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# CONNECT WITH CUSTOMERS FASTER THROUGH CLOUD CRM

Wipro improved the service response time by 18% for a leading medical device manufacturer with salesforce.com



## CLIENT BACKGROUND

The client is a leading manufacturer of medical devices and software for treating cancer and other medical conditions, and is a critical supplier to clinics, radiotherapy centers and medical oncology practices.

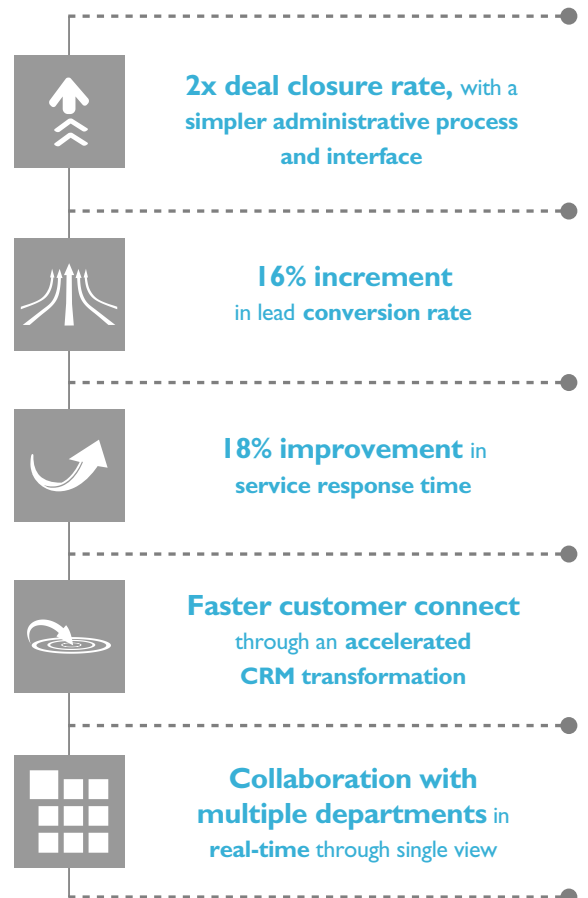
## INDUSTRY LANDSCAPE

The medical technology industry is trending towards commoditization of products in a fiercely competitive landscape. As product portfolios grow, buyers become more complex in their demands. Unless players in this industry consolidate their CRM systems and simplify their processes to meet customer expectations, they will be outpaced by competition. Medical technology companies are adopting disruptive technologies and systems to transform customer experience and build their business of tomorrow.

## THE OPPORTUNITY

The client's current CRM processes span sales, customer service, and Configure-Price-Quote (CPQ). These inconsistent business processes across geographies led to increased cost of sales, while the lack of a single view of the customer or the analytics capabilities to track and report user activity, led to service deficiencies and customer dissatisfaction. The client required integrated sales and service processes to create a unified sales organization.

## BUSINESS IMPACT



# SOLUTION

1

**Global Sales Platform:** Wipro created common customer master data, and harmonized the sales process across 2,000 users through a single global instance of salesforce.com. Simultaneously, front and back office data capture was integrated along with the implementation of an easy-to-use user interface.

2

**Global Communities Platform:** Wipro unified all the systems and implemented a single sign-on with a third party identity provider, improving the experience for over 20,000 users. Community processes were harmonized in a single instance of salesforce.com with content management and knowledge base allowing self-help features.

3

**Global Service Platform:** Wipro enabled a cross-view between customer service systems, ensuring that accurate entitlements, contract expiration, and service tickets were visible to the field service teams.

4

**Global CPQ Platform:** Wipro integrated BigMachines with SAP Sales Order and Project Systems, enabling a quick search and segmentation of products and customers.

## 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" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 140,000, serving clients in 175+ cities across 6 continents.

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