



Unified We Stand

Wipro helped a leading US-based microprocessor and chip manufacturer implement a unified digital campaign management platform, which brought 100% on-time, error-free delivery of campaigns, leading to a seamless and personalized branding experience across the globe

Client background

The client is a Fortune 500 company operating in segments like cloud computing, data centers, Internet of Things and software services. Their products include processors, chipsets, devices and systems.

Industry landscape

Marketing operations for technology majors in the Silicon Valley are witnessing rapid changes due to advances in disruptive technologies like Internet of Things, wireless technology, cloud computing, and big data. Creating seamless customer experience across countries is impossible without agile and robust digital media marketing campaigns.

The opportunity

The client's global website reaches 100+ countries in more than 30 languages. The client used to partner with multiple publishing agencies across geographies to run campaigns on its website. This led to a culture of working in siloes, making it difficult to deliver a superior and unified brand experience. The client needed a digital partner to steer all campaigns and product launches via client's website and email marketing channels globally.

Solution

To take the client brand value to the next level, Wipro innovated a state-of-the-art Digital Marketing & Media Factory housed in three critical locations across the globe. The objective was to act as a liaison between the desk of CMO and in-country marketing teams across the globe to help localize digital campaigns without compromising the company's brand image. A team of experts based out of the company's headquarters was focused on maintaining high visibility of the website for any live product launch events.

Some of the solution highlights were:

- "Follow the Sun" delivery model starting from Japan in the far east to the west coast of United States to ensure uninterrupted digital campaign management services 24/7 irrespective of time zones
- Unified Governance Model to help centralize and standardize the web campaign publishing process
- Process automation using industry and Wipro proprietary tools that helped reduce time to website

Business impact

- Improved brand adherence to 99.9%
- Ensured 100% on-time, error-free delivery of campaigns
- Improved overall productivity by 25%
- Standardized processes to deliver consistent output across geos
- Improved brand awareness across geos

Wipro's understanding of global markets and digital universe coupled with our process excellence practices helped us deliver seamless campaigns and personalized end user experience

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About Wipro

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. For more information, please visit wipro.com or write to us at info@wipro.com