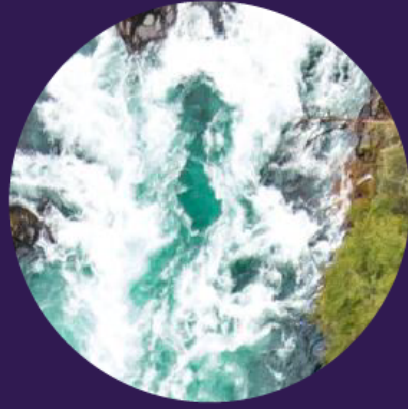
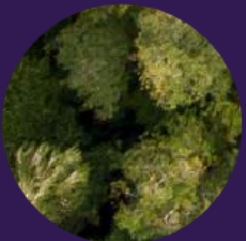




G-Cloud

Service Definition – Salesforce Consulting,
Implementation and Managed Services



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1. Service Overview

Wipro Limited is a global leader in providing Consulting, Digital, IT, System Integration and BPO Services. With 35+ years of experience and presence in 66 countries, we provide a complete range of IT solutions including Total Outsourcing Services, Application Development & Maintenance, Testing, Infrastructure Services, ERP Solutions, Digital Strategy and Design, Process Excellence and Business Transformation Services.

We are an \$8.13B global company with over 1,200+ global clients, including many Fortune 500 and FTSE 250 companies. Our customers include 80 of the world's 100 largest brands.

We have over 200,000+ employees across management staff, business / IT consultants, technical specialists, industry experts, user experience design specialists, business process consultants and R&D experts. Over 40% of our workforce are globally located at various near shore centers and client locations.

Wipro's Salesforce Practice is globally recognized for its innovative approach towards delivering business value and its commitment to sustainability. We have been partners with Salesforce for over 18 years offering comprehensive support services for all product offerings, including Sales Cloud, Service Cloud, Marketing Cloud, Experience cloud, Commerce cloud, Analytics cloud, AI cloud, Field Service. We are Salesforce Summit Partner (highest partnership level) and are one of the largest System Integrators engaged in Salesforce space with 5000+ certified consultants, 14000+ certifications and around 5000+ completed projects across geolocations. We also currently stand #1 in Salesforce AI certifications across all partners globally. Wipro has the industry's leading CSAT score of 4.78/5 which shows customer satisfaction verified by salesforce.

Our capabilities have rewarded us with many recognitions in the industry:



Fig.1 Recognitions & Awards

2. Service Description

Wipro delivers end-to-end services in Salesforce applications around Consulting, Assessment, Implementations & Rollouts, Migration, Upgrades, Application Management & Support services.

Our Value Propositions

	Vertical IP & Innovation We have Industry Specific Solutions and proactively innovate to infuse into our client base like the award-winning Patient Care Community, Warranty Management Solution, Franchise Management Solution, and A.I. with our HOLMES platform.
One Hand to Shake Our integrated & unified teams of Strategy Consultants, Design Consultants, System Integrators and Business Process as a Service teams will leave customers with only One Hand to Shake for all their transformation requirements.	
	Cloud Experience 18+ years of focus on cloud services, 4000+ cloud deployments, 5,000+ completed projects, one of the top partners for Salesforce, and industry leading NPS score means we can be counted on to deliver a True Cloud Experience.
Delivery Excellence All consultants follow a highly disciplined Hybrid Agile Implementation Methodology. This methodology is supported by deliverable templates and a project, testing, and deployment management system called “Cloud Management Centre.”	
	Navigate Enterprise Complexity Enterprise IT landscapes are complex. This requires technical expertise on integrating cloud applications with complex IT landscapes. Wipro’s heritage in helping enterprises navigate this complexity with it’s background in technical strength helps expertly Navigate Enterprise Complexity.
Close the Experience Gap Every day, new tools and features are released into the marketplace. Companies who focus only on implementing these tools never realize the full value of their investment. Users fail to adopt, operations never fully integrate, and companies are left with applications that failed to live up to their hype.	

Wipro is a global services company that helps customers create next-generation workers and customer experiences using the latest cloud technologies. We offer a unique set of services to ensure your Salesforce implementation meets your strategic goals and delivers a different

experience for both your customers and your workers. Below depicted are our Salesforce service offerings across different industries and third-party products.



Fig2. Service Offerings

3. Service Offerings.

Wipro is the business service provider with extensive experience in delivering implementation, consulting and advisory services in different Salesforce clouds and products mentioned below:

- 1. Sales Cloud:** Salesforce's Sales Cloud is a customer relationship management (CRM) platform that helps businesses manage their sales processes, track leads, and close deals more effectively.
- 2. Service Cloud:** Service Cloud is a customer service and support platform that enables businesses to provide personalized and efficient customer service across multiple channels, including phone, email, social media, and chat.
- 3. Commerce Cloud:** Commerce Cloud is a comprehensive e-commerce platform that allows businesses to create personalized shopping experiences, manage their online storefronts, and streamline their sales processes.
- 4. Field Service Lightning (FSL):** FSL is a field service management solution that helps businesses optimize their field service operations, schedule, and dispatch technicians, and provide real-time updates to customers.
- 5. CPQ (Configure, Price, Quote):** CPQ is a sales tool that enables businesses to generate accurate quotes and proposals, configure complex product offerings, and automate pricing and discounting processes.
- 6. Community Cloud:** Community Cloud allows businesses to create online communities where customers, partners, and employees can collaborate, share information, and access self-service resources.

7. Marketing Cloud: Marketing Cloud is a digital marketing platform that helps businesses create and manage personalized marketing campaigns across multiple channels, including email, social media, mobile, and web.

8. Pardot: Pardot is a marketing automation platform that enables businesses to generate and nurture leads, automate marketing campaigns, and track the effectiveness of their marketing efforts.

9. App Cloud (Salesforce Platform Application Development): App Cloud is a platform that allows businesses to build, customize, and deploy applications on the Salesforce platform, leveraging its infrastructure and services.

10. MuleSoft: MuleSoft is an integration platform that enables businesses to connect and integrate data and applications across different systems, providing a unified view of their data and processes.

11. Industries Cloud: We provide services in approximately 12 industry specific clouds that includes Consumer Goods Cloud, Media Cloud, Retail Cloud solution, FS Cloud, PSS Cloud, Energy and Utilities Cloud, T&H Cloud, Education Cloud, Health and Life Sciences Cloud, Non-Profit Cloud, Manufacturing Cloud, Communications cloud - Vlocity, Net Zero Cloud, Automotive Cloud, Insurance Cloud.

12. AI Cloud: We provide services in complete, trusted AI solution purpose-built for CRM. It is a pricing bundle that integrates Einstein, Data Cloud, Tableau, Slack, and Flow. We co-invested with Salesforce in our Data & AI cloud solution to boost productivity and provide better solutions to the clients.

4. Implementation Approach

Wipro's "predictive" agile methodology combines the best of agile and waterfall to deliver a great project experience. Our Architect phase, which includes discovery, define, design, and transition to build allows us to understand the business and allows you to understand the solution before we begin to sprint.

Requirements are captured in user story format--saving time that would normally be spent in creating spec documents and providing requirements that are user-centric, user-friendly, flexible, and highly collaborative.

The approach is focused on progress and flexibility while enabling strong project governance. It aligns well with more waterfall activities that serve as a key dependency for this solution. Enabled by a proprietary suite of tools that has been developed and refined for over a decade to make this process truly predictable, repeatable, transparent, and collaborative.

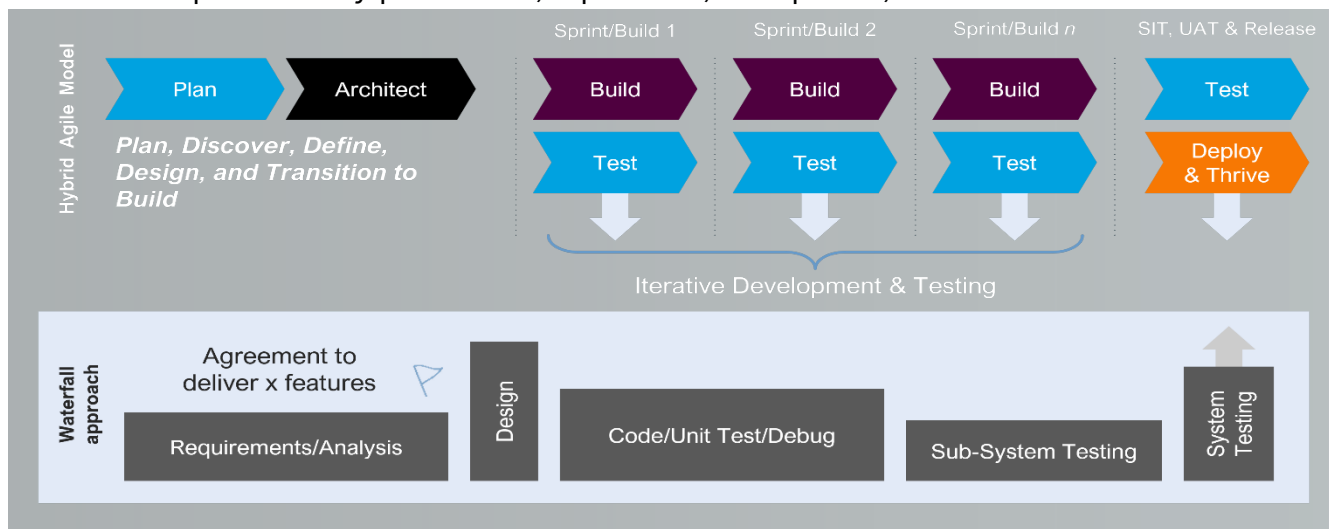


Fig 3. Hybrid Agile Methodology

The salient features of this model are:

- Provides the templates for the documents required in each phase of the transformation along with seeded data.
- Early identification of issues and risks and mitigation planning
- Defect prevention by way of detailed toll gate review at each stage.
- Efficient handover by way of standard guidelines, templates, and checklist
- Template and guided approach to deployment.

The details of each phase of this methodology – Plan & Prepare, Analysis and Design, Build & Unit Test (Iterative Build & Review), Test, and Deploy are shown in the following table:

	Plan	Architect	Build	Test	Deploy & thrive
Activities	Internal Prep Customer checkpoint 1 Full Team Prep Customer Checkpoint 2 Final Prep & Project Launch	Workshops Analysis on workshops Validate the strategy. Approve Scope Checkpoint	Develop/Configure/Fix Migration/Integration Conduct Demos UAT and requirements sign off	Plan & Review Test Preparation Test Execution Regression & system tests Sign-off	Validate Deployment Approach & Communicate to End Users Deployment Preparation Deployment Execution Post Deployment and Thrive
Deliverable	Preparation Meetings Scheduling requirement gathering workshops	Approved Build Phase Rqmts User Stories, Acceptance Criteria Design Documents	Accepted User Stories Functioning Integrated System Updated Technical Landscapes	Test results and defect reports. System Integration Knowledge Transfer doc	Live Production System Knowledge Transfer Document Deployment Checklist / Plan

		Approved Future State Solution (ERD, Integrations, etc) Scope Review & Approval Sprint/Build Plan, Release Plan	Version Control Repository Deployment Checklist	QA Closure Document Go Live/Deployment Checklist Deployment Plan	Test results. Issue Reports
Phase Quality Tollgates	Identifying project goals Identifying key stakeholders Workshop planning	Defined Acceptance Criteria Requirement Traceability Sign-off on: Design, User Stories & Exit Criteria's	Sprint Reviews & retrospectives Test Class Code Coverage > 95% for components. Acceptance criteria completeness Sanity Test Coverage >95%	Sprint Closure Snapshot Sanity Test cases / Logging & Reset Issues Share Known Issues with the customer. No open (Blocker/Critical) issues & risk areas Exit Criteria: Zero P1/P2 defects, <5% defects in SIT & UAT UAT Sign-off	Exit Criteria: Zero P1, P2 defects, <5% defects in Prod Smoke/Sanity tests. Test Class Code Coverage > 85% for the org. UAT Sign off

5. Wipro Frameworks, Tools & Accelerators

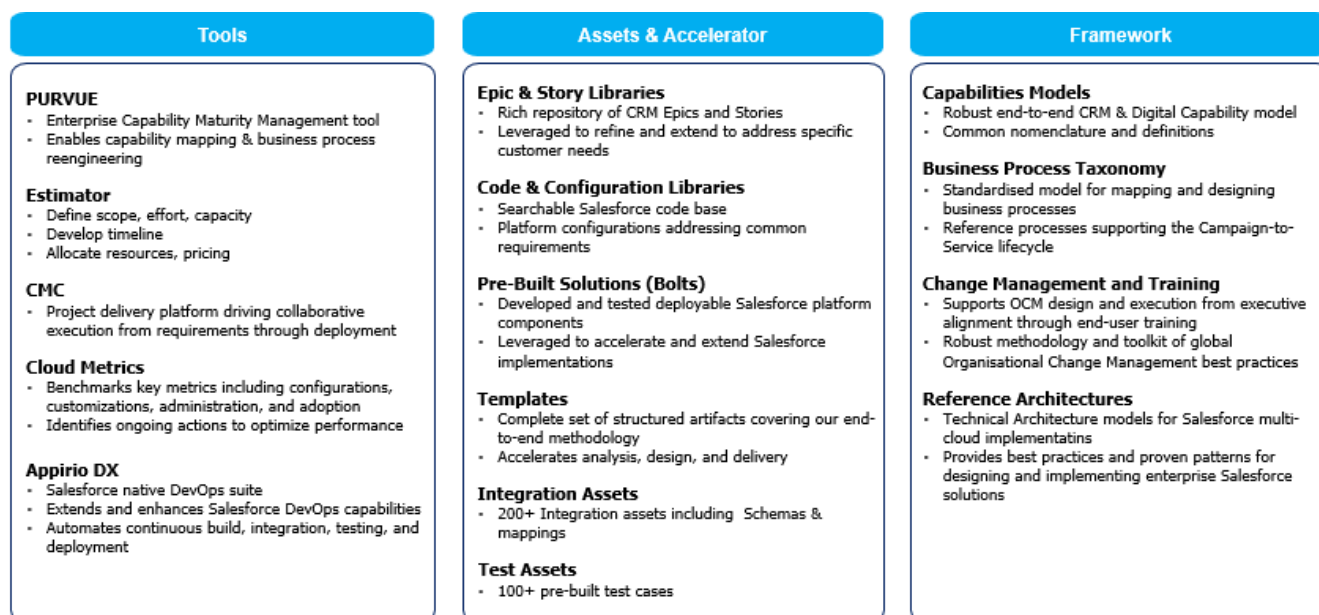


Fig4. Tools & Accelerators

6. Disaster Recovery/Security Plan

Business Continuity

Wipro has a well-documented Business Continuity policy in place to plan, test and ensure continuity of business operations as part of Wipro's BCM program. The Business Continuity Management program ensures that Wipro's critical business processes can continue, or be

recovered in a timely manner, following a disruption, thus ensuring CLIENT operations are not adversely affected, thus meeting statutory, contractual, and regulatory requirements of the business.

BCMS is a management sponsored program through which preparedness for addressing emergencies is addressed at business unit, location, and corporate cross functional levels. Following strategies and actions add to the Business Continuity/Disaster recovery Capabilities of Wipro:

- Location Business Continuity Plan (BCP)
- Emergency Management Procedures
- Account/Customer specific Business Continuity Plan (BCP)

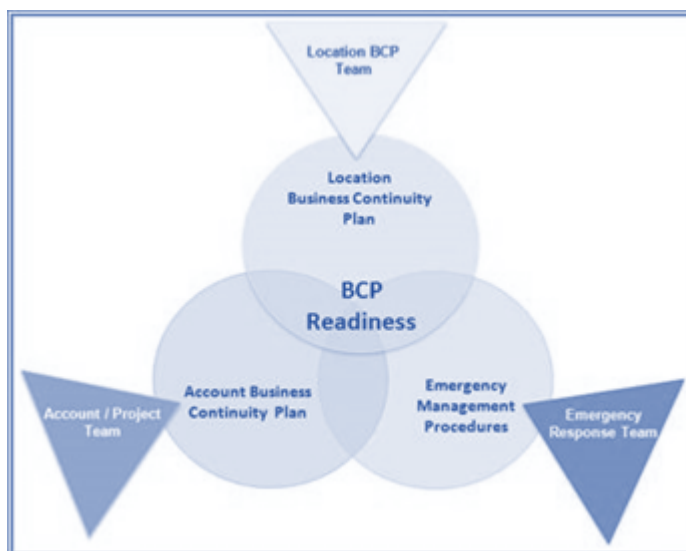


Fig 5: Business Continuity Management System (BCMS) Framework

Location Business Continuity Plan (BCP):

Wipro location specific Business Continuity Plan identifies the actions that need to be taken to ensure employee safety and minimize the impact of an unexpected interruption of Wipro BPS location specific business operations. To manage disaster at the proposed location Wipro maintains resilience in its shared” IT” and “Facility” infrastructure components. Our location level business continuity preparedness covers the following.

- Facility Infrastructure Failure like Power Supply failure, Water Supply shortage, etc. as per the requirements of the location.
- Critical IT Infrastructure Failure like IPLC & Internet link failure; Firewall, Domain Controller, WAN switch, Core switch going down, etc.
- Absence of manpower issues caused by Strikes, Civil Unrest, Transportation issues.
- Complete facility shutdown issues like Fire, Natural Disasters (like Earthquake, Flood)

The DR capabilities have been shown below in the table:

IT/Facility Infrastructure Component / Service	Backup/Redundancy
Internet Connectivity	Auto fall-back on the secondary internet link
MPLS mesh connectivity to Wipro Network -	Auto fall back from one MPLS link to Secondary link

Checkpoint firewall	Internet Secondary Firewall will become active.
WAN switch	Redundant power Supply & network processor module is available.
Core Switch	Auto fall-back on the secondary internet link.
Server Farm Switches	Fall-back to secondary Farm Switches
Outside Internet NNC Switches	Fall-back to secondary server
WAN Edge Switches	Fall-back to secondary WAN Edge
LAN facility	Redundant Power Supply in mission critical LAN equipment
	Failover devices for mission critical LAN devices
	Network management tools to monitor the resource (CPU & Memory) usage of mission critical LAN devices
Wipro WAN (Last Mile Connectivity to ISP)	Link redundancy with diverse routing through different Wipro vendors
Windows Domain Controller	Backup Domain Controllers
Power Backup	UPS as the primary backup and Diesel Generator sets as secondary backup as per requirement of the location plan
Fuel Supply for DG sets	Fuel supply inventory is adequately built in day store tanks of DG sets and additional reserve is maintained to ensure that power requirement of the facility is maintained as per the requirement of the location.
Personnel	Critical staff is identified & planning to ensure their availability at the time of disaster. This includes the provisions like asking them to stay back and accommodation are arranged within the facility & nearby hotels.

Emergency Management Procedures

Wipro considers safety of human life as core of its business continuity and emergency planning preparedness. To deal with a contingency or disaster, our emergency management procedures focus on the following three phases:

- **Preparatory Phase:** Training first responders, training Emergency Response Team, conduct of evacuation drills and mock drills, Planning and Maintenance of fire detection, alarm and suppression systems and ensuring that preventive measures and mitigation controls are in place. The Physical Security Team will also audit and certify buildings before occupation.
- **Crisis Response/Crisis Management Phase:** Responding and managing the crisis.
- **Post emergency/Recovery/Business Continuity:** Various business units and ODCs shall have their own Business Continuity Plans and the Crisis Management Team is responsible for coordination. The security team will render its support to the business units in their business continuity.

Account Business Continuity Plan (BCP) – Customized BCP to be formulated to meet specific requirements.

Account specific BCP is created after understanding the detailed requirements for recovery of business based upon business priority, Recovery Time Objective (RTO) & Recovery Point objective (RPO). This plan includes the details such as Project names, application and system

details, acceptable downtime, and team size required during BC situation, recovery location, application recovery priority, hardware/software inventory, etc.

Disaster Recovery

Wipro will provide an IT Continuity Coordinator to interface with client's BCM representative. Wipro will review the design of current client's DR Plans and provide recommendations for mutually agreed improvements.

Wipro will maintain each DR Plan as a living document over the term to account for change that impacts DR. Wipro will inform client of such change in line with the DR Plan update process for approval. Wipro will perform a bi-annual review with client for Sign-off to meet compliance requirements.



Wipro IT Continuity Coordinator shall coordinate planning and testing activities with the following:

- Wipro Technical teams for its services
- Other Third-Party Disaster Recovery service providers
- Wipro will maintain and track all DR plan remediation items.
- Wipro will identify any risk as to the DR Service, DR Testing, DR Declarations and Execution process and raise them to client.

DR Planning and Maintenance

Wipro will review the current DR Plans and ensure that they are current and meet the recovery target. Ensure that the DR Plans are updated to address the future state of operations of services.

Maintain, review and update- DR Plans and DR Test plans.

Wipro approach to Disaster Recovery Management is closely aligned to ISO 22301 Business Continuity Management standard. It ensures compliance with global best practices & process as laid out in the said standard.

DR Change Management

Periodically monitor the change in production environments due to projects and participate in the change management process and identify the impact of the changes to the DR.

- Wipro will monitor change activity to the production environments where DR Plans exist.
- Participate in client Change Management process for DR Plan updates as required for service change, delivery and execution. Wipro will update and change DR Plan and processes to maintain current and relevant.

- Identify when the proposed changes will impact Disaster Recovery Plan and suggest alternatives to maintain Disaster Recovery capability.

DR Plan Testing

Wipro DR Services will coordinate the DR Plan test for all identified Critical Applications for which DR Plans are in place.

Perform DR Test as per the plan and ensure that the key stakeholders understand the roles and responsibilities and use the procedures to execute the tasks and recovery the site, applications and infrastructure to meet the RPO and RTO. Identify the gaps and areas of improvements and document.

- Coordinate the DR Testing for Infrastructure for each critical application as per the frequency mentioned in the RFP.
- Communicate the status during the DR Test.
- Deliver Test Results and agreed documents post DR Test completion.

DR Project Management

Review the current test schedule and identify the test requirements and develop a plan for each of the site, application, and infrastructure components.

- Direct Wipro resources to develop detailed technical recovery procedure for critical servers within the plan.
- Build and maintain internal communication plan.
- Develop a DR Test Schedule which includes both the Pre-DR, DR Exercise tasks and identify the stakeholders who need to be performing the DR activities.

DR Declaration and Execution support

In the event of a disaster declaration by client Wipro's IT Continuity Coordinator will coordinate with Infra team to restore the in-scope IT environment to pre-defined operations capability within defined Service Levels in accordance with the existing client Disaster Recovery Plan.

Wipro IT Risk Office will have the following responsibilities as DR Execution support -

- Communicate the status for client Disaster Recovery representatives.
- Document the recovery process in line with the DR Plan.
- Provide support to client on return to normal after the disaster execution.
- Coordinate and update on Wipro activities to client representatives during return to normal operations.

Disaster Recovery Reporting

Develop Reports to provide status on DR Program with the following information-

Report	Service Specification Description	Frequency
Disaster Recovery and Business Continuity Plans	Updates and changes to Disaster Recovery and Business Continuity Plans.	TBC
Disaster Recovery and Business Continuity Test	The results achieved: A comparison of the results to the measures and goals identified in the Disaster Recovery and Business Continuity Plans	TBC

	• A report on the feedback from client's Vendor Management Office as to the adequacy of continuity for their respective area • A plan and a schedule to remedy any gaps revealed during testing	
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7. Organizational Change Management (OCM)

All industries are evolving, and trends are changing in the blink of an eye. Great leaders see these changes, and not only have a point of view about how to respond to these changes and be successful, but they also know what it will take organizationally to execute those changes. Wipro's approach helps businesses close the experience gap by focusing on the experience they want and the outcomes they need.

The value of organizational Change Management:

- Incorporating an OCM program lessens costs and increases user acceptance of any new initiative.
- Significantly contributes to successfully achieving business objectives more efficiently by addressing the people side of the implementation.
- Value is both immediate and sustained throughout a project as the basis for the transformation strategy, stakeholder alignment, collaboration, and communications management.



Fig 6. OCM Approach

8. Application Managed Services (AMS)

Wipro AMS Engagements are spread across 500 engagements generating over USD 1.8B in revenues annually. We get over 93% customers rating us over 6 out of 7 in CSAT ratings. In any given year we transition over 50 AMS engagements from new customers. Our talent pool of resources across 124 nationalities services about 9.7 m tickets per year.

Wipro primarily focuses on staffing L1 teams through its dedicated teams. The Level 1.5 team consists of junior resources who are trained to handle simple and repetitive tickets. These resources are sourced primarily from the centres of excellence for various technology towers in the customer ecosystem, such as Microsoft, Salesforce, SAP, Oracle Apps, etc. They are known as Support Engineers.

The L2 team is composed of medium to senior resources with strong troubleshooting skills. They actively contribute to knowledge management by creating documents for the L1.5 team. This team includes Functional Consultants and Senior Analysts.

The L3 team consists of technology experts who possess in-depth knowledge and understanding of application functionality and technology. It comprises Architects, Senior and Junior Developers, Testers, and Database Administrators.

In addition, Wipro has a dedicated Cross-Functional Services team that includes Major Incident Managers, Problem Managers, and Service Managers. These experts provide support across different technologies and possess extensive knowledge of ITIL (Information Technology Infrastructure Library) practices.

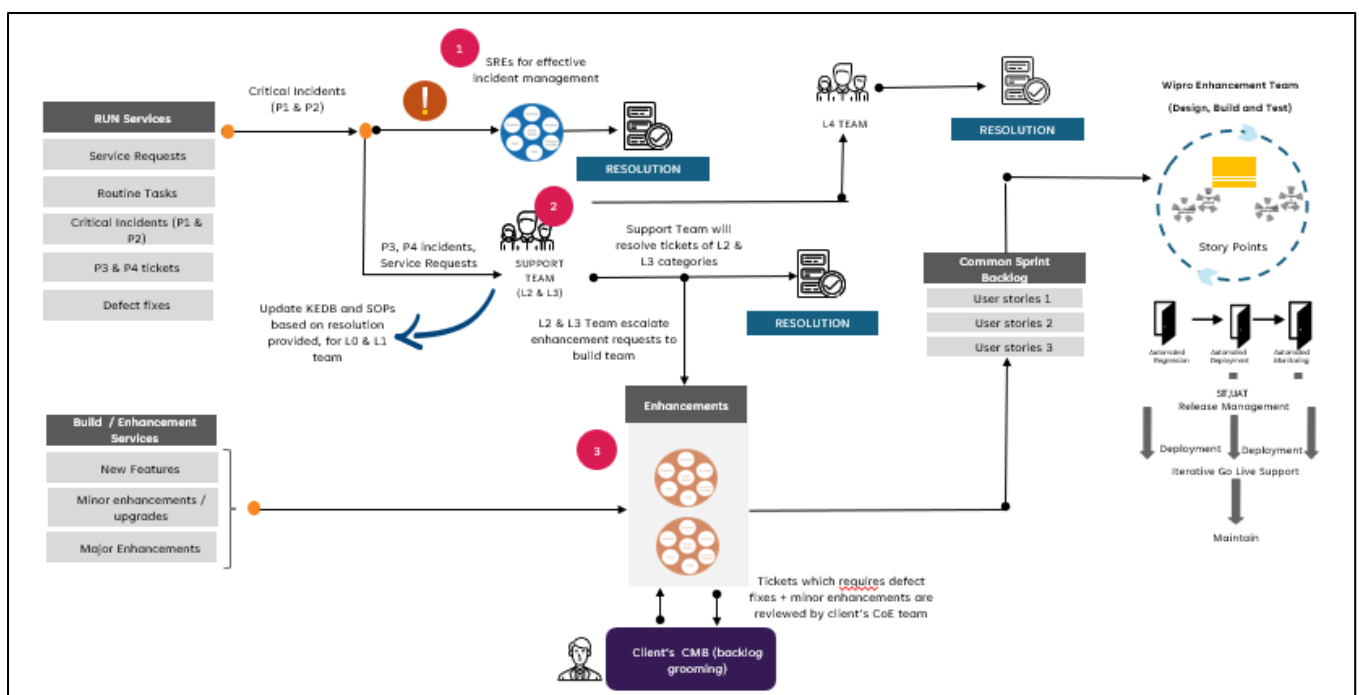
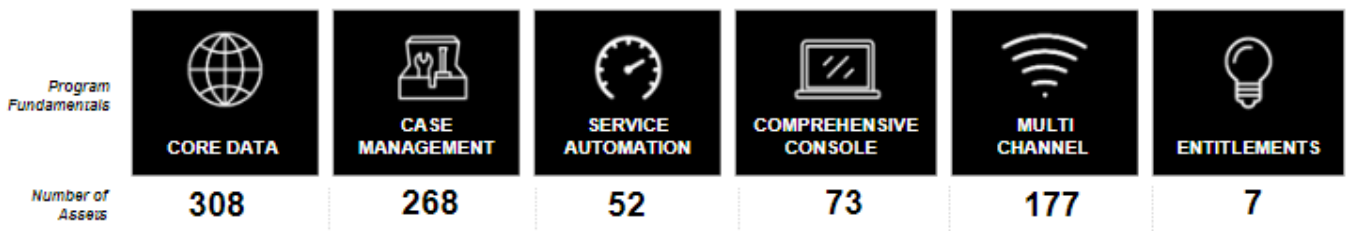


Fig 7. Day in a Life Scenario for Support Services

9. Customer Success Stories

Salesforce Tools: Service Cloud



Description	Challenges	Solution	Benefits
Service Cloud Enables Reps to Track Cases to Completion	Existing System Lacked Capabilities to Elevate the Customer Experience Client's SAP CRM platform lacked functionality for Business Service Center Agents, and Accounts Payable and Billings service teams to effectively engage with customers; cases were seldom followed through to completion The system did not have the ability to escalate issues or set up rules to automate issues in the case resolution workflow They needed a solution that would enable reps to provide customers with a better, more complete service experience Client wanted reps to be able to submit cases into a queue, which would provide even case distribution across reps	Service Cloud enabled Reps to track cases to completion Client partnered with Wipro to conduct a series of workshops to assess the existing system and listen to what technology was needed to alleviate pain points Service Cloud was implemented for 10 service agents across two sprint phases Short Jing videos were provided to the Client team showing progress and the technology implementation itself, which are being used to train new users With CMC Dashboard, progress was tracked, and meaningful reports and dashboards were created for visibility within all levels at Client and Wipro Wipro assisted Client in planning for Training and User Acceptance Testing A small data migrations were completed around Contact and Lead records in their existing Sales Cloud system	An unparalleled service experience Client Customer Service Reps now have the ability to open cases and put them into the Queue, which provides even distribution of cases across service reps Stagnant cases can be escalated and tracked to completion Customers receive follow-up calls and emails regarding their issues and questions to ensure satisfaction with a complete resolution With a lack of issues and the ease with the two teams worked together, the project was known at Client as "Project Unicorns and Rainbows"

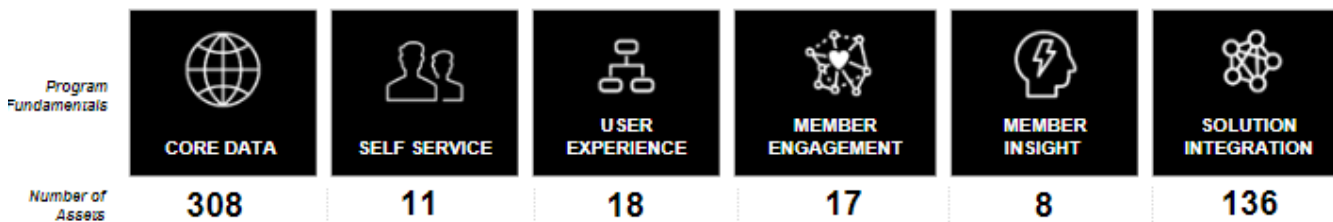
		Historic service claims were migrated into Service Cloud from their old SAP CRM Change aversion was avoided by engaging lead users throughout the roll-out process with workshops, demos, videos, testing, and Train the Trainer sessions	
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Salesforce Tools: Sales Cloud



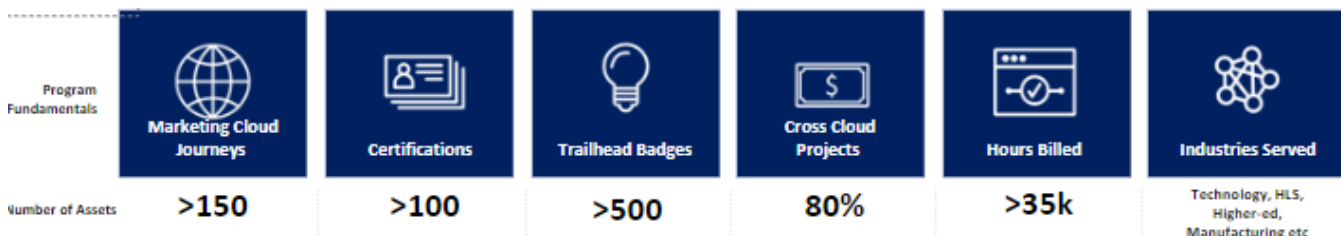
Case Study Description	Challenges	Solution	Benefits
Cloud-powered Competitive Edge - Replaced legacy application in 7 months at 20% of the original cost	Outdated legacy systems and lack of end-user digital channels dulled Client's competitive edge in an increasingly digital competitive landscape. Client's advisors also did not have a central analytics repository to aid in financial planning activities and lacked reporting that would provide them with a holistic view of each client. They wanted to provide a better client experience by gaining insight into trends and issues.	Service Cloud powered a 360-degree view of underwriting information related to members. Lightning Partner Community giving real-time metrics. Lightning Customer Community to track request status. Integration with Client's Wealth claims, underwriting and policy systems. The 'Advisor Hub' solution utilizes Salesforce Service Cloud, Analytics Cloud, and Community Cloud to transform the way risk is managed across the business - it acts as a centralized repository of practice and advisor data.	The optimized underwriting process proved to be an efficient, transparent and reportable process while also leveraging extensive use of standard analytics to derive actionable insights on SLAs. ANZ advisors have access to a richer, higher quality of data on a single platform to support more targeted and actionable approach, improving worker efficiency.

Salesforce Tools: Community Cloud



Case Study Description	Challenges	Solution	Benefits
Driving Employee Productivity with Fully-Integrated Cloud Solution	Needed improvement in communication and information sharing to reach the expectations of a modern workforce, the speed they want, as well as the data and intelligence required to manage human resources and processes around hiring, compensation, talent management, and compensation benefits.	Needed improvement in communication and information sharing to reach the expectations of a modern workforce, the speed they want, as well as the data and intelligence required to manage human resources and processes around hiring, compensation, talent management, and compensation benefits.	Easy exchange of information, openness to working and strongly connected workforce significantly increased workers' passion towards completing their tasks at a fast pace and with much higher efficiency than ever before.

Salesforce Tools: Marketing Cloud



Case Study Description	Challenges	Solution	Benefits
Global Digital Marketing Platform Powered by Salesforce For 40 Million Subscribers In 12 Languages	Client had been using a costly marketing tool built on Adobe Campaign and a handful of other disparate tools. Client also struggled with the current toolset because it limited agility of their marketing efforts - they weren't able to do on-the-fly segmentation and deep personalization - a must in an industry where we all have personal playlists/channels. Also limited by a lack of data, Client was unable to understand fan interests	Wipro engaged with client to create a global, digital marketing communications platform including a custom solution integrated a custom webform tool based on WordPress with key capabilities of Salesforce, Marketing Cloud, and Wave for 40 million subscribers in 12 languages. The solution enables a central team to support a broad group of business lines and omni-channel marketing driven by	Client has robust marketing intelligence to understand fans and their behaviours and drive more targeted and successful programs We integrated Marketing Cloud with Analytics Cloud to build a solution for in-depth consumer analytics and campaign performance tracking. Flexible dashboards provide marketers with deep insights to understand fan segmentation, behaviour,

	and behaviours across artists and had limited visibility into how marketing campaigns were performing. The organization made the decision to retire the current solution and leveraged Salesforce to address their business challenges.	marketing, eCommerce, and social data.. Marketing Cloud is the key engagement engine to connect with 40 million fans. Digital Marketers at client use this platform to send targeted email campaigns across over 50 business units, using 28K mailing lists and 12 languages. Responsive dynamic templates were built to increase email build and deployment, making it easy for Marketers to drag and drop content into marketing communications.	artists, and compare results across geographies. This allows marketers to be more effective and efficient in their targeting efforts.
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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.

