

SCALE-UP YOUR SALES WITH THE CLOUD

Wipro helped a leading global food company boost its online revenue by 20%



CLIENT BACKGROUND

The client is a US-based global food company which focuses on categories such as beverages, and soup & simple meals, with around 20,000 employees world-wide.

INDUSTRY LANDSCAPE

New product development, changes in customer demand patterns during holiday seasons and new markets call for alterations in business operations of the Food and Beverage (F&B) industry. Added to these are increasing regulatory challenges and complex supply chain processes for beefing-up sourcing and distribution. Thus, there is a growing need for the F&B industry to put in place a shared, on-demand, flexible cloud infrastructure to cater to unstable business demands.

THE OPPORTUNITY

The client was looking to build its core business while expanding into new segments and geographies and needed a flexible infrastructure to support its online marketing campaigns and sales. The real challenge was to handle online business during peak discount and holiday seasons, while keeping CAPEX and infrastructure costs under check. There was need for a scalable infrastructure while retaining control on security protocols and ensuring regulatory compliance.

The client wanted to migrate their web hosting and data warehousing to a cloud environment, for which they were looking for a technology partner that could provide managed services.

BUSINESS IMPACT



30% reduction in overall Total Cost of Ownership (TCO)



20% increase in online revenue



Ability to handle peak demand fluctuations seamlessly through automatic capacity scaling



Enhanced user experience and faster time-to-response online through zero-latency connectivity



Predictable costs in a pay-per-use model, with a change from CapEx to OpEx model

SOLUTION

As a business partner, Wipro engaged with the client to understand their challenges and developed a strategic roadmap to address their on-demand business needs. Leveraging top-level vendor partnerships and our cloud expertise, we recommended a Hybrid Cloud model and implemented it for the client's online applications and provided comprehensive managed services.

Our industry leading ServiceNXT™ Cloud Operations Center helped with provisioning, configuring, securing, monitoring and management of the client's applications.

To enhance reliability of the client's internet-scale application, we deployed advanced data recovery and business continuity techniques for cloud. The solution also incorporated security features which enabled the client to have control over their protocols and ensure regulatory compliance.

We automated the scale-up/scale-down of infrastructure with usage-based billing, to tackle the seasonal demand fluctuations.

The solution offered high security and availability of resources (applications, computing power, storage and back-up).

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.

For more information, please visit www.wipro.com

© WIPRO LTD. 2014

"No part of this booklet may be reproduced in any form by any electronic or mechanical means (including photocopying, recording and printing) without permission in writing from the publisher, except for reading and browsing via the world wide web. Users are not permitted to mount this booklet on any network server."

DO BUSINESS BETTER

CONSULTING | SYSTEM INTEGRATION | BUSINESS PROCESS SERVICES

WIPRO LIMITED, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA. TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, Email: info@wipro.com

North America Canada Brazil Mexico Argentina United Kingdom Germany France Switzerland Nordic Region Poland Austria Benelux Portugal Romania Africa Middle East India China Japan Philippines Singapore Malaysia South Korea Australia New Zealand