



G-Cloud 14

**Service Definition Document – Artificial Intelligence (AI)
Centre of Excellence (CoE)**



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Scope of Services

Wipro's Lab45 is an enterprise Centre of Excellence (CoE) specializing in artificial intelligence and innovation, which serves as a strategic hub for organisations seeking to unlock the full potential of AI and drive innovation within their operations. This centre of excellence offers a comprehensive suite of services designed to guide and support organizations at every stage of their AI journey. From formulating AI strategies and developing custom AI solutions to fostering a culture of innovation and ethical AI governance, the center of excellence acts as a catalyst for transformative change. By leveraging advanced analytics, AI-powered automation, and collaborative partnerships, it empowers organizations to make data-driven decisions, automate processes, and stay at the forefront of technological innovation. Additionally, through thought leadership, knowledge sharing, and research and development initiatives, the center of excellence ensures that organizations are equipped to navigate the rapidly evolving landscape of AI and innovation, driving sustainable growth and competitive advantage.

As a beacon of AI/ML advancement, Lab45 merges the latest in academic research with the pragmatism of industry application, providing a suite of services that propel organizations into a future where data-driven insights and intelligent automation are at the core of decision-making processes.

The comprehensive suite of services offered by Lab45 is meticulously designed to address the unique challenges and unlock the potential within various industries. By doing so, Lab45 ensures that the AI/ML solutions delivered are not just at the pinnacle of technological innovation but are also tailored to have a significant and measurable impact on the businesses they serve.

Lab45's extensive array of AI/ML services includes:

1. **AI/ML Strategy and Consulting:** Lab45's strategic consulting empowers organizations to envision a future augmented by AI, providing a clear and actionable roadmap. This service involves pinpointing critical areas for AI/ML application, evaluating existing capabilities, and crafting a bespoke strategy for AI-driven transformation.
2. **Custom AI/ML Solutions Development:** Lab45 recognizes the limitations of one-size-fits-all solutions and excels in creating custom AI/ML applications. These bespoke solutions are crafted to meet the distinct needs of each client, ensuring that they integrate seamlessly with existing systems and exert a substantial influence on business operations.
3. **Advanced Analytics and Data Science:** The data science team at Lab45 leverages cutting-edge analytics to distill complex data into actionable insights. Through predictive modeling and sophisticated data analysis, businesses can make decisions that are informed, strategic, and forward-looking.
4. **AI/ML Model Training and Deployment:** Lab45 offers comprehensive services that cover the entire lifecycle of AI/ML model development. From data preparation and model selection to training, validation, and deployment, Lab45 ensures that the models are not only precise and reliable but also primed for real-world application.

5. **AI-Powered Automation:** Lab45 transforms business processes by introducing AI-driven automation solutions. These innovations automate mundane tasks, boost operational efficiency, and liberate human talent to focus on strategic initiatives.
6. **AI Ethics and Governance:** Lab45 champions the cause of responsible AI by helping organizations to implement ethical AI practices and governance frameworks. This commitment ensures that AI/ML deployments are not only regulatory compliant but also adhere to the highest ethical standards.
7. **AI/ML Training and Workshops:** To cultivate an environment of continuous innovation and to enhance AI/ML capabilities within client organizations, Lab45 provides educational programs and workshops. These initiatives are aimed at upskilling teams, enabling them to proficiently manage and leverage AI/ML technologies.

The foundation of Lab45's AI/ML services is a robust infrastructure supported by a synergistic ecosystem comprising partnerships with industry-leading technology firms, academic circles, and research entities. This collaborative approach positions Lab45 at the forefront of AI/ML innovation, ensuring the delivery of solutions that are not only state-of-the-art in terms of technology but also practical, adaptable, and scalable.

In essence, Lab45 is not just a service provider but a partner in AI/ML excellence, guiding enterprises through every step of their AI journey—from conceptualization to execution. With Lab45, businesses are equipped to unlock the full potential of AI, transforming their operations and achieving unprecedented levels of efficiency and growth.

Approach

Wipro's approach to partnering with clients on Artificial Intelligence (AI) services is a comprehensive journey from conceptualization to implementation and beyond. This journey is characterized by a deep collaboration, a focus on value creation, and a commitment to delivering sustainable AI solutions that align with the client's strategic objectives.

To assess and realise value at scale, Wipro applies an iterative approach to AI strategy and implementation that goes through three phases.

Incubate

We start with what we call the "Incubate" phase. This is an accelerated phase where we aim to quickly demonstrate the potential value of AI and build momentum within your business. We conduct a thorough value chain analysis to understand where AI can have the most significant impact, to prioritize the right opportunities from the start.

Next, we perform a Responsible AI assessment. This ensures that as we move forward, we're considering the ethical, governance, and security aspects that are foundational to any AI deployment. The type of initiative you pursue will determine what safeguards you need to plan for.

We then move into Proof of Value experiments. These are small, focused tests where we validate the concepts and start to build momentum. It's about proving that the AI use cases can deliver before we scale up.

And finally, we develop a strategic roadmap, a blueprint for developing and scaling the chosen AI uses cases.

Accelerate

Once we have our roadmap, we enter the "Accelerate" phase. Here, we build on the successful PoV experiments with targeted pilots, and figuring out how those can fit into the bigger picture of your business. It's an iterative process, seen as a loop here, where we refine and improve as we learn.

We start with service and process design, envisioning and understanding the end-to-end journey and how AI fits into it. This informs the future state models and architecture we'll need to build and integrate.

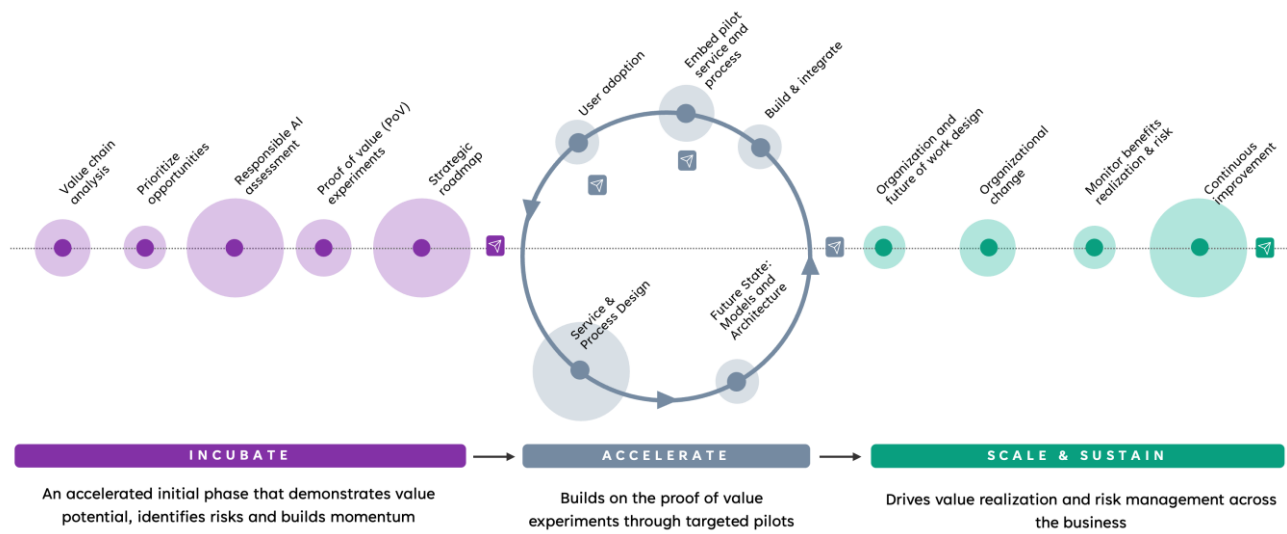
The key here is embedding these pilot services and processes into your business and focusing on user adoption. We want to ensure your team is comfortable with the new tools, understands the benefits, and is fully on board.

Scale & Sustain

In the "Scale & Sustain" phase, we're looking to firmly integrate the new AI initiatives into your organization. We start with "Organization and future of work design," which is about aligning AI

with your team structures and workflows. Next, we tackle organizational change, ensuring your team is fully prepared and on board with the new AI-driven processes.

We then monitor benefits realization and risk, to ensure the AI implementation is delivering the expected value and to identify any areas that need adjustment. Finally, continuous improvement is making sure that you keep evolving and enhancing the AI-enabled systems and processes to meet changing conditions and business needs.

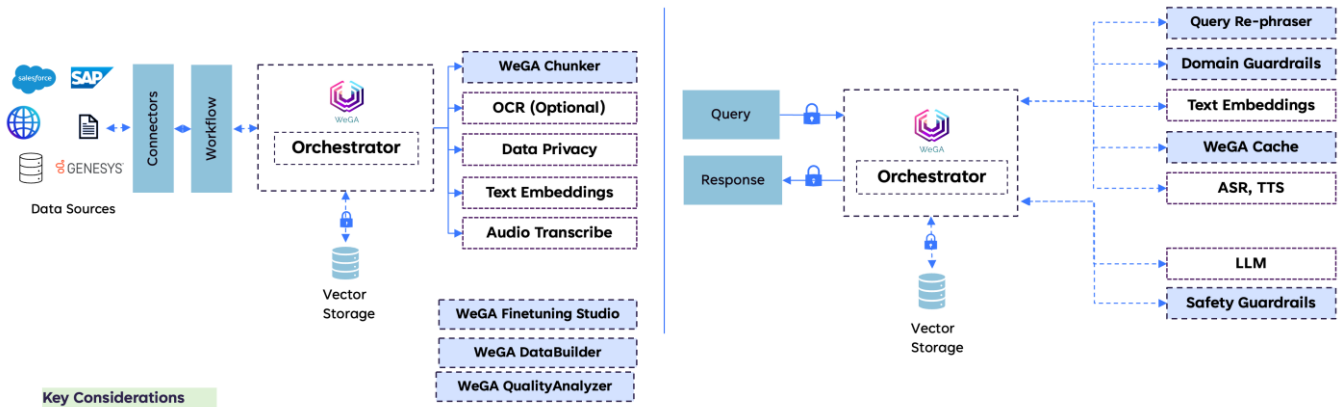


Assets, Tools & Accelerators

Wipro leverages a suite of proprietary assets, tools, and accelerators to expedite the delivery of AI services and ensure successful outcomes:

- **Maturity Model Assessment:** classifies businesses into four levels of AI integration and impact: Moderators (beginners with limited AI use), Operators (wide but shallow AI adoption), Mavericks (innovative but not scalable), and Vanguarders (advanced and impactful AI use).
- **Responsible AI Assessment:** comprehensive tool designed to evaluate the risk level associated with a particular AI system to help organizations understand the risk level of their AI and consequently determine what controls need to be implemented.
- **GenAI Value Accelerator:** to comprehensively assess each initiative across the 3 lenses - Business, Technology & Risk.
- **Wipro GenAI Platform:** designed to harness the power of various Large Language Models (LLMs) to give you more flexibility and efficiency.
- **GenAI Executive Dashboard:** This dashboard provides a comprehensive, single-pane view of all your AI initiatives, with 99.95% real-time updates. This means you're always working with the most current data when making decisions.
- **Transformation Lifecycle Management:** This feature helps you manage your AI initiatives throughout their entire lifecycle, from incubation to acceleration and scaling, and we've seen it deliver 95% of initiatives on time and first-time-right.
- **Benefits Management:** This lets you measure forecasted benefits and track actual costs as they accrue. This aspect of the tool is particularly robust, with a variance of less than 5-8% between forecasted and actual figures.
- **GenAI Operations & Command Center:** The Operations & Command Center within GVA provides autonomous GenAI operations and SLA-driven exceptions management. It achieves an impressive 85-90% rate of straight-through processing, which means that the vast majority of operations are completed without manual intervention or reprocessing.
- **Industry-Specific AI Models:** Pre-built AI models tailored to specific industry verticals, reducing the time to market for AI solutions.
- **AI Governance Toolkit:** A set of guidelines and best practices for establishing ethical and responsible AI governance within the organization.
- **AI Innovation Ecosystem:** Access to a network of AI start-ups, academic institutions, and research labs to foster innovation and collaboration.
- **AI Training Modules:** Customizable training programs to upskill the organization's workforce in AI technologies and methodologies.
- **Wipro Enterprise GenAI Studio (WeGA Studio):** a comprehensive AI framework, enhancing large language models (LLMs) with accelerators to address real-world enterprise challenges. The studio customizes AI models and platforms, ensuring performance, governance, and compliance, while also developing applications that leverage GenAI's full potential across various business functions. WeGA Studio's ecosystem, which includes partnerships with industry leaders, enables rapid AI deployment, providing significant ROI and competitive differentiation without the need to develop solutions from scratch.

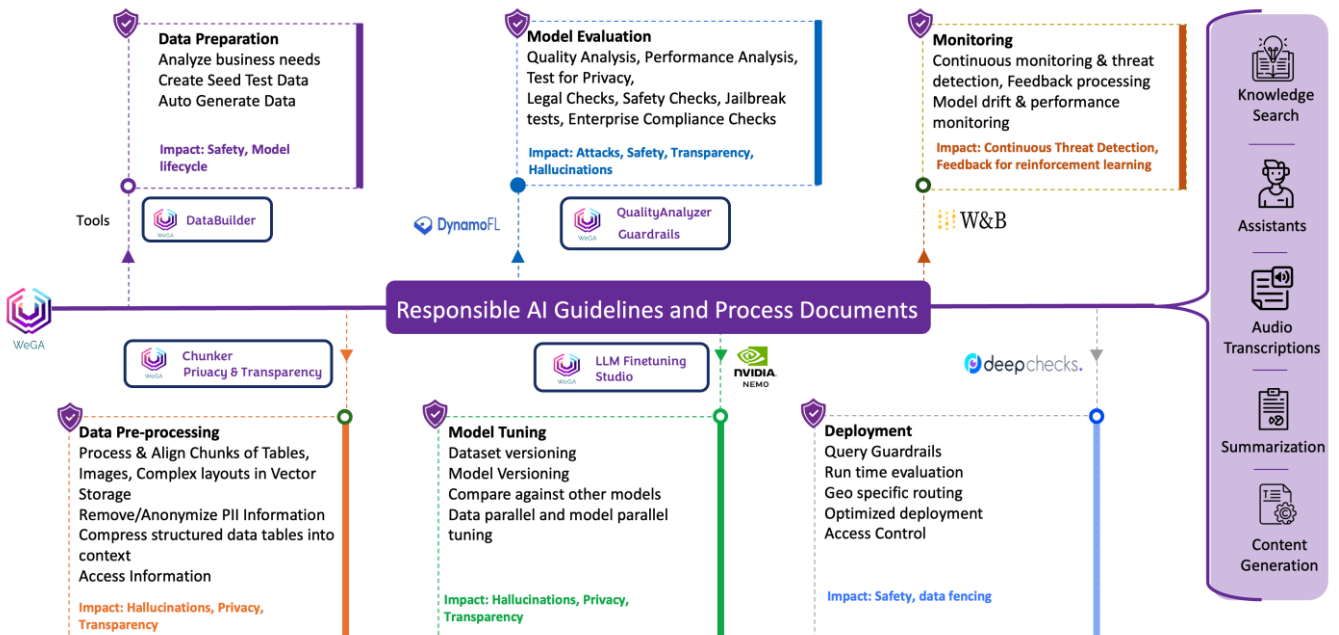
WeGA Architecture



Key Considerations

- Enterprise grade security** for Gen AI models hosted on enterprise cloud or on-premise, with encryption, access control and subscription level isolation for all data including customized model, prompts, data for training and responses
- Transparency framework** using stored embeddings to trace response to training document
- Content moderation** to check any violations in response before delivery
- WeGA Data Chunker and Query Rephraser** use Wipro's proprietary technology to analyze documents and extract structures. Contextualizes query based on metadata and history. Helps reduce hallucination and improve accuracy.
- Domain guardrails** to filter and allow only relevant requests to specific app
- WeGA Cache** maintains tier based customized cache for every task, thus ensuring low latency response.
- LLM Finetuning Studio** Helps manage training datasets, LM versions and accuracy results.
- WeGA DataBuilder** helps in preparing data for Gen AI including test data sets. **QualityAnalyzer** helps in evaluating the quality of responses in an automated manner.

WeGA Responsible AI Framework



Contact Us

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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.

