

WIPRO LiteAnalytics

Better insights from your CRM data

For any business to be successful, it is imperative to measure Key Performance Indicators (KPIs) to react quickly to market trends and customer needs. Most reports are ad-hoc and they are confined to a specific business function – such as Sales or Service, and are tactical in nature. Many of them need reporting on historical and linked data, for comparison that could originate from single or multiple sources of data.

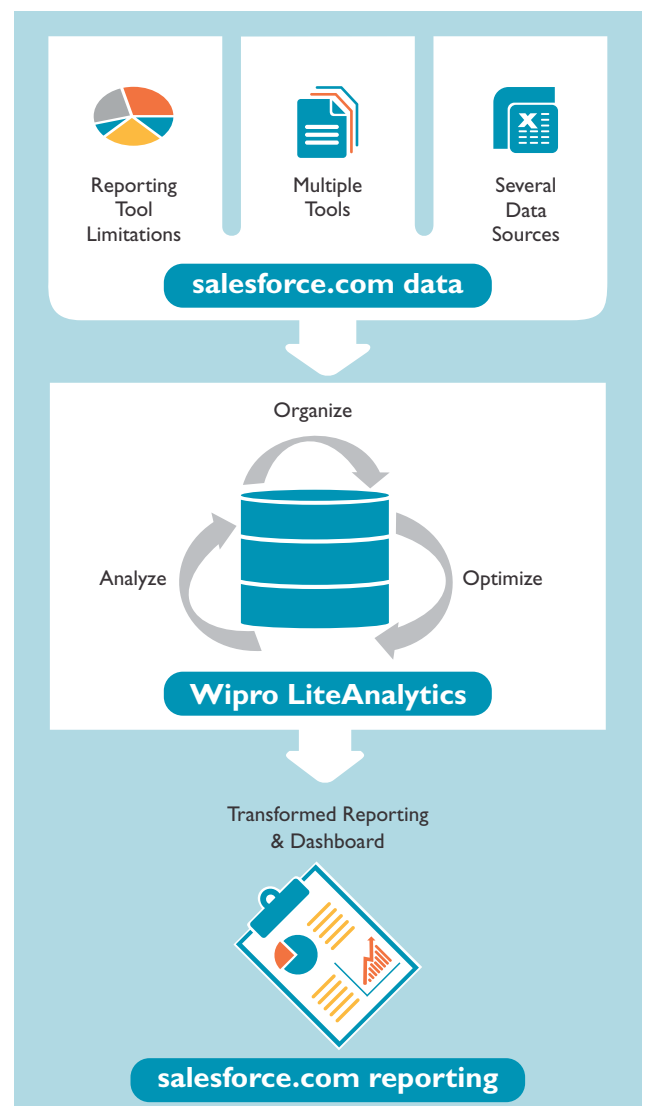
Enterprises require solutions that enhance their salesforce.com reporting and dashboard engine capabilities to address challenges such as

- Complexity in reporting KPIs that are ad-hoc and tactical
- Deriving business specific KPIs which is a time consuming task
- Combining data across multiple salesforce.com instances
- Historical data reporting for trend analysis

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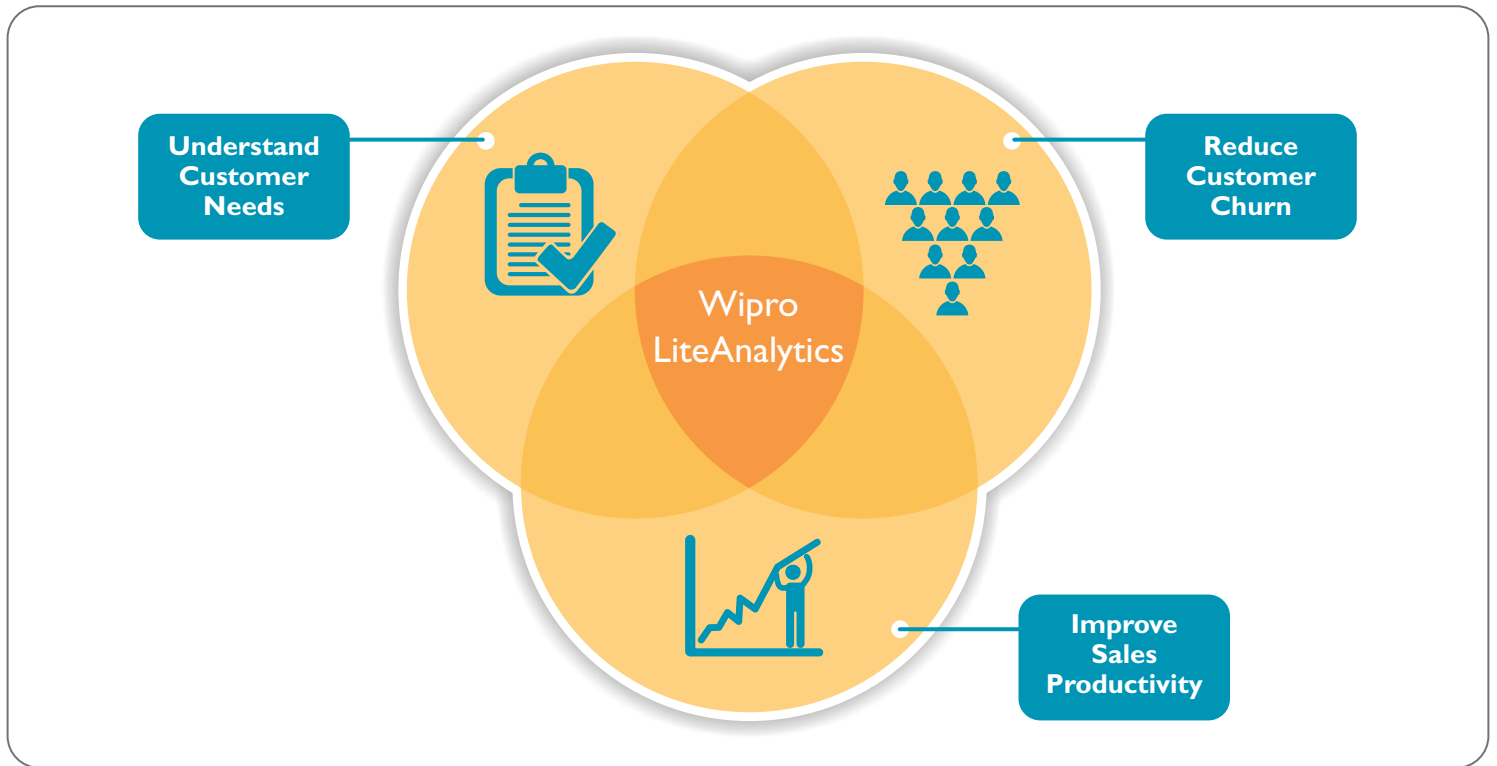
Wipro LiteAnalytics helps you derive better insights from your salesforce.com and CRM ecosystem data to maximize business opportunities and customer value. The solution augments a salesforce.com instance to organize, analyze and optimize data across various sources, greatly improving the ability to report within various business functions.

Wipro LiteAnalytics provides critical insights by extracting data from salesforce.com applications, transforming and reloading it into salesforce.com. It leverages the inbuilt reporting engine and dashboard presentation to generate critical business reports.



Wipro LiteAnalytics enables you to

- Derive better data insights to maximize customer value
- Get a single view of customer truth from disparate data
- Enrich salesforce.com reports from customer data



About Wipro's Salesforce.com Practice

Wipro has been a global salesforce.com partner for over 7 years, and has extensive experience in consulting and implementing business critical enterprise-wide solutions for its customers. Leveraging deep industry expertise, process capabilities, and cloud proficiency, Wipro has successfully delivered over 200 enterprise-class process transformation engagements, across industry verticals and geographies. Wipro has one of the largest pools of Salesforce experts supported by a dedicated Center of Excellence that focuses on developing innovative solutions, optimizing delivery frameworks, and enhancing user experience, to realize your 'Customer Company' vision.

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing 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 140,000 serving clients across 57 countries.

For more information, please visit www.wipro.com

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