

Digital Experience

Case studies

Business disruption is the new normal and great companies are out-executing and out-innovating their competitors by creating newer business models at ever-increasing rate and rapidly declining costs. Clients are looking for a single partner who can enable them to become design led, high velocity experience providers.

Our five practices support our endeavor of delivering digital transformation solutions to our clients – Digital Marketing and Commerce, Mobility and User Experience, Intelligent Process Automation, Application Modernization and Cloud.



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Digital Marketing and Commerce

Wipro's digital marketing and commerce practice offers end to end services from strategy definition to digital platform selection and implementation. We partner with our clients transforming their digital journey on all touchpoints - Business to Business (B2B), Business to Consumer (B2C) and new business models like Marketplace, Direct to Consumer (D2C), Subscription Commerce.

Our offerings include digital engagement platform, digital onboarding, content modernization, insights-driven marketing, sales transformation and commerce modernization.

In-context personalization for a global auto major

Client background

A global auto major, with approximately 300 professionals serving affiliates in North and South America and with extensive experience in all aspects of the automobile industry, including sales and distribution, manufacturing, captive financing, and marketing.

Challenges

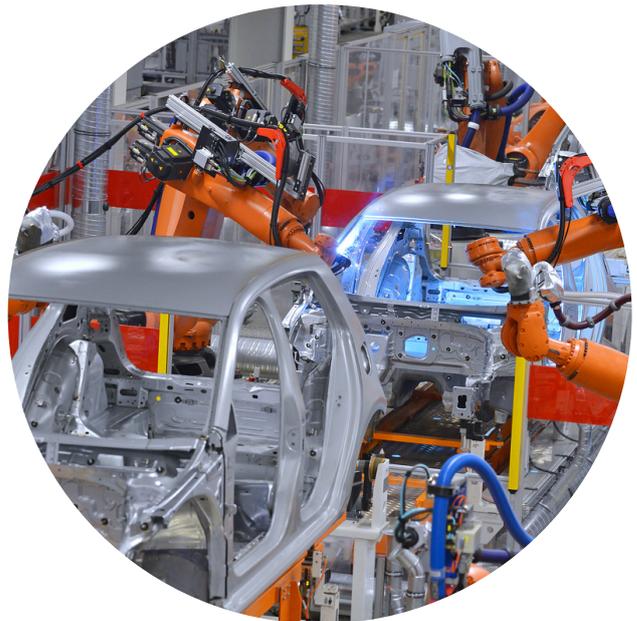
- There was a need to enhance vehicle owner's experience as the performance of the existing portal did not offer certain functionalities like navigation and rich and relevant content for users
- Client wanted to personalize owner portal to enhance owner experience agnostic of device, deliver a rich and intuitive experience, and incorporate certain functionalities of partner portals to provide unified communication
- Support evolving business needs and customer expectations by delivering rich content, intuitive navigation, appealing design, and high performance anytime, anywhere, and on any device

Solution

- Successfully created a vehicle owner portal that delivers a rich owner experience, encouraging them to revisit the site giving valuable information about vehicle usage, maintenance, driving patterns, rewards, and finance
- Provided in-context personalization through data-driven intelligence using behavioral, transactional, and profile data and allowed users to customize the experience to their needs and choose what they see
- Unified customer experience through a single web application and mobile-first strategy by improving usability and design
- Enhanced functional integration to provide a seamless experience across internal and external business functions

Business impact

- Enhanced and optimized user journey on the newly developed platform with high performance and more responsive design
- Improved decision-making for business stakeholders, leveraging seamless integration with business intelligence and analytics platform
- Hyper-personalized services to engage customers, leading to high degree of association between customers and their vehicles



Digital marketing modernization for a leading oil field service company

Client background

A leading American multinational corporation and one of the world's largest oil field service companies with hundreds of subsidiaries, affiliates, branches, brands, and divisions in 70 countries with 55,000+ employees.

Challenges

- Modernize the existing legacy content management system (CMS)
- Significantly reduce legacy cycle time, requiring about three months to launch new campaigns while scaling personalization and relevancy to deliver an all-around great user experience
- Lack of capability to manage digital assets
- Address budget challenges with the goal of migrating to a new system

Solution

- Provided application support and maintenance to the existing CMS, achieving improved efficiency
- Analyzed and documented the legacy CMS for all customizations and customer service
- Migrated current CMS to a unified digital marketing platform, Adobe Experience Manager (AEM), and provided application support and maintenance

Business impact

- 15% reduction in total cost of ownership and 40% faster content publication by business
- Migration completed with zero implementation and migration cost
- Highly resilient and secure system with 99.9 % uptime
- 97-98 % automated content migration, 40-50 % reduction in content validation effort and 20 % scalability growth



Launching a new marketplace for non-acute healthcare

Client background

Leading healthcare improvement company headquartered in Charlotte, NC unites an alliance of more than 4,000 U.S. hospitals and health systems and more than 165,000 other providers and organizations to create one of the most comprehensive databases of actionable data, clinical best practices and efficiency improvement strategies.

Challenges

- Become an aggregator of suppliers with specialized knowledge and assortment of products
- Create a digital marketplace for buyers and sellers to deliver an immersive purchasing and procurement experience to the customers
- Create a connected experience for the client's niche market of GPO users

Solution

- The GPO understood that bringing volume pricing, trusted vendors and a positive procurement experience would be a boon to non-acute facility managers. Yet, entering a new market required better understanding of its stakeholders, dynamics and needs
- Wipro Digital and Designit conducted extensive research to develop customer journeys for multiple personas. These insights provided the foundation for a single online marketplace where facilities could efficiently research, compare and buy everything from medical items to office supplies. The research also informed development of a new brand identity and product positioning
- This scalable platform was designed to meet facilities' current and future expectations for convenience, transparency and value. Facility managers had grown accustomed to achieving these through high-touch salespeople, but shrinking margins had reduced the amount of personalized service available. By leveraging decades of procurement experience, along with the design and implementation expertise of its partners, the GPO could launch a marketplace with easy enrollment, extensive product information, and a consistent, customized experience across mobile and PC environments

Business impact

- Improved customer experience and provided data-driven actionable insights to the suppliers
- Created a dual revenue stream for the client through both transaction fees and existing administrative fees, opening a market opportunity for additional revenue
- Enabled GPO members to check prices of products and compare them online



Drive to digital engagement

Client background

Leading global technology company known for its postage meters and other mailing equipment and services. Recently expanded into global e-commerce, software, and other technologies and serves more than one million customers in about 100 countries.

Challenges

- Client wanted to reinvent the traditional business model for which it required a next-generation, global digital channel platform with go-to-market strategies in 20 countries
- Navigate complex and diverse business rules spanning multiple geographies to establish the client's footprint in new markets
- Offer innovative products and services targeting new customers while catering to the existing loyal customer base that was reluctant to adopt the digitized offerings

Solution

- Designed and developed a scalable and multi-tenanted digital self-service portal for the client
- Expanded the digital self-service portal across 20 countries and enriched it with a wide range of features in marketing, e-commerce, and services
- Transformed self-service portal into a single-point, unified application, showcasing different offerings based on client persona, with a high degree of personalization and segmentation
- Established an end-to-end, automated DevOps process connecting tools, people and processes by building frameworks and recommending accelerators

Business impact

- Provided superior customer experience through the self-service portal, which led to 150 % year-over-year increase in registrations, and 53 % year-over-year increase in logins
- Increasing business growth and driving more users on digital channel by managing diversity and complexity and different target customer groups—small, medium and large based on their user journeys and requirements
- Provided personalized cross-sell and upsell features, implemented best-in-class marketing techniques resulting in a significant increase in the client's revenue



Contextual customer engagement for a leading beverage producer

Client background

Leading Consumer Product company, established in 1899 with more than 37000 employees is one of the oldest consumer packaged goods company, producing and distributing a diverse portfolio of beverages that has grown into a multinational corporation throughout US, Europe and Asia.

Challenges

- Client wanted to implement a B2B sales transformation for its B2B partners and end consumers to move away from a manual process with high customer service support cost
- Increase focus on customer relationship management and business growth through upselling
- Create a self-service portal to enable efficient ordering and improve customer service. End consumers can book and track orders with minimal customer service representative (CSR) intervention

Solution

- Created an integrated commerce platform using Wipro Digital Experience Platform which was delivered in an “as-a-service” model
- Wipro Digital Experience Platform redefined the customer experience for product discovery, decision making, order placement, and made it easier for customers to monitor the availability, live tracking and shipment of product
- B2B channel experience addressing both sales and marketing functions
- Operated on open technology systems to provide a seamless and flexible path to implementing changes in the future

Business impact

- With Wipro owning the order portal, CSRs will focus on providing value added services to customers and drive growth for end-to-end managed services model
- Sets in motion a roadmap for a completely digitized front office beyond an order-placement portal with continuously improving customer experiences through additional self-service capabilities
- 50 % reduction in CSR’s time spent on order management tasks



Digitized onboarding experience for a leading telecom company

Client background

Leading regional carrier which owns and operates the fifth-largest wireless telecommunications network in the United States, serving 5 million customers in 426 markets in 23 U.S. states sought to elevate the customer experience and accelerate digital transactions.

Challenges

- Need to modernize the customer experience in the client's 700 brick-and-mortar stores by tackling problems associated with onboarding of new customers, including a lack of integrated signature experience and inefficiently designed self-service portals and forms
- Enable a digital way of working by utilizing kiosks, tablets, and e-signatures in-store to attract new customers – with an eye on millennials – and streamline the buying experience
- Improve ease of access to contracts which are scanned and stored in disparate systems lacking centralized governance and access control. As a result, in-store reps take a long time to search and retrieve these contracts, leading to poor customer experience
- Mitigate poor customer experiences, legal and government queries, and potential fines by centralizing contract governance and access control

Solution

- Implemented a seamless and consistent solution across channels and contract types using a cloud-based solution built on Adobe Sign and Oracle Content Cloud
- Enabled client to capture signatures electronically on contract documents and store the documents digitally
- Closed a large gap in compliance associated with contract retrieval by allowing real-time access to signed and related documents
- Tightly coupled integrations across various on-premise and cloud systems

- Custom built a watermarking solution for duplicating documents for legal purposes and custom built a bulk-document upload feature
- Automated cataloguing, optical character recognition, and metadata tagging, while delivering insights using artificial intelligence and machine learning technologies. Deployed automated notification for contract renewal and confidential clauses

Business impact

- Compelling onboarding and store experience with paperless and efficient onboarding using any device in the store
- An organized digital contract hub with all contracts stored in one location, making it easy to search and securely collaborate internally and externally
- Accelerated contract closing by reducing the time it takes from contract creation to approval by automating workflows and enabling e-signature
- Full compliance while reducing risk of breaches: securely share contracts and automatically implement audit logs, retention, and disposition schedules.

Experience-driven commerce for an energy giant

Client background

A leading American multinational energy corporation headquartered in California is active in more than 180 countries and operates in the oil, natural gas, and geothermal energy sectors through hydrocarbon exploration and production; refining, marketing and transport; chemicals manufacturing and sales; and power generation.

Challenges

- Transform the business through end-to-end digitization of not only the commerce platform, but also for finance and distribution to maintain consistency in supply channels
- Replace a 15-year-old legacy commerce system used by customer service representatives and delivery agents that requires manual generation of delivery receipts
- Build a single, holistic view of orders, invoices, and communication history coupled with the capability to process invoices quickly and efficiently into the new automated e-commerce system

Solution

- Wipro provided futuristic view of platform that enabled
 - Delivery receipts to be system generated
 - Product and price seamless comparisons
 - Speedy invoicing
 - Third-party suppliers onboarding
 - Cross-selling and upselling to the end user
 - Availability of products on port
 - Advance sales stocking and reporting
- Helped customers to plan their journey, compare products/price/ports to buy lubricants on the way and choose best lubricants for their ships
- Business process for delivery agents disrupted by bringing in automation and persona based mapping for delivery receipts. The entire transformation was powered by Salesforce Service Cloud

Business impact

- Platform was customized by ~60% to provide relevant insights to each user for efficient on boarding and invoicing
- Product insights to facilitate effective inventory management that help extend the service life of machine components and reduce oil changes, extend maintenance intervals and reduce equipment failures and unscheduled shutdowns
- Reduced processing time of invoices



“Seamless user journey” program for leading healthcare & lightning major

Client background

Founded in 1891, client is Dutch multinational conglomerate with one of the largest electronics stores in the world. It also focuses on area of healthcare, lightning, audio system and medical equipment

Challenges

- Need for a digital platform to enable multichannel, personalized digital marketing campaigns
- To increase sales conversion by engaging the consumers around various products offerings
- Another challenge was ‘agility’, as the client wished to decrease the campaign rollout time from weeks to days

Solution

- Wipro delivered a digital platform that could enable multichannel personalized campaign that was “one” fully responsive website for mobile, tablets and desktop
- Fully integrated sales marketing platform across pre-sales (.com), sales (.shop) and campaign systems
- **Scalable platform** supporting 75,000 unique products and 3 million pages
- Website was built as multi-geo (**62**) and multi-language (**38**) site

Business impact

- 23% increase in page views
- 3 million pages, 75K unique products till date
- 29% increase in buy button clicks
- 30% user visits are from mobiles or tablets



O&G supermajor unlocks value of digital portal for retail commercial businesses

Client background

Leading oil and gas business uses advanced technologies and innovative processes to build a sustainable energy future with interests in more than 20 refineries and operations in more than 70 countries.

Challenges

- Client wanted to transform engagement with business customers who were undergoing a fragmented experience with the existing ecommerce portal and put them “at the heart of everything we do.”
- Need for a digital hub with content, customer interface, personalization and data analytics capability to overcome the fragmented digital experience that the portal had to offer and bring in something that was more intuitive and easier to use

Solution

- Implemented a system to engage with customer’s B2B customers and channel partners in global commercial and retail businesses through rapidly growing digital channels
- Switched to agile methodology, embracing the scaled agile framework model
- Differentiated B2B offering and integrates fully with the company-wide SAP, transforming the way the supermajor and their global business customers operate on a daily basis. It is recognized as a critical platform for future growth of the global commercial and retail businesses

Business impact

- The digital transformation journey is likely to deliver over \$340 million in cost reduction by 2021. The benefits are expected to be seen primarily across the following areas:
 - Reduction of \$27.1 million per annum in operating expenditure
 - **5.1 million decrease** in sales time liberation per annum
 - **6.4 million per year reduction** in customer service center and sales costs
 - **\$7.4 million per annum reduction** in marketing costs
 - **Annual savings of 8.2 million** from decommissioning of legacy systems



The omni-channel experience for leading apparel manufacturer

Client background

Founded in 1853, client is an American clothing major with more than 2500+ retail stores across world.

Challenges

- Need for an order management solution to improve order processing and bring in omni-channel capability to fulfil all customer orders
- Order management system for the B2C to include capabilities like ship from store and reduce the cancellations due to inventory discrepancy

Solution

- Integrated existing Hybris eCommerce platform with Enterprise Order management (EOM)
- Returns and cancellation processing of orders and customer service cockpit capabilities were integrated with EOM
- Integration between Hybris and EOM using IBM Websphere MQ for near real-time integration

Business impact

- More than 75% reduction in cancellations due to inventory discrepancies
- Improved order fulfilment time by more than 90%
- Eliminated short sells due to inventory



Intelligent Process Automation

Legacy process technologies live in a deterministic world. Intelligent Process Automation envisions a probabilistic world, where technology provides value and makes processes more dynamic. Smart processes will learn from every run of the process, adapt to situations and context, proactively listen to events, automate by infusing intelligence and eliminate mundane activities to deliver higher productivity.

Our offerings include operations digitization, customer service, intelligent content services and digital communication.

Improving community safety using a case workflow management system

Client background

The client is a government department in Australia. It manages and provides services relating to the justice system of the country.

Challenges

- Complexity in decision of paroles as there are multiple boards and committees involved
- Lack of 360-degree profile of offender - multiple sources of data for decisions namely police records, jail records, judicial records and other civil records are not integrated
- Tedious error prone, manual processes for granting parole with no single source of truth
- Inaccurate adult parole board decisions leading to serious offenders being granted parole and committing crime again

Solution

- Offender 360 module created to give a single view of the offender with real time information collated from various sources for better decision making
- Designed and implemented the end-to-end case workflow system of the parole board using Pega 7 platform and APIs
- Process re-design reducing manual efforts through features like auto data population in UI fields, auto reports generation and template creation for documents with auto populate capabilities
- Documents digitization with easy, web-based authorized access to users based on their defined roles, for data security
- System integration to reduce manual transcription and reliance on multiple systems

Business impact

- The solution is helping the parole board serve justice swiftly, surely
- Community safety has improved by reducing the risk of inaccurate parole board decisions made due to inaccurate, untimely, incomplete and inaccessible information
- The efficiency of the parole board's operations has improved, where the efficiency dividend represents cost saving
- Standardized work practices increasing efficiency and reducing redundancy



Sales processes standardization and automation

Client background

A major printing company with over 80 years of experience and specializing in high quality art printing. Recently it has ventured into decorative films and state-of-the-art touch sensors. It has manufacturing plants in seven countries and can propose best supply chain solution for any industries.

Challenges

- Lack of a tool for client's sales process and rules standardization
- Sales managers and sales representatives end up using different systems or manually created spreadsheets, reports, and forecasts
- Inconsistently applied sales methodologies, inability to adjust selling process to accommodate variations such as business units, geography, the customer, sales team, or the sales representative
- Long and inconsistent opportunity life cycles, with lack of visibility into pipeline, sales forecast, sales goals
- No access to customer information on the move and limited management reporting capabilities, leading to fractured view of the customer

Solution

- Designed and implemented Pega sales automation for Detroit auto sales team
- Out-of-the-box widgets integrated to easily track lead volume, conversion rates, and every part of pipeline for a real-time view of the state of your business
- End-to-end migration of the customer's inflight SA data into Pega platform
- Integrated "Pega for Outlook" with MS outlook / O365 to give contextual insights right into sales automation from the customer's Outlook client. MS Exchange is integrated to create appointments from within sales automation and provide an attendee view availability in real-time and sync appointments to Exchange
- Mobile enabled application for access on the move anytime to the sales representatives

Business impact

- Sales process has been more effective with guided selling, mobile enablement and insight driven offers
- Improvement in revenue performance and transparency in sales forecasts
- Customer and account relations and satisfaction has improved with quality services
- The solution is providing sellers and managers real-time views into predicted length of sales cycle, quota attainment, win probability and quarter end performance
- The solution is providing a 360-degree view of organizations, accounts, contacts, including current and past deals, communication history including emails and appointment, documents and relevant social insights, hence increasing efficiency



Touchless order and adaptive orchestration for a leading European retail giant

Client background

An American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. With more than 700 shops around the world and has offices located in 45 countries outside the United States it's one of the most popular clothing and footwear brand.

Challenges

- Rapid growth in client's business has resulted in more goods being processed at their Distribution Centres (DC) and shipping points
- The existing DCs and warehouses manually captured order intake, shipment change requests and processing for B2B customers
- Order processing required manual activity involving multiple systems and knowledge worker intervention
- Disconnected systems and labour-intensive order process resulted in higher processing time to order
- Fragmented information flows and siloed data handling resulted in re-work and high cost of distribution
- Cumbersome manual process to map EDI order files to the customer SAP system led to challenges in managing shipments and tracking products

Solution

- Wipro executed touchless ordering, execution and returns to make the order flow as seamlessly and straight-through as possible
- Workflow automation using Pega 7 Cloud platform
- Wipro created a plug and play exception management platform for addressing the order fallout scenario. New accounts can just latch on to the platform for the exception management
- Optimized and automated order processing, in-transit order management and intelligent routing of shipment of customer's products

Business impact

- The solution enabled 91.5% of orders processed to go touchless
- The solution facilitated a reduction of 2000+ hours/year of manual order entry time to 20+ hours
- Solution helped in reducing order processing time by 300% and processing errors by 99%
- The intelligent automation of order management eliminated labour-intensive processes and duplicative or unnecessary work leading to reduction in operating costs
- Improved efficiency, visibility, control and agility of the process



Creating next-generation delivery platform for a telecom giant

Client background

One of Europe's largest telecommunications, information technology, and consumer electronics company. With approximately 103,000 people employed across over 100 countries, the company currently does business in across 130 countries and has been nominated as one of the most ethical companies of the world.

Challenges

- Next-generation network complexity has resulted in increase in telecom network operations costs
- Increasing difficulty in finding the skill set needed to integrate and maintain network infrastructure
- Scalability and performance are major challenges faced by the customer
- Customer looking for end-end automation of network implementation to achieve efficiency in delivery process through an integrated modular cloud-based platform

Solution

- Wipro provided a solution to build a delivery platform with key focus on
 - o Simplification – An architecture considering the best-in-class products with OOTB features and configuration
 - o Scalability – Cloud based solution
 - o Automation – Automation through robotics, eliminating chances of human errors in Site deployment activities through remote installation, integration and commissioning wherever feasible
- The platform brings mobility, collaboration and configuration capabilities
 - o The solution also provided a user-friendly UI and mobility interface
 - o Customizable project management as per market network topology
 - o Provided a capability to trigger and activate site deployment activities according to customized workflows

- At the core of the platform, a business process management layer supports majority of current and future business processes
- Digitalization of forms and elimination of the exchange of document-based forms with field engineers
- Provided flexibility to integrate with diverse platform ecosystem especially keeping the ALU acquisition in mind

Business impact

- The solution provided a simplified platform with reduction of maintenance costs
- Reduction in operational costs through automated scheduling of tasks to field force considering dependencies such as site, material and equipment availability
- Automation of the site deployment and verification process by leveraging robotics in the solution
- Business empowered with configuration capabilities, resulting in quick turnaround 'time to market' and reduced dependency on IT
- Increased speed of implementation and reduced Total Cost of Ownership (TCO)

Collaborative care platform for a leading pharma company

Client background

A global generic and specialty pharmaceuticals company, currently the second-largest in the world. The company is also invested in animal health; consumer health apart from pharmaceuticals. The Company operates directly and through dozens of subsidiaries in countries around the world.

Challenges

- Fragmented patients experience across key stakeholders - pharmaceutical manufacturers, medical device providers, and payers
- Difficulty in on boarding the patient to the digital health solution and later ensuring stickiness
- Patient enrolment for prescription drugs in clinical trials and commercialization is often left to providers/healthcare professionals
- Multi-country roll-out required solution to comply with country specific regulations

Solution

- The solution implemented the Collaborative Care Platform built on Wipro Digital Experience Platform which created an immersive experience for patient tracking their medicine and behaviour and receiving care recommendation
- Web and mobile applications developed for the customer's users. Telehealth support implemented to answer any patient/ caregiver queries
- The entire solution was hosted on AWS cloud to meet country specific regulations
- Physician relationship management and IoT platforms for remote monitoring

Business impact

- Enhanced complete patients experience journey and improved brand perception
- The application provided personalized solutions, better patient and healthcare practitioners engagement, increased adherence, patient outcomes, lifestyle management and enhance effectiveness of the overall program
- High visibility from patient enrolment to Care @Home
- Client can collaborate with medical devices, care givers, and other partners for higher revenue realization
- Drive desirable outcomes in clinical trials/commercialization
- Better management of patients referrals and scheduling appointments



AI based cognitive motor claim processing for an insurance company

Client background

One of the largest insurance company formed by the collaboration of one of the largest co-operative society and one of the larger insurance companies. It offers customized plans with a wide range of clients. It is the only insurance company with 100% owned distribution channel with high penetration in rural areas.

Challenges

- Traditional and cumbersome process for raising motor claims
- Lengthy claim approval timelines, even for minor external damage claims
- Need of human involvement for vehicle damage assessment and claim estimation
- Broken and fragmented experience for the end customer

Solution

- Cognitive Content Automation, built on Wipro Digital Experience Platform – transforms the document driven operation by digitizing, automating and simplifying the document management process
- The solution has 4 components – smart OCR engine, document classification, information extraction and rules engine leveraging AI /ML capabilities
- Capability of classifying millions of TMF, R&D and different type of medical documents
- Document classification and metadata extraction required for document migration of clinical trial documents in 47 languages besides English
- Migration of 4 million clinical trial documents from legacy systems

Business impact

- Wipro's solution principles are built to drive the outcomes of delivering the highest level of accuracy at velocity, by automating almost 90% of the activities
- The solution offers scalability to handle large volumes of documents with multi-variant formats
- Increases reusability across units and department with Full Time Employee (FTE) capacity release leading to lower cost of operations
- Facilitates 65% reduction in time compared to the manual trial data management



Next generation AI enabled document processing for a pharma company

Client background

A European multinational pharmaceutical company is one of the largest globally by both market capitalization and sales. The company is also invested in animal health; consumer health apart from pharmaceuticals. The Company operates directly and through dozens of subsidiaries in countries around the world.

Challenges

- Millions of different types and formats of medical documents requiring classification, with many of them missing meta-data details
- Manual and cumbersome process for migrating large number of clinical trial documents
- Lengthy clinical trial document processing timelines with possibility of human errors
- Hundreds of full-time resources were involved in the process
- Broken and fragmented experience for the doctors and the patients

Solution

- Cognitive Content Automation, built on Wipro Digital Experience Platform – transforms the document driven operation by digitizing, automating and simplifying the document management process
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Transformation of billing and invoice management system

Client background

A British electricity generator and supplier of gas and electricity to homes and businesses. It is considered as one of the big six energy suppliers of gas and electricity to residential and business customers.

Challenges

- Migrating documents from legacy/ non vendor supported 10-year old system to highly scalable system with new layout changes in colour format, logos and new image formats
- Lack of proper archival storage system for documents
- Need for secure storage, archiving and digital rights management capabilities to avoid information leaks

Solution

- Wipro solution handled multi design/variant formats or templates of invoices and letter documents
- The new solution connects with multiple inputs systems like mainframe, CRM database to generate the invoices and letters and send it to the customer via mails, SMS etc.
- The solution provides integration with mainframe system for getting COLD feed and generating the output and archiving the same to meet compliance needs
- It archives the generated invoice and letter in the archiving platform for access by self-service portals

Business impact

- Scalable solution to process 80,000 plus invoices and billing statements
- 60% reduction in time to access and search business critical information in electronic format
- Faster processing and lower cost of operations for document handling
- Enhanced accuracy through process automation



Process transformation - digitization and automation of Experimental Tire Orders (ETO) process

Client background

A German automotive manufacturing company specializing in brake systems, interior electronics, automotive safety, powertrain and chassis components, tachographs, tires and other parts for the automotive and transportation industries. The company executes ETO for car manufactures with new tire designs, new specifications, stringent timelines and smaller lot sizes.

Challenges

- Failure to cope with increased ETO volume, complexity and stringent lead-time required by customers
- Complex integration landscape with need to integrate with multiple central and plant systems for tracking and traceability of ETO
- Lack of automated coordination and communication system with high dependency on humans
- High manual effort with large number of paperwork resulting in a longer lead time of 3-4 weeks
- Delayed overall delivery time due to unavailability of materials stock

Solution

- Standardized well-orchestrated workflow based on Appian
 - Tracking of sub-component level early ordering of components at the planning stage
 - Synchronizing sub-component completion to component completion to order completion
 - SLA management with multi-level escalation matrix
- Push based integration with tooling / material/ production line systems
- Centralized dashboard with capability to drill down from order summary to the sub-component level with rolled-up status views using Appian responsive UI

Business impact

- Centralized process repository with end-to-end visibility from order-to-delivery integrated with central and plants systems and extendable design to handle future requirements
- Single standard BPM tool, standardized workflow orchestrating all central and plant systems
- Improved tracking, traceability and reporting - all information/event pertaining to Order/ETO is captured and available at one place and report generated using Appian OOTB features
- Reduction of lead time from 3-4 weeks to 1 week from specification release to shipment
- Shorter reaction time to handle rebuild requests
- Pre-ordering of materials / tools as per requirement improving delivery time
- Rule and role based task assignment, ability to add/shrink workforce, ability to add additional system resources to handle increasing ETO volume and complexity

Document migration from multiple legacy systems to a unified document management platform

Client background

A European multinational pharmaceutical company is one of the largest globally by both market capitalization and sales. The company has also invested in animal health, consumer health apart from pharmaceuticals. The company operates directly and through dozens of subsidiaries in countries around the world.

Challenges

- The client wanted to migrate to a single platform from the existing two document management platforms
- Current version of MasterControl hosting sensitive GxP documents, quality policies and procedures and manufacturing guidelines etc. was getting into an EOSL state
- Legacy Veeva Vault QualityDocs was hosted on old domain using former user authentication
- Issues retrieving required documents and audit trails during compliance and quality audits with performance issues specific to rendition services
- Need for a unified document management platform that could be accessed seamlessly by different business units within the organization without any device dependency

- A cloud hosted application which is scalable, flexible, with easy application updates, minimum downtime, accessibility (no VPN dependency) and easy collaboration
- New unified document management platform to host, manage and share GxP controlled documents in one place

Business impact

- This solution has a direct impact on infrastructure costs, reducing hosting cost for more than 15 servers
- Unified platform for documents saving time and increasing efficiency

Solution

- Wipro initiated multiple workshops with participants from different client business units (R&D, TechOps, enterprise platforms and corporate apps) over period of 5-6 months
- The solution migrated documents and metadata from MasterControl and Veeva Vault QualityDocs to a new client domain
- The solution involved migration of workflow, lifecycles and user base from both the existing systems to new client domain Veeva Vault QualityDocs



Mobility and User Experience

Our end-to-end capability in mobility and user experience empowers our clients in creating personalized and intriguing experiences for their customers. We redefine user journeys for our clients and enable a connected ecosystem through business acceleration, simplification and value-based experience.

Our mobility and user experience offerings include advisory services, user journey mapping, creative design, mobile web and app development, conversational bots, enterprise mobility management, and mobility assurance to facilitate us to drive business outcomes for the customers.

Boosting partner effectiveness for a professional-services leader

Client background

The client is one of the leading professional services network, headquartered in London, UK with offices in 158 countries and strength of more than 250,000 people. It helps in resolving complex issues by delivering high quality assurance, advisory and tax services.

Challenges

- The client is focused on preparing senior leaders to one day become partners. These leaders need improved access to the resources to conduct business
- Existing system relied on legacy infrastructure and users had no intuitive way to track their progress or take actions, and mentors had no way to offer guidance
- Needed to identify learning catalogues, videos and other assets to improve their training and results
- Required a new system that presents this information intuitively so that leaders could easily find training modules and mentors could offer guidance and monitor progress

Solution

- Wipro designed and developed a partner-engagement B2B mobile app that delivered all training materials through a single platform and a unified learning database
- Using single-sign-on authentication, users access information through a consistent interface across office and mobile devices
- The app also offers multiple dashboards and enable mentors to create actionable events, learning plans and agendas for the organization's future partners
- The solution also allows mentors to evaluate participants on specific areas through customized and real-life assessments

Business impact

- The new training system improved the future partners' engagement by 43%
- By delivering data-driven insights in real time across multiple devices, the app helped leaders learn the latest best practices for large-scale auditing, risk-mitigation, tax and advisory services
- It also increased collaboration and transparency between the leaders and organizational mentors



Digital self-service portal for a leading technology services company

Client background

The client is a leading information technology, consulting and business process services company that harnesses the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to enable its clients to adapt to the digital world and succeed.

Challenges

- Reimagine the organization's internal processes, systems and operations with an aim to provide a unified organizational view and increase overall productivity
- Redesign the current order-to-cash and other intersecting processes including hire-to-retain, record-to-report and source-to-pay by reducing dependency on manual activities and reporting
- Absence of a single repository of information that led to the lack of transparency amongst the organization's employees
- Radically transform the organization and its pillars to create a sustainable, agile, and differentiating process

Solution

Designed and developed omni-channel self-service portal providing real-time notifications to all project team members and client on any project with the ability to:

- Suggest the best candidates for a project, based on various parameters including availability, skills, and other attributes through an artificial intelligence (AI) integration
- Enable price calculation of any deal automatically by considering multiple billing parameters such as time, team, milestones, and outcomes
- Update employee profiles by integrating the portal with LinkedIn and personalized dashboards and automate reporting and billing
- Support an advisory plugin to ensure legal and finance compliance while simultaneously collating proposal contents

Business impact

- Enhanced user experience by providing a single collaborative platform to all key organizational stakeholders for accessing information
- Enabled real-time tracking of a project's progress and fostered collaboration and transparency among stakeholders
- Intuitive project codes, description, and tags for employees to easily identify a project
- Seamless flow of detailed project information from proposal to project dashboard
- "Smart" suggested edits to proposal content based on historical data



Helping a pharmaceutical leader discover its mobile swagger

Client background

The client is a British multinational pharmaceutical company headquartered in Brentford, London. It has 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products. It aims to bring differentiated and high-quality healthcare products to as many people as possible.

Challenges

- The client had spent a decade de-emphasizing and outsourcing application development. Their new CIO was determined to reverse this course so the company could better meet market expectations for rapid technology deployment
- This initiative meant streamlining internal processes so the firm could sustain its development velocity and readily bring solutions to market that improve human health and wellness
- One of the CIO's reforms was creating a Platforms Experience Group with the mandate to improve visibility and collaboration between external resources and internal business units
- The group aspired to create a digital platform to share information about development projects; to serve as a community touchpoint; and to act as a marketplace for developers, data scientists, architects, designers and business leaders to locate data, APIs, cloud-based tools, mobile architects and other resources that could accelerate development

Solution

- Partnering with the company's new digital and platform teams, Wipro Digital created a mobile framework that brought uniformity and standardization across the organization
- This new tool would allow multiple groups to develop and iterate in mobile environments with enterprise-level design conformity
- Complementing the mobility framework was a cognitive intelligence team that managed chatbot requirements, a team focused on

component finalization and review, and a product owner who ran the overall engagement

- This holistic solution empowered teams across the pharmaceutical leader to efficiently and consistently develop apps for both iOS and Android

Business impact

- Deploying this global mobile framework enabled the company to create standardized products while reducing costs
- It also increased organizational efficiency by providing a consistent platform that development teams worldwide could leverage
- The company's pharmaceutical and vaccine teams have already developed multiple mobile apps using this model, with some development processes taking as few as six days
- Other practice groups have seen this success and begun exploring how to leverage the framework for their own high-profile initiatives

Transforming the security suite of a global networking leader

Client background

The client is an American multinational technology conglomerate headquartered in San Jose, California. The client's hardware, software, and service offerings are used to create internet solutions that enable enterprises to transform how people connect, communicate and collaborate. They sell their products and services to large enterprises, commercial businesses, service providers and consumers.

Challenges

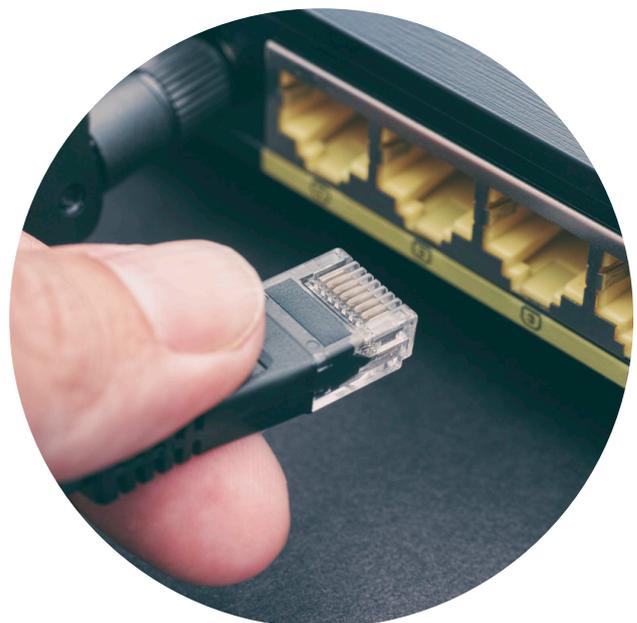
- The client sought to modernize its security suite to address clients' demand for increased functionality and efficiency
- The company knew customers would focus on the look of a modernized user interface (UI), yet it understood that such a transformation could also bring critical improvements to speed and scalability
- To complete this ambitious project, the company sought a digital-transformation partner to facilitate a strategic refresh of its content security product suite

Solution

- Wipro revamped and upgraded the UI so the company could create advanced dashboards that provided greater insights about threats and malware. This, in turn, offered advanced protection for any organization using the provider's security suite
- Leveraging a new technology stack, Wipro's technical team also created solutions that addressed future maintenance, scalability, performance and operations
- The application, developed in a modular way, promoted reusability as well by enabling smooth plug-and-play functionality across multiple projects

Business impact

- Initially perceived as a UI update for customers, this transformation delivered improvements across the organization
- The modernized UI improved user satisfaction and engagement, while the reusable components promised substantial cost savings for future security projects
- The networking leader also gained valuable insights about customer expectations and product aspirations, and installed the frameworks necessary for future developers to modernize their security solutions as the market demands them



Enabling remote device management for the biotech leader

Client background

The client is a Swiss multinational healthcare company that operates worldwide under two divisions including pharmaceuticals and diagnostics. It is the world's largest biotech company, with truly differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system.

Challenges

- The client maintained a broad network of diagnostic devices and managing them was a challenge as laboratory and hospital staff worldwide lodged an increasing number of support requests
- Manually administering the devices meant reallocating valuable resources that could otherwise be spent developing innovative healthcare solutions
- The biotech leader sought a way to integrate the point-of-care instruments located at primary-care sites with the central services typically provided in a hospital or clinic

Solution

- Wipro worked with the client to conduct design-discovery workshops and user-experience research to design an interface that resonated with caregivers worldwide
- Using dashboard visualizations and map views, the application continuously monitored the devices' health and reported their status via a cloud-based IoT platform
- This intuitive platform enabled affiliates, service providers and primary-care staff to seamlessly manage and monitor devices in pharmacies and hospitals across locations.
- Wipro ensured the application aligned with industry-leading privacy and data-security policies, maintaining the confidentiality of patients and facilities

Business impact

- The new cloud-based platform notifies the biotech leader in real-time about the health of its medical devices, empowering staff to resolve technical issues in a timely manner and in any location
- By enabling remote management, the application minimizes the need for field service and has reduced the costs associated with providing fragmented support across healthcare facilities
- Designed for scalability, the app also allows for added functionality through simple plug-and-play components, thus ensuring care providers can spend less time maintaining technology and more time improving patient outcomes



Enabling in-house app development for an American bank

Client background

The client is an American bank holding company based in Minneapolis, United States. It is the 5th largest bank in the country with 74,000 employees. Its core businesses include consumer and business banking, corporate and commercial banking, payment services and wealth management and investment services.

Challenges

- The bank sought a B2C mobile banking app, built on the latest technology stack, to efficiently serve its diverse customer base and enhance their banking experience
- Executives aspired to achieve this by developing a new app in-house. Their existing app, developed by a third party, hindered the bank's ability to deliver the full extent of innovations envisioned by bank leaders
- Creating and managing the new technology from within would also improve the bank's agility for future app updates

Solution

- Wipro Digital worked with the bank to create a multi-platform app that offered all banking services from a single resource
- The app used a framework that enabled "on-demand banking" across multiple channels and shared a code base with a new mobile-web experience, thus offering customers a consistent banking experience wherever they logged on
- Developing the app in-house allowed the bank to deploy niche features such as Face ID login, Touch ID login and geolocation
- The decision to own the app in-house also minimized costs while allowing the bank to explore comprehensive services so customers could check account balances, transfer funds, manage credit cards and pay bills without any bank intervention

Business impact

- The new app has been downloaded more than 2.1 million times on iOS and 1 million times on Android
- By offering a suite of services, reduced load times and an improved user experience for all bank customers, the app has earned ratings of 4.8 out of 5 on the Apple App Store and 4.2 out of 5 on the Google Play Store
- The traffic on the mobile app accounted for 80% of the traffic on all the online channels leveraged by the client
- The check deposit feature in the mobile app led to increase in the volume of transactions that resulted in significant reduction in the check deposit fees



Creating bilingual mobile app for a leading American commercial bank

Client background

The client is the largest independent bank headquartered in Southern California, United States. It provides personal banking, small business loans, home mortgages and international banking services to customers worldwide. It has sustained growth and expertise in industries like real estate, entertainment and media, private equity and venture capital, high-tech and aviation that enables the client to build sustainable businesses.

Challenges

- The customer was looking to establish a digital only bank with a focus on its traditional core customer demographics which is the Chinese population living on the West Coast of the United States
- The core objectives were to increase relevance with existing and next generation customers, and increase deposit levels and offerings
- Needed a partner that could provide speed in deployment, fast ramp up of skilled resources and experience integrating different vendors to deliver a cohesive solution
- Seeking to beat competitors, the commercial bank hoped to quickly deploy a new bilingual mobile app that met the Chinese population needs

Solution

- Wipro worked with the commercial bank to understand the products and services most requested by Chinese prospects
- Designed and developed a mobile app that allowed users to open U.S. checking accounts securely and within minutes from anywhere in the world using only their mobile phone
- Using the bilingual app, users could handle all of their banking needs, from managing bank accounts to transferring funds, in both English and Chinese
- The app also enabled users to request a debit card from their home countries, which they could then use to make payments anywhere

Business impact

- The bilingual commercial banking app was designed with flexible code and architecture
- This enabled the bank to quickly go to market while positioning it to easily add functionality in the future
- The app's intuitive dashboards boosted user engagement and satisfaction, and an influx of app-related customers generated a new revenue stream for the bank from Chinese customers
- By enabling automation and self-service for the end customer, the solution was able to reduce operating costs, despite a higher customer volume



Leveraging blockchain to enable community energy sharing

Client background

The client is a British multinational oil and gas company headquartered in London, United Kingdom. From the deep sea to the desert, from rigs to retail, the client delivers energy products and services to people around the world. It provides customers with fuel for transport, energy for heat and light, power for industry, lubricants to keep engines moving and the petrochemicals products used to make everyday items such as paints, clothes and packaging.

Challenges

- One of the world's largest energy producers had spent two decades investing in solar power, significantly expanding both its capabilities and geographic footprint
- Solar power offered efficiency and cost benefits both to users and to the provider, compelling the global leader to encourage adoption of this fast-growing energy source
- The company pursued a two-pronged approach to increase customers' knowledge of their energy use while enabling them to share excess energy with the community
- This strategy would help users better understand their energy consumption and realize the benefits of solar power, while also increasing customer engagement and loyalty

Solution

- Based on extensive discussion with the client, Wipro designed an app that would provide customer insights about the amount of energy they generated and consumed, then enable them to share energy with other members of the community
- The app would also enable customers to evaluate the most-advantageous times of day to generate and use power
- The app would achieve this by leveraging the latest blockchain technology. Blockchain would act as a digital ledger technology to keep records of all energy transactions in the system and generate energy tokens to create buy or sell orders
- In addition, an intuitive administrative interface empowered admins to monitor the platform, on-board customers, view reports, and assist in maintaining customer records

Business impact

- The simply designed but powerful platform was embraced by the community and delivered the intended results
- More than 100 customers signed-up for the platform during the trial period, and users continue to benefit from the energy-sharing service
- Customer engagement has also improved, with users increasingly focused on their energy usage, efficiency, and successful reduction of their energy bill
- In addition, by using blockchain's digital ledger technology, the renewable-energy leader has launched a truly scalable platform that will empower any party, not just the energy company, to conduct energy-sharing audits in the future



Developing a storage-management platform for a global technology leader

Client background

The client is an American multinational corporation and technology company headquartered in Santa Clara, California. The client continuously delivers advances in performance, power, and connectivity across a diversity of data-centric workloads, so that the customers can harness the raw power of data. Its innovations span architecture, memory, software, and security to help develop transformative products and experiences for its customers.

Challenges

- Companies' reliance on the cloud, along with a dramatic increase in data volume, has caused storage demands to skyrocket. One of the world's leading technology enterprises invested in a storage-as-a-service (STaaS) model to meet this need and expand its portfolio
- Customers rapidly embraced the solution, requesting storage at a pace that required reallocating resources to meet demand
- The technology leader recognized that a new management platform could improve its efficiency at scale while delivering an enhanced customer experience

Solution

- Wipro worked with the technology leader to fully understand customers' storage-provision and management needs
- The volume of customer requests was challenging to manage using the existing command-line interface, requiring technical staff's assistance to complete customer queries rather than more-complex tasks
- Wipro designed and developed a web application with a modern user interface to enable non-technical staff to efficiently address customer queries with drag-and-drop ease
- Based on the latest technology stack, the app also provided graphical dashboards and real-time updates, with UI elements that could be adapted to meet specific user needs
- In addition, the platform's design enabled the company to efficiently manage and allocate space over time as customers' storage needs evolve

Business impact

- The technology leader expects the new platform to improve its productivity and reduce its response times to client inquiries
- In addition, because the app is hosted directly on the server, employees can access it using an intuitive browser experience rather than a cumbersome command-line interface, delivering an improved platform-management experience
- The app is highly scalable and new capabilities and functionalities can be added in the existing app through plug and play of new components



Fostering regulatory compliance for a multinational gas utility

Client background

The client is a British multinational electricity and gas utility company headquartered in Warwick, United Kingdom. It is one of the world's largest publicly listed utilities focused on transmission and distribution of electricity and gas and it plays a vital role in connecting millions of people to the energy they use safely, reliably and efficiently.

Challenges

- The client made extensive use of remote transmission sites to connect millions of people safely, reliably and efficiently to the energy they use
- Mindful that users' energy needs would increase, the global leader sought to build a cutting-edge monitoring system that could identify and rectify transmission anomalies, support a mobile workforce, be cloud-ready, and reduce costs
- The system should also help the company better understand, evaluate and calculate the gas parameters associated with transmission before sending that data to regulators

Solution

- Wipro proposed a digital platform built on the latest technology stack, with an intuitive user interface (UI) that would ensure ease of use by field teams
- This initiative would replace two applications, a remote-ware system and a GMIST portal, thus enabling more-efficient interface with remote sites and a significant reduction in platform-licensing expenses
- The new portal interfaced with remote sites to collect gas-quality data, processed it to calculate the gas parameters, and ensured that the data met regulatory requirements
- It also automatically determined the number of files ready to be processed for gas-parameter calculations
- An intuitive dashboard provided holistic graph and report-based views of all current and historic data, improving managers' understanding of the information and boosting their response times

Business impact

- Enabled the utility to gather enriched data without interruption from remote sites to the servers, resulting in a 30% improvement in computing and displaying gas parameters and faster calculations for regulatory compliance
- It also monitored assets regularly so the company could take preventive actions to avoid asset failure. The digital portal reduced the utility's annual operational expenses by an average of £86,000 due to licensing, costs with a total projected savings of £430,000 over a five-year period
- Easily transferred to the cloud, the platform's mobility framework will allow the client to easily develop a mobile app in the future



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