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Service Definition - Wipro Data and Analytics Services



Service Description

Through our Data and Analytics services, Wipro enables customers to reshape business boundaries by creating Intelligent ecosystems with AI & Data to create sustainable and innovative products and services enabling human experiences.

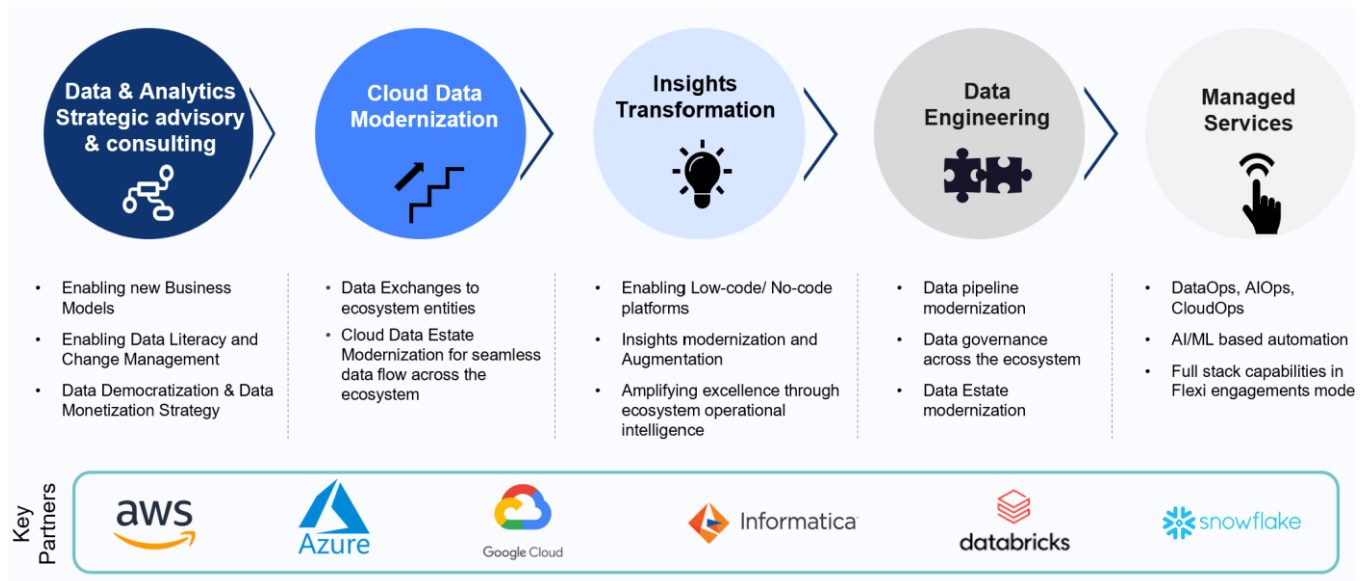
Features

- Strategic Advisory: Guidance and expertise to reimagine business models
- Business Analytics: build growth-focused channels and unlock valuable insights
- Insights Transformation: Reimagine processes and drive new experiences
- Cloud Data Estate Modernization for seamless data-flow across the ecosystem
- Data Engineering and Data pipeline modernization
- Data governance across the ecosystem
- Managed Services: DataOps, AIOps, CloudOps
- Full stack capabilities in Flexi engagements model
- Enabling Low-code/ No-code platforms
- Data Intelligence Suite and Data Discovery Platform

Benefits

- Intelligence Audience Segmentation at Scale for brand and campaign marketers
- Unified Customer View with integrated data & intelligence
- Digital connected Control Tower with end-to-end view of supply chain
- Analytics to generate insights: Inventory Management, Category Strategy, Merchandizing, Pricing
- Unified customer data lake capturing customer meta data, demographics
- Redefine processes driven by insights through Decision Intelligence
- Incorporate cognitive capabilities like conversational BI interface
- Enhancing business value by simplifying technology complexity at lower cost
- Reduction in TCO and Optimization of Data Landscape

Shaping the Data to Intelligence Value Chain



Delivering Industry Business Solutions

Data Driven Marketing

- Intelligence Audience Segmentation at Scale for brand and campaign marketers.
- Unified Customer View with integrated data & intelligence to drive better understanding of customers.

Supply Chain Optimization

- Digital connected Control Tower with end-to-end view of entire supply chain including focus on network optimization for maintaining quality and having traceability.
- Analytics to generate insights, i.e., inventory management, Category strategy, Merchandising Planning, Pricing, and promotion.

Digital Lending

- Unified customer data lake capturing customer meta data, demographics, credit history etc.
- Credit risk assessment based on customer profiling using internal and external data for loan processing.

Horizontal Assets

Data Discovery Platform

The Data Discovery platform extracts deep insights from data and uses sophisticated techniques such as visual sciences and storytelling to simplify interpretation and decision-making, assisting customers in accelerating data to the decisions value chain. Redefine processes driven by insights through Decision Intelligence by hosting a vast array of AI/ ML industry-specific analytical applications. Incorporates cognitive capabilities like conversational BI interface, image processing, object and feature identification leveraging edge detection, real-time speech analytics, etc.

Wipro Data Intelligence Suite

Wipro Data Intelligence Suite (WDIS) is a Cloud Migration & Transformation Suite focused on modernizing data estates, including Data Pipelines & Stores, and BI Visualization, helping customers fast track cloud data modernization journey. It follows a structured approach from Discovery, Planning, Migration, Integration, and Validation leveraging XOps for Operationalization. It enables seamless transformation for enhancing business value by simplifying technology complexity at a lower cost.

Semantic Data Hub

Semantic Data Hub helps organizations transform into Intelligent Enterprises leveraging trustworthy AI across business processes, supported by actionable insights and powered by curated data.

Data Marketplace

Data Marketplace is an online data platform/shop that allows sellers/publishers and buyers/consumers to securely store, sell and buy data.



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.

