



G-Cloud 14

**Service Definition – Wipro Drupal Acquia Digital
Experience platform**



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About Wipro Drupal COE

Wipro has gathered vast experience in providing solutions using the Drupal CMS framework across industries for almost (2) two decades. Wipro has also partnered with Acquia, a digital experience company, since 2015 to deliver digital technology experiences. WIPRO delivers high performance, tailored solutions for digital experiences using Drupal and the Acquia Cloud PASS for Corporate, Product, Consumer, Self-service and Intranet Digital Experiences across industry verticals.

Clients benefit from:

- Our joint go-to-market strategy including partner advisory and product development.
- Engagement of **Acquia Professional Consulting services** for program success
- Our delivery expertise ensures better predictability and cost efficiency and overall project risk management and mitigation.
- Leading with an out-of-box delivery mindset, minimizing customization to leverage Drupal Contributed module repository, whilst future-proofing client customizations
- Access to Acquia University for training and certifications to build client competency in using Acquia (business users and developers).
- Insights into future Products to shape client digital transformation strategies.
- Highly stable and reliable cloud environment ensuring high availability, DR and scalability

Enriched Digital Experience delivery

- Three decades of delivery experience (strategy, design, implementation and ongoing support and optimization)
- Access to best digital talent in the industry
- Processes that ensure shorter development cycles and Faster GTM releases
- Depth & stability to run programs even in uncertain times
- Industrialized processes and automation to streamline authoring and development of digital customer experiences at scale

Quick implementation and Faster Business Engagement

- Accelerators and custom framework to speed up content migration
- Greater than 10,000 contributed modules to amplify development and enhancements
- Low code Studio for quick and easy creation and deployment of Front end, at high speed
- Highly scalable and easy integration with enterprise wide applications through API first design

Wipro Experience

- Handling large migrations
- Multi system integrations
- Multi-Vendor complex implementations
- Working with developers, design agencies & employees
- Delivering effective product and platform training for successful user adoption and engagement

Drupal Solution

Drupal has a deeply modular architecture. Out of the box, it supports the web needs of many enterprises, but adding new features to it to accommodate changing needs can be as easy as installing or improving one of the thousands of existing contributed modules or easily adding a module created by your own development team. From smartphone and tablet-friendly responsive web designs to content workflow support and WYSIWYG editing, Drupal is a highly scalable, future-proof platform that is continually expanding to address diverse needs and cutting-edge capabilities. Its API first architecture enables easy integration with most, if not all, Business solutions and external systems

Drupal is open-source software and therefore comes at no license price to the business, whether it is deployed across one website or multiple digital properties.

Acquia is Customized Cloud environment for deploying enterprise Drupal applications on Cloud. Acquia Cloud platform, which is *based on AWS cloud, Has multiple additional functionalities like the Site Studio, Cloud studio, Personalization, Marketing, DAM* etc., to name a few, that enables Quick time to market, Low code functionality to quickly build and deploy content pages, Multi Site configuration to quickly replicate/re-use code base to create new websites/applications

Best Practices

- Use the Devel Module for development, debugging, and performance testing.
- Use the PHP_CodeSniffer tool to check if your code complies with the Drupal coding standards
- Use Best Practices for Security
 - Keeping your Drupal core and contributed modules up to date
 - Using strong passwords for all accounts
 - Restricting access to admin pages
 - Reviewing code changes before deploying them to a live site
- Securing the Backend - File permissions, security modules, and strong passwords are not sufficient to secure your Drupal website
- Learn the Twig Template Engine
- Use the Drupal Console - The Drupal Console is a command-line interface (CLI) tool that can be used to generate code, debug Drupal, and more.
- Get Involved in the Community - Getting involved in the community can help you to network with other developers, learn new skills, and stay up-to-date on the latest Drupal developments.
- Write Unit Tests
- Use Development Tools -
 - The Devel module (for debugging Drupal)
 - Xdebug (for debugging PHP)
 - PHPStorm (for PHP development)
- Create custom error pages that are more specific to your site. e.g. 404 page, 500 page
- Use Caching Properly - Caching is a technique that can be used to improve the performance of your Drupal site. When used properly, caching can greatly reduce the amount of time it takes for pages to load.
- Optimize Images - Images can often be the largest files on a Drupal site. As such, it's important to optimize images before uploading them to save server space and improve load times.
- Use the Administrator Menu Module - The Administrator Menu module is a useful tool that can help to improve your workflow.
- Harden HTTP Security Headers - Securing the HTTP header is the next Drupal security measure

Differentiators

We work with clients to transform IT operations into an optimized, lean and cost-effective function that always delivers over and above client expectations. We credit it to various methodologies, processes and levers that have been ingrained into our operations credit to our decades of enterprise global delivery experience.

We are confident that we will more than meet the requirements as per timelines that are critical to customers. We are equipped at all levels to deliver as per schedule:

1. Experience delivering diverse DX platforms to customers across the globe. We have to our credit more than 150 DX platform deliveries.
2. With the program designed for various interim deliverables and frequent demos, these deliverables will make ensure traceability which will help accelerate delivery as feedbacks will be factored in timely.
3. We bring reusable components & accelerator repository for quick development
4. We use industry best practice to achieve the target within timeline. These include some in-house Wipro Delivery frameworks.
5. DevOps & automation will ensure Continuous delivery of components as they get developed.
6. We nurture some of the best talents in the industry across functions. These Seniors ensure that work is done adeptly and swiftly with minimal rework.
7. As a part of our delivery best practice, we will prepare a Comprehensive plan with daily & weekly closures (will provide priority tasks & close on time)

Dedicated Drupal COE team & Top gear team will be always available to support development

Support

- Dedicated support after implementation
- Jira will be used to raise the support tickets.
- Liferay support window will be:
 - 24/7 call support
 - 8x5 Application support
- Resource available country specific time
- We will follow standard SLAs.
- Automation, cross skill considered as part of support.

Case Studies

Case Study 1: Customer engagement portal: Energy Utilities

Problem Statement:

- An Australian energy and gas provider wanted to expand upon its 15-year history of leadership by delivering a superior experience for current and future customers.
- The company's vision was two-fold: improve the speed with which it communicated with its 700,000 customers, and boost retention when customers migrated accounts across Victoria, New South Wales, South Australia, Queensland and Western Australia.
- Updating its website content management system (CMS) would be critical to each facet.

Wipro Solution:

The energy and gas leader worked with Wipro to prioritize communication channels, strategies, and objectives. Wipro designed and built a digital-marketing application that enabled the provider to develop and deploy new customer-acquisition campaigns, manage existing customers via targeted promotions, and better manage migrating accounts.

- Designed to be scalable, the new cloud-based CMS platform empowered business teams to quickly update and add content, features, and functionality without intervention from the IT team.
- It also ensured the website's compliance both with regulatory and brand guidelines by leveraging consistent UX designs and style guides across the web property.

Business Benefits:

- These front-end design features, coupled with back-end elements that monitored site performance to minimize downtime, resulted in an enhanced customer experience and increase in site conversation rate by 3.3%.
- The platform also accelerated the speed with which the energy and gas leader could publish and update content, compressing a process that once took two weeks down to just 30 minutes.
- The solution resulted in 116% increase in number of help center users, 29% increase in help center page views and 28% reduction in live chat interactions.
- There has been immense increase in payments through website and reduction in customer service calls regarding billing issues. And, by leveraging open-source architecture and a cloud deployment, the new CMS enabled the Australian leader to reduce its infrastructure and licensing costs.

Timescale: 24 months (8 months implementation)

Activities: Discovery, Design, Implementation, Support

Case Study 2: A healthcare Leader

Problem Statement:

- As a healthcare leader for more than 120 years, the client understood the cultural and regulatory nuances of operating across the globe.

- The company wanted to expand awareness of its differentiated medicines in oncology, immunology, infectious diseases and more, but knew its online presence needed to be tailored for each market.
- Launching a new website in 84 countries with 27 different languages would therefore require unique authors for each location.
- It would also require implementing systems to ensure regulatory compliance, brand compliance, and long-term website scalability to accommodate the leader's future growth in key regions.

Wipro Solution:

The biotech leader engaged Wipro to develop a solution after conducting multiple workshops to align its requirements with its strategic roadmap and determine key deliverables. Following a discovery session and creation of a product catalogue, those deliverables were prioritized into Core, Core+, and Advanced.

- Wipro leveraged Acquia, a lightweight and scalable platform, to develop a web template that included the requisite features and functionality.
- This template facilitated a multinational site rollout, with each iteration customized to the geography, language, regulations, and audiences of the respective country.
- Such location-specific customization was critical, as target customer segments and priorities differed globally for each of the client's healthcare offerings.
- The cloud-based solution also included a robust site-search feature for each website to promote better usability and an enhanced user experience.
- In addition, the sites integrated with a feature-rich commerce system.

Business Benefits:

- Using open-Source Drupal CMS on content-management platform ACQUIA Cloud Site Factory, the client deployed its websites across 84 countries and 27 languages in a matter of days.
- The solution enabled the use of standardized assets for brand consistency and supported content-sharing across geographies.
- With 50,000+ CMS users and 248,000 site visitors per day, it also ensured the appropriate cultural and regulatory customizations were in place for each site.
- Amid this launch-day functionality, the scalable platform promised scalability and self-service elements, empowering the biotech leader to make future enhancements.

Timescale: 30 months (12 months implementation)

Activities: Discovery, Design, Implementation, Support



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.

