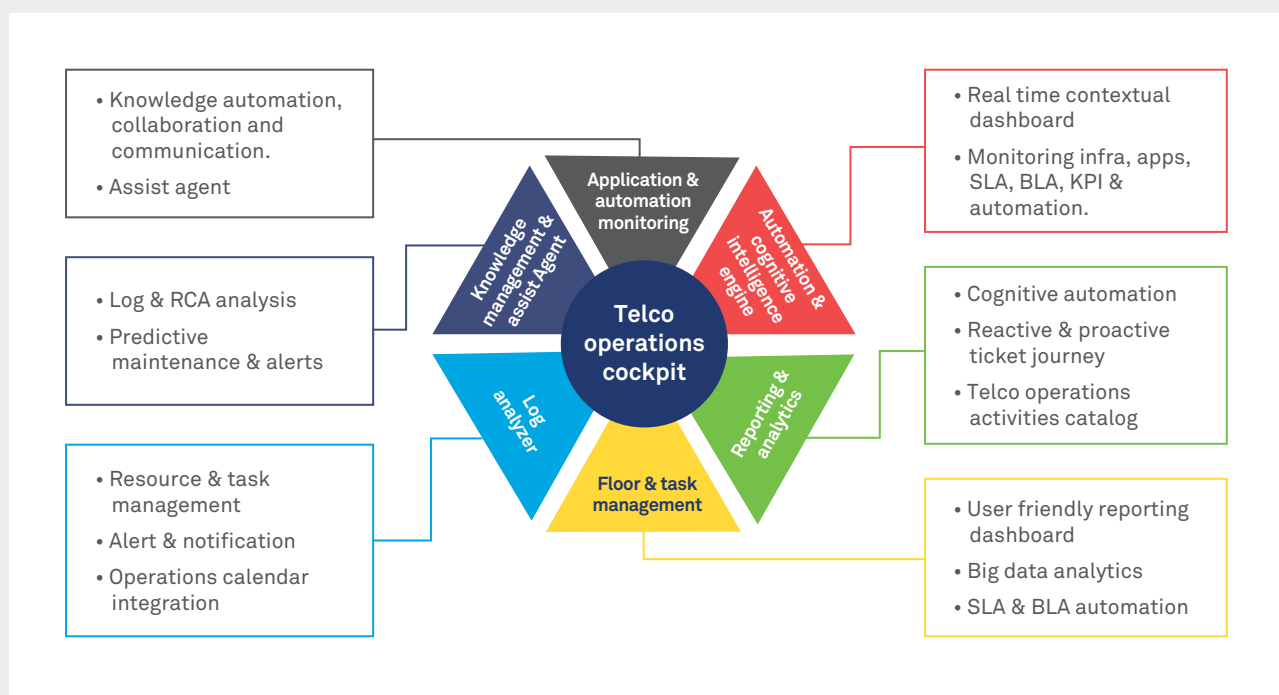


Figure 2: Benefits of Digital Operations Cockpit

Platform highlights

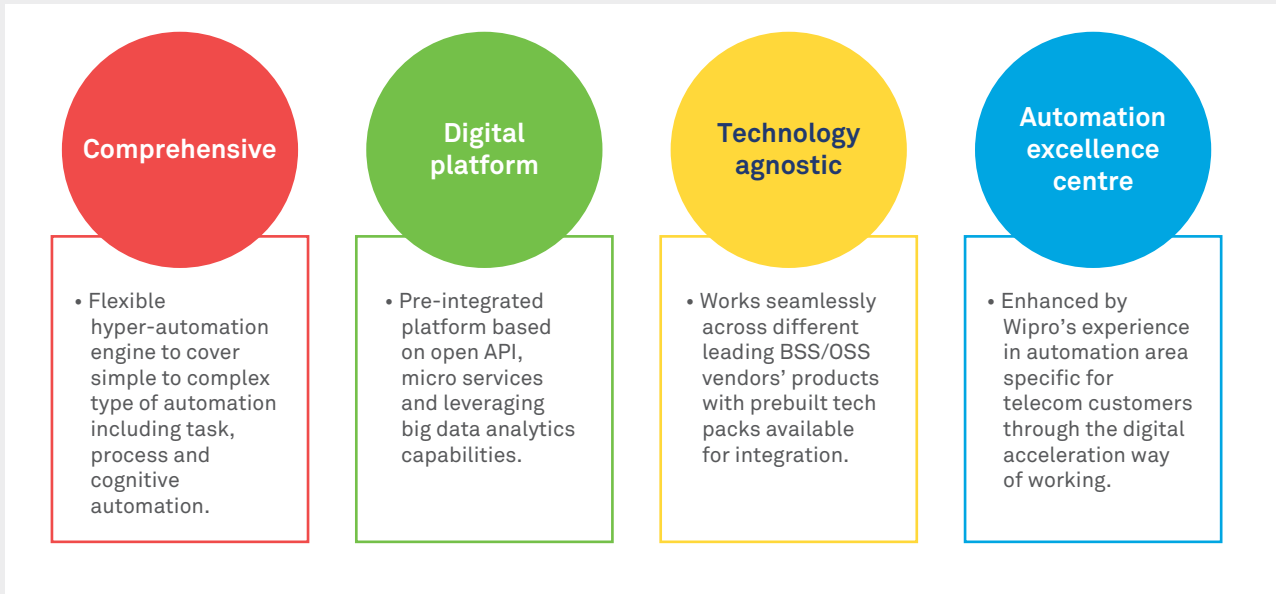


Figure 3: Platform highlights



- **Improved customer experience**

Operations Cockpit enables operator to prepare for operation management and measure customer experience with features like:

- Real time alerts and notification
- Advanced trouble ticket handling

- **Increased operation efficiency**

Operations Cockpit facilitates exponentially faster implementation of changes with the help of automated process and real time operations view.

- **Reduced time to market**

Operations Cockpit provides an elastic, modern, and convergent environment, giving service providers an edge over competitors by enabling them to readily offer advanced and competitive data offers, with a complete digital experience to subscribers. Operators can efficiently create, launch, deliver, and manage services within hours.

- **Lowered costs**

The operational expenditure for legacy applications are excessively high. Operations Cockpit solution deploys easily and translates into lower TCOs.



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Kishore heads the nex-gen service solutions as a practice. He has around 24 years of experience working with various service providers across global delivery and solutions. He is primarily working on building IPs, leveraging Wipro's champion IP Holmes, and building solutions using IPs across Wipro.

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