



G-Cloud 14

**Service Definition Document – Generative AI (GenAI)
and Large Language Model (LLM) Services**



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Scope of Services

Wipro's Generative AI (GenAI) and Large Language Model (LLM) services are at the forefront of AI innovation, offering a comprehensive suite of solutions designed to revolutionize how organizations leverage data and AI to gain a competitive edge. These services are not just about technology implementation; they are a transformative journey that reshapes business processes, enhances customer experiences, and unlocks new avenues for growth and efficiency.

At the core of Wipro's service offering is the **GenAI platform**, a robust ecosystem that integrates the power of **advanced LLMs with strategic AI consulting** to deliver actionable insights and automate complex tasks. This platform is tailored to meet the unique needs of each industry, ensuring that every solution is relevant and impactful. Wipro's commitment to custom AI development means that clients receive models fine-tuned to their specific requirements, aligning closely with their data and business objectives.

The service extends to **advanced Natural Language Processing (NLP)** capabilities, enabling machines to understand, interpret, and generate human-like text. This opens up possibilities for content automation, where high-quality, contextually relevant content is generated at scale, and conversational AI, where intelligent chatbots provide seamless customer engagement. For the software development sector, Wipro offers code automation tools that expedite the development process, allowing for rapid prototyping and deployment.

Wipro's service offering also includes data insights, where deep text analysis is transformed into actionable intelligence, driving informed decision-making across the organization. Personalized experiences are another highlight, with AI systems that tailor content and recommendations to individual user preferences, enhancing customer satisfaction and loyalty. Additionally, AI search enhancement features ensure that information retrieval is precise and efficient, with advanced summarization capabilities to distill vast amounts of data into concise, relevant insights.

Clients can leverage cutting-edge AI to drive innovation and growth, with solutions that are scalable, cloud-based, and tailored to meet the evolving demands of the market. Wipro's global expertise in AI research and development ensures that clients have access to the latest advancements in the field, while continuous support and maintenance guarantee that AI systems remain optimized for peak performance.

Moreover, Wipro places a strong emphasis on **ethical AI deployment**, with robust governance frameworks ensuring responsible use. This commitment to ethical practices not only mitigates risk but also builds trust with stakeholders. To empower client teams, Wipro provides expert training and workshops, equipping them with the knowledge and skills to harness the full potential of AI within their operations.

In summary, Wipro's Generative AI and Large Language Model services are a strategic partnership that goes beyond mere technology implementation. It's an end-to-end solution that encompasses strategic consulting, custom development, and ongoing support, all aimed at transforming businesses into intelligent, agile, and data-driven enterprises. With Wipro, clients can confidently navigate the complexities of AI, ensuring that their investments deliver tangible results and a significant return on investment.

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.

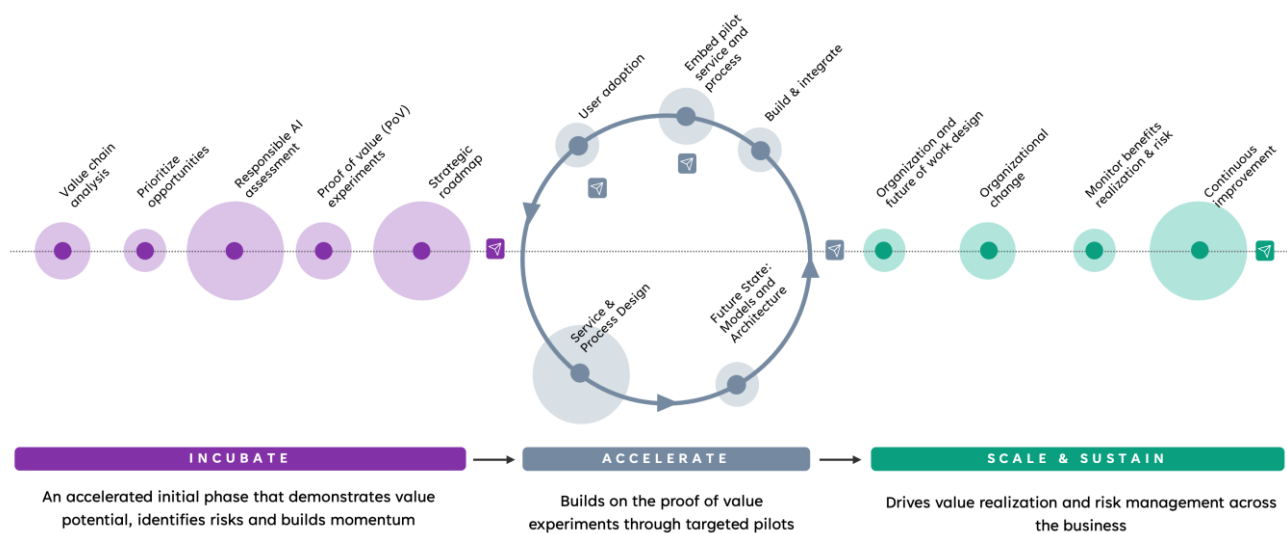
The key here is embedding these pilot services and processes into your business and focusing on user adoption. We want to ensure your team is comfortable with the new tools, understands the benefits, and is fully on board.

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.

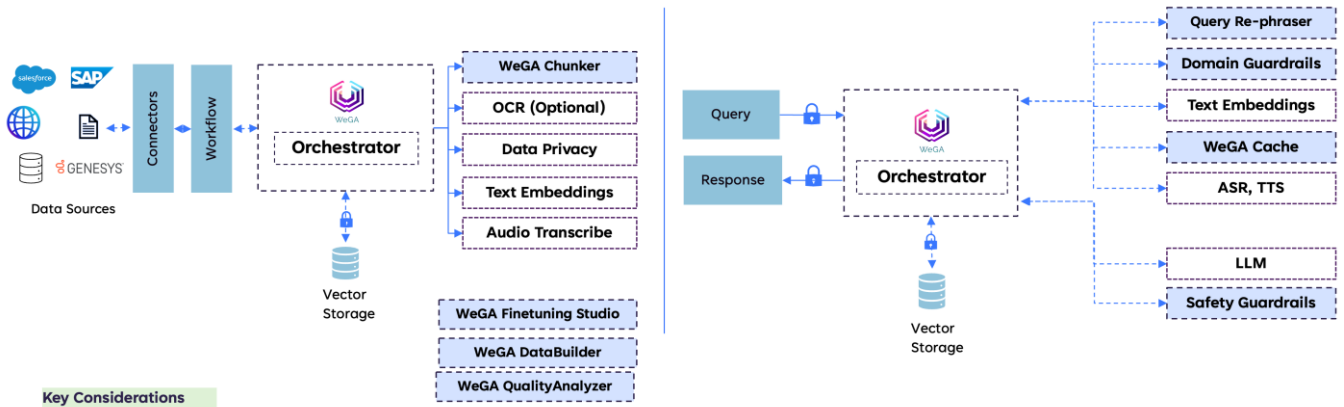


Assets, Tools & Accelerators

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



Enable **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



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.

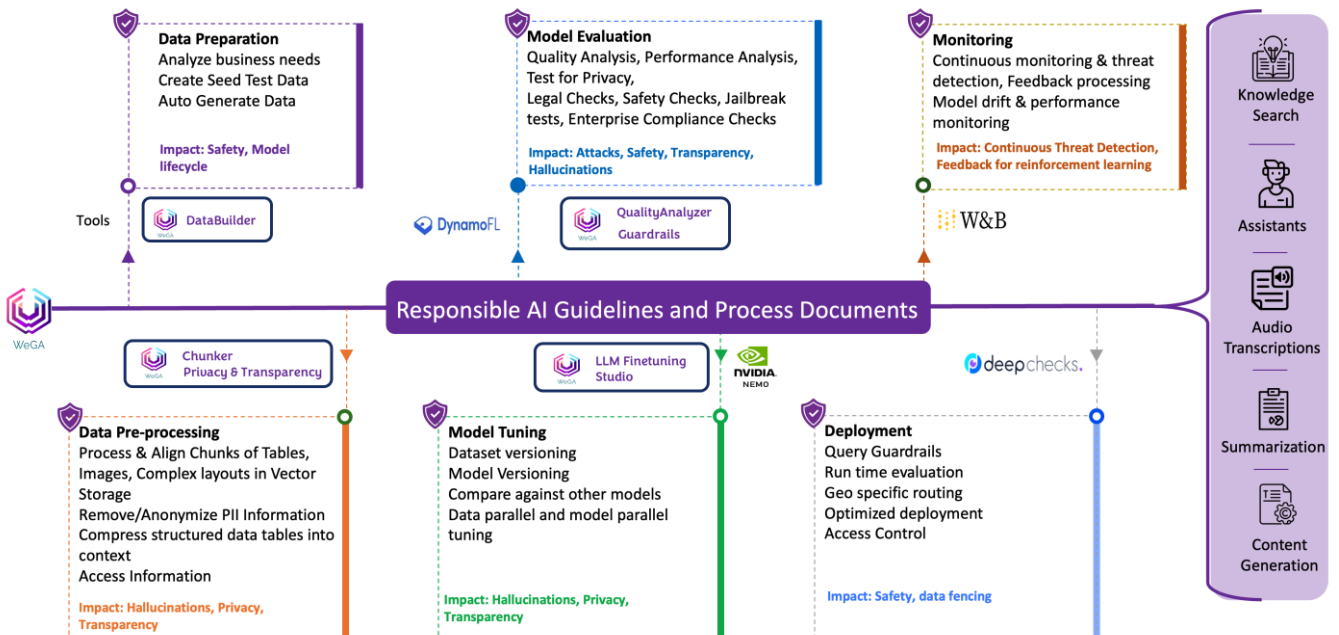


LLM Finetuning Studio Helps manage training datasets, LM versions and accuracy results.



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.

