Wipro's Adobe Services
Digital Experience Management

Customer expectations are changing rapidly in this digitally connected world. To keep abreast with these fast-paced changes, enterprises need to evolve to deliver smooth, proficient and accelerated campaigns for the multi-channel customer.

Challenges faced by CMOs

- How do we create engaging campaigns across digital channels?
- How do we achieve faster time-to-market with campaigns and microsites?
- How can we offer personalized and targeted experience?
- How do we roll-out multiple brand sites across multiple geographies and multiple languages?
- How do we provide an omni-channel experience and brand consistency?
- How do we measure digital KPIs effectively?

Wipro's Adobe Suite of Services

Wipro's Adobe suite of services offers an end-to-end digital experience management to facilitate enterprises to deliver a supreme customer experience. The services include:

- Digital Consulting and Strategy
- Customer Journey Mapping
- Brand Site Roll-out
- Microsites
- Closed Loop Marketing – Personalized and Targeted Content
- Campaign Management and Activation
- Digital Asset Management – Simplified and Unified Assets Integrated with Creative Tools
- Mobile Apps, Social Media and SEO
- Consumer Analytics
- Marketing Services Operations
- Managed Services and Hosting

Themes

Content-Influenced Conversion

Unified experience between content exploration to engagement, product-centric and rich-media immersive content, personalized and targeted communications, and campaigns leading to influenced conversions.

Insights Driven Experience

Driving relevant and seamless experience across digital channels is the need of the day. Wipro through its Adobe suite of services provides contextual, personalized, timely, linguistics enriched and complete information that leads to higher reach, relevancy and recommendations.

Digital Citizen

Repository of standard forms for government-related processes to enable straight through processing and quick turnaround time. E-signature enabled forms made compliant with regulatory requirements to enable paper-free office.

Digital Decoupling

Traditionally, marketers dealt with agencies who were a "one-stop-shop" for strategy, creative and digital asset production. With digital decoupling, asset production is separated from strategy and creative, enabling digital production specialists deliver value in digital production, and creative agencies deliver value in core creative.

Differentiators

| Dedicated Adobe Practice | Global Premium Alliance with Adobe | Adobe Academy Training & Certified Pool | Solutions & Accelerators | Deep Domain Expertise across Verticals |

The differentiators demonstrate greater synergies between Wipro and Adobe, which ensures success to our customers, with least risks involved

Solutions and Accelerators

enList - Log-in - Click-in - Activate ▶ Our enList will enable the marketers to create simplified and standardized campaigns and microsites with lower turnaround time.

OnBoard - Agency onboarding Playbook ▶ OnBoard is a playbook to simplify the agency onboarding process. The guidelines, processes and frameworks enable collaboration, communication and cohesiveness at different stages of the digital production lifecycle.

OnSocial - Social Collaboration Framework ▶ OnSocial is a collaboration portal for building effective social communities with features like social listening, content and asset sharing, events and calendars.

aMigrate - Migration to AEM ▶ aMigrate is a migration framework to extract content and assets from legacy systems to AEM. The framework ensures assured migration with predictable results and faster site roll-outs.

ContinuiT - Digital Assurance ▶ Our digital assurance framework incorporates several indigenous solutions for continuous testing in an agile environment using DevOps engineers, mobility test center and tools, and frameworks for digital marketing and media.

Case study

For a leading Global Consumer Lifestyle company

| 1 billion pages view in 2013 (+23%) | 3 million pages, 75K Unique products till date | 70% of users visit with an intent to buy | 30% user visits are through mobile or tablet | Multi-geo (62) & Multi-lingual (38) site |

| **23%** increase in page views | **29%** increase in Buy Bottom clicks | **20%** reduction in time to load the website |

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." By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 160,000, serving clients in 175+ cities across 6 continents.

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