

The background image shows two men in business suits in an office setting. One man, older with grey hair, is leaning over the shoulder of a younger man with dark hair, both looking at a computer monitor. The office has modern decor with glass partitions and other workstations in the background.

**How a leading
American
multinational
technology company
optimized its
map operations**

Client background

- **Client** - American multinational technology company
- **Industry type** - Internet
- **Products or services** - Web based products, development tools, mobile applications etc.
- **Areas of operations** - Worldwide
- **Annual revenue** - US \$136.8 billion (2018)

Challenges

The company was witnessing a significant amount of manual processing and rework in its processes that affected its operational efficiency. Its existing processes had high dependency on human validation for map operations, making them error prone. The technology company was also facing issues with map data quality and accuracy, leading to escalations and customer dissatisfaction.

Solution

Wipro's geospatial services offering includes creation, support and maintenance to provide map data services to the client for their navigation apps and location analytics services etc. Our solution for the customer included:

- A proposed model of integrated curations for navigation maps to enhance efficiency
- Suggestion and implementation of automation play in annotating objects like traffic, emergency vehicle and text on sign boards, reducing manual processing by 20%

The client achieved 100% reduction in rework for navigation maps by enhancing the quality framework using Wipro's geospatial services

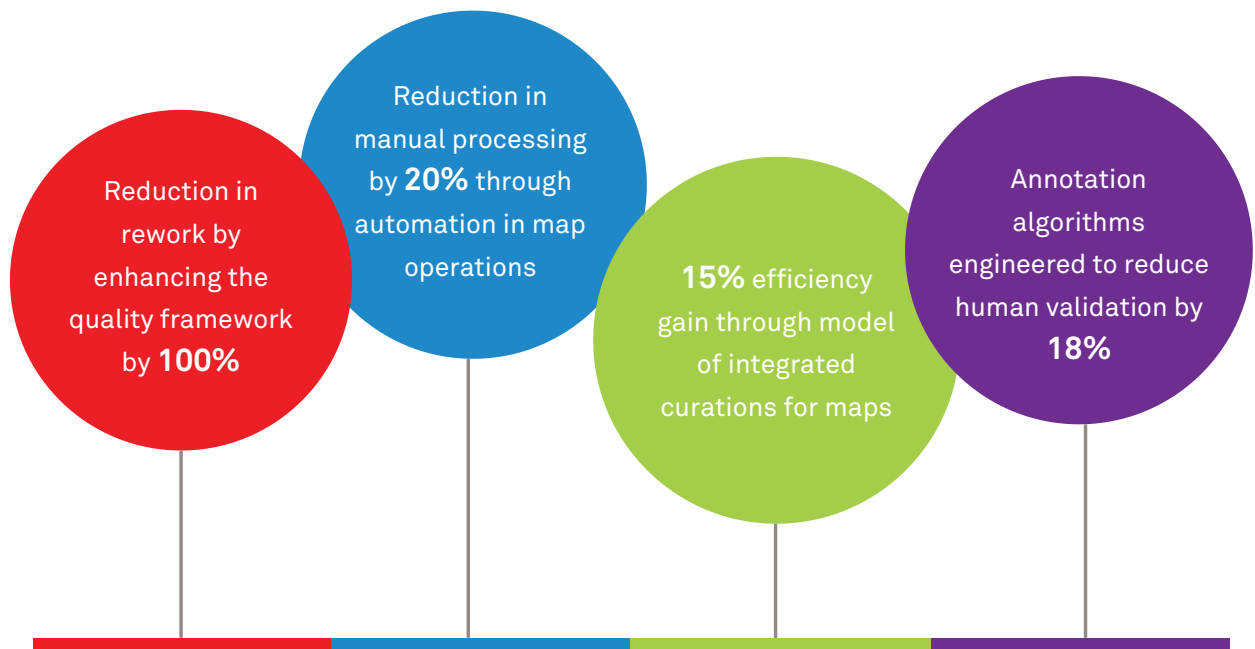
- Creation of map ops and data conflation framework for the customer
- Faster GTM and delivery of high accuracy map data through our IP based AI/ML tools



Business impact

Using the Wipro solution, the client optimized its map operations.

The business impact resulting from the solution included:



“By using the Wipro solution, the client was able to optimize map operations, achieving 20% reduction in their manual processing operations through automation”

Prakash J,
Senior Manager,
Knowledge Services, Wipro

**Wipro Limited**

Doddakannelli, Sarjapur Road,
Bangalore-560 035,
India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

wipro.com

**About Wipro Limited**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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

