G-Cloud 14

Service Definition – Wipro Digital Commerce

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Harness the online selling hyperdrive with **Digital Commerce Transformation**

Wipro Digital Experience

Reinvent experiences across the entire value chain	**Leverage unique engineering heritage for better design**	**Elevate expertise with a wide, deep pool of partnerships**
• Build, develop and manage customer experience from strategy, to design, to optimization, across every channel and touchpoint, with expertise in every domain – creating a seamless experience across the customer lifecycle.	• Take a design-led approach to customer experience, informed by Wipro's established engineering heritage and supported by its command of next-gen technology, with the stakeholder's needs at the heart of everything.	• Tap into Wipro's always-evolving ecosystem of strategic partners, ventures and acquisitions, as well as more than 1 million freelance experts through Topcoder – for best-in-breed technology and industry leading knowledge across the entire journey.

We deliver experience services throughout the digital journey.

Strategy and consulting services
Scoping clients' digital experience needs across disciplines, auditing the state of play and recommending a path

Experience Design	**Digital marketing and commerce**	Interaction engineering	Business process reimagination	Metaverse
• Defining the vision for market-leading experiences and platforms, orchestrating integrated journeys for customers, employees and business partners.	• Reaching, understanding and delighting stakeholders, optimizing marketing initiatives, content and e-commerce, and defining opportunities for the future.	• Enabling organizations to create personalized, interconnected journeys, across established and new channels, with a design-led approach.	• Transforming and optimizing customer service with process automation, intelligent document processing and data-driven decision-making.	• Disrupting traditional business models, transforming customer experiences and creating new revenue streams with learnings from early adopters.

Partnerships | Low-code no-code platforms | Proprietary APIs | Digital enablers and accelerators

Recognized as an industry leader:

Gartner
Wipro placed as a "Leader" in Gartner Magic Quadrant™ for Data and Analytics

iSG imagine your future®
Wipro placed as a Digital CX Services "Leader" in ISG Provider Lens Digital Business Solutions and

Everest Group®
Wipro recognized as a "Leader" in Everest Group PEAK Matrix™ Digital Interactive Experience

reddot design award
Wipro won Red Dot design awards for Corporate Identity, Spatial

AVASANT
Wipro placed as a "Leader" in Avasant Digital CX and CRM Services 2020-2021

FORRESTER®
Wipro placed as "Leader" in The Forrester Wave™ for Digital Process

IDC
Wipro positioned as a "Leader" in the IDC MarketScape Worldwide Customer Experience

iF DESIGN AWARD 2022
Wipro (Journio platform) won iF Design Award for outstanding design and social engagement in

IDC
Wipro positioned as "Leader" in IDC Marketscape Worldwide Retail Commerce Platform

appian
Wipro won Appian partner awards for Business Impact, Value Partner, Revenue

FORRESTER®
Wipro placed as "Strong Performer" in The Forrester Wave™ for Digital Product

IDA DESIGN AWARDS
Wipro won honorable mention from International Design Awards for helping innovate, adapt and launch a global

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Digital Commerce Practice

Wipro Digital Commerce practice is more than 20 years old matured, and our team works across the latest technologies & complex architectural needs of the modern-day enterprise – headless commerce, micro-services, composable commerce, cloud, Web/ Mobile, device commerce, personalization, analytics, and others to keep them ahead of curve.

Our expert team is comprised of:

- 10,000+ Commerce Consultants
- 2000+ Certified Consultants
- 155+ Active customer engagements
- 20+ years of strong OEM relationship & experience across products
- 1200+ UI/UX engineers
- 550+ strategic designers
- 1450+ certified SCRUM Masters
- 50+ Agile Coaches
- 50+ multi solution T/Pi shaped engineer
- Digital Academy for building T & Pi skills

Our Service Offerings

Wipro's umbrella of digital commerce and marketing solutions includes digital strategy consulting, eCommerce platform implementation/ migration/ support, CX portals, order management solutions, self-service portals, custom solutions. We understand customer needs, design experiences, and deliver digital products throughout the Customer Experience journey. At the core of our execution, lies innovation-led customer experiences that help enterprises realize their strategic vision and empower their business growth for future-proofing their existing investments. As a strategic partner to global leaders in retail, wholesale, fashion, consumer packaged goods, healthcare, financial services, and manufacturing, we provide digital commerce solutions across segments (B2B, B2C, D2C) and cross-channel touchpoints that help our clients to leap into the digital era. Wipro has helped some of the largest companies in the world achieve measurable business value through process transformation in such industries as oil and gas, retail, CPG, finance, life sciences and manufacturing, to name a few.

Strategy & Consulting	Commerce Transformations	Commerce Capabilities	Future Commerce Models	Platform Management & Incremental Innovation
• Commerce Strategy & Roadmap • Omni Channel Strategy • Digital commerce transformation • Value Realization consulting • Technology strategy & platform selection	• Maturity Analysis • Digital Evolution Roadmap • Platform Governance • Site Architecture • Hardware Sizing • Setup and Installation	• Storefront / web site development • B2B & B2C transformation • Omni-Channel Management • Legacy Platform Migration • End Customer Engagement • Multi-site management	• Experience Driven Commerce • Configure, Price & Quote • Subscription Commerce • Microservices; Headless Commerce • Connected Commerce • Commerce as-a Service	• Agile AMS – Seamless Dev & Ops • Performance Optimization (Peak Season Tuning) • Infra & App Support (Cloud / On premise) • Process enablement

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Key Technology Partners

We are partnered with some of the world's leading platform providers like

- SAP Commerce
- Adobe Commerce
- HCL Commerce
- Salesforce Commerce Cloud
- Oracle Commerce Cloud
- Vtex
- Commercetools
- Shopify

We help our clients across the online sales value chain
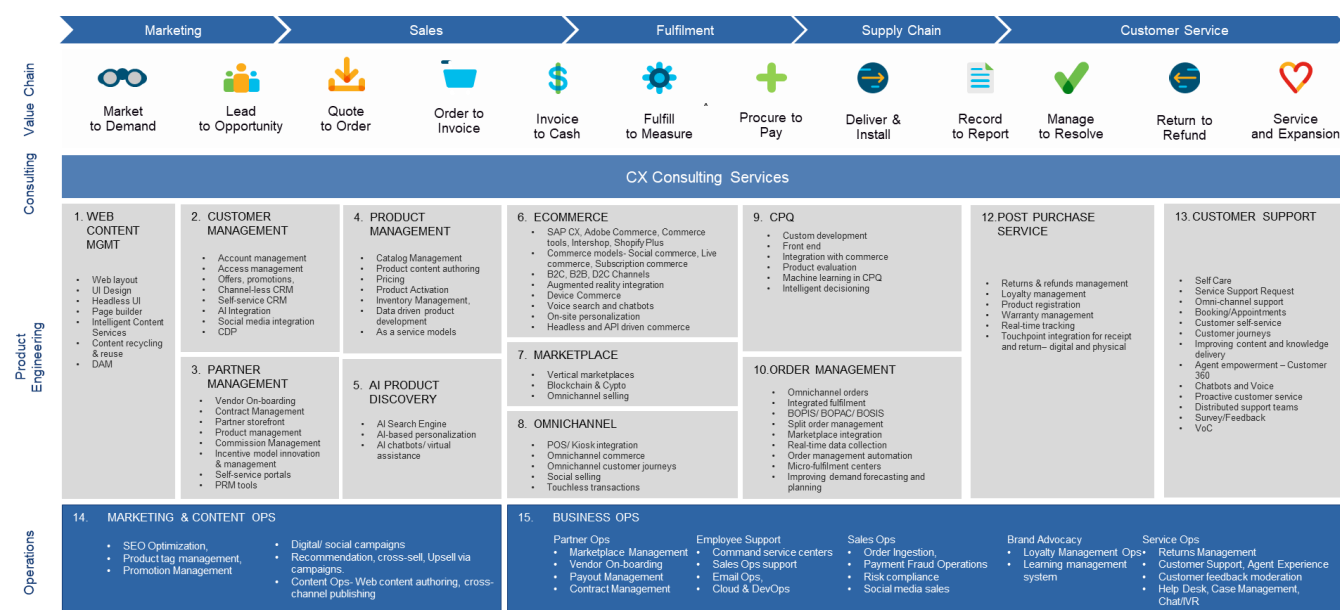
Customer Success Stories Delivered by Wipro

Wipro has worked with global customers to help build their business case & chart their Commerce journeys. We have transformed brands across commerce landscape.

Below is a snapshot of some of our key client engagements:

- **Direct sales revenues:** Leveraged seller network, market, and technology ecosystems to create a new revenue channel for a US tech giant that increased the reach out to end customers directly, helped build the brand loyalty and provide fit for use products.

- **Marketplaces:** A marketplace model offering configurable solutions fulfilled by dealers was envisioned to provide a unified buying experience for a technology giant that Increased engagement by 400%.

- **Microservices:** We transformed the entire platform strategy for a multinational retailer from a legacy on premise monolithic ecosystem to a microservices driven cloud-based platform to achieve scalability, performance and bring about complete transformation.

- **Configure price quote:** We helped a European telecom giant to digitize e2e quoting and ordering journey with a composable CPQ solution for fixed and dynamic product bundles. Improved Q2C lead time by 40%.

- **Self-service and low touch ordering:** Transformed e2e O2C process for an Oil & Gas Major enabled by process automations, performance Improvements & streamlined communications translating to increased revenue and significant cost savings.

- **Martech:** Delivered an integrated brand engagement and D2C selling platform for a multinational Home appliances company focused on hyper personalization & cross device analytics to enable target campaigns & personalized journeys achieving 1M new customer acquisition & 50% Increased sales revenue.

- **Omnichannel:** We implemented A single unified B2C and B2B commerce platform with omnichannel capability for a multinational conglomerate. 'Headless' commerce to provide seamless user experience on all channels across presales, sales and aftersales, all served by a single platform. Provided a focused functional area to the local marketers to manage customer touch points.

- **Aftermarket sales & support:** Upgraded the ecommerce platform for an American automotive aftermarket service chain from the legacy platform to a robust, scalable commerce aftermarket solution for B2B and B2C.

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About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.