

**How a top US  
company made  
application release  
75% faster**



## Client background

**Client:** US-based Marketing Services Company

**Industry type:** Marketing

**Areas of operation:** Worldwide

**Products:** Multi-channel marketing solutions

**Enterprise DevOps platform deployment reduces manual effort and time taken from product development to production, and enables better visibility and governance**

## Challenges

The client's product development environment was plagued with multi-pronged challenges. Multiple versions of source code, lack of proper branching and versioning strategy, and inadequate continuous integration and continuous delivery practices led to high costs and maintenance.

In addition, extensive manual intervention was required due to lack of a standardized central source code repository and build automation, resulting in longer build time. Lack of end-to-end visibility along with manual deployments increased dependency on multiple teams, adversely affecting production release schedules.

Wipro Rapid Ops service offers a unified platform to manage and orchestrate end-to-end application release lifecycle across the SDLC pipeline, across multiple platforms enabling business agility and faster time to market

Wipro helped the client define and build branching and merging standards thereby enabling them to automate build processes and achieve continuous feedback for every change in the code. The set-up included orchestration of the application release processes, automated deployment of release pipelines, and automation of repeatable tasks ensuring minimal hand-offs and dependency between teams.

## Solution

Wipro conducted in-depth discovery sessions with multiple teams to understand the existing process and technology limitations. This helped identify quick-win solution areas and demonstrate feasibility as well as ROI through proof of concept implementation.

As part of the transformation, Wipro implemented a centralized release orchestration platform leveraging Wipro Rapid Ops (Release Application Platform for Industrialized DevOps) framework, allowing the client to seamlessly orchestrate and integrate best of breed tools and technologies across the SDLC pipeline aligned with both current and future IT needs.

## Business impact

The centralized release orchestration platform helped create efficient, predictable continuous delivery pipelines and automated the build and the deployment processes, enabling the client to

achieve better visibility, improved governance and faster time to market. It helped the client realize tangible benefits such as:



75% reduction in manual effort and time taken from development to production



35% reduction in the cost of maintaining monthly releases



35-40% reduction in error prone deployments



Better cost control and prioritization with a unified dashboard for scheduling and maintaining weekly releases



“Centralized release orchestration and automation of manual efforts were the key expectations of the enterprise DevOps transformation. The client was able to achieve better visibility, enhance agility and reduce manual effort by about 75% through centralized release orchestration.”

**Harish Krishnan**  
General Manager,  
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