

5,000+

Salesforce
projects
delivered

100+

Countries

2,200+

Consultants

7,000+

Certifications

2,000+

Happy customers

Rated 4.8/5

in Salesforce's
Customer
Satisfaction
(CSAT) survey



**Simplify.
Accelerate.
Create.**

What we do

Delivering real business results faster.

We simplify a client's transformation road map, accelerate their transition to the new, and enable them to create what matters with our comprehensive expertise:

Experience design:

We create customer experience-driven designs with people and the processes they depend on at the center of what we deliver.

Industry solutions:

We understand the trends and pain points driving today's business, and our experts work with our clients to build innovative solutions that sharpen their competitive edge.

Multi-cloud cross-platform systems:

We design industry-tailored, customer-360 experiences and multi-cloud, multi-technology engagements that meet the needs of even the most complex global enterprise customers and accelerate business-critical outcomes.

Legacy modernisation:

Combining cloud and digital, governance frameworks, modernisation labs, and data streams, we bring people, processes, and policies to the next level of maturity and efficiency, improving key KPIs, metrics, and return on investment.

Digital integration:

Our certified IT professionals simplify data management through iPAAS and APIs, allowing for faster access to business-critical information and valuable customer insights.

Because what matters to people matters to business.

"Wipro has been one of our most innovative partners in creating solutions that drive customer value."

—Marc Benioff, Co-CEO, Salesforce



PURVUE: Built on the Salesforce platform, PURVUE enables organizations to plan investments, predict their impact, and measure their value. It empowers businesses to strategically transform how they evaluate their operations or tactically optimize specific business functions. In combination with Wipro's Strategy services, PURVUE can accelerate business value realization and provide actionable outcome-based solutions that drive the operational and financial success of a company's investments.



Lightning Bolts: Don't reinvent the wheel. Our innovation engineers are solving cross-industry problems with the latest in Communities, Field Service Lightning, AI, and IoT to ensure our customers realize the full value of Salesforce.



Accelerators: Get quick access to proven innovations and efficiencies with our accelerator platforms. We've created more than 1,200 reusable implementation assets, resulting in faster implementation than the industry average.

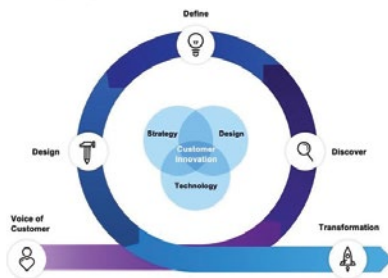
Who we do it for

Delivering enterprise innovations on the most powerful digital platforms.

In every industry, technology is outpacing adoption. And customers, patients, students, and employees are expecting organizations to deliver frictionless interactions across all tech channels. Our industry strategists partner with our clients to design solutions that simplify their transformation road maps, accelerate their transition to new platforms, and enable them to create experiences that matter. We design industry-focused solutions for:

- Banking & Financial Services
- Health & Life Sciences
- Manufacturing
- Retail & Consumer Goods
- Energy & Utilities
- Technology
- Higher Education
- Nonprofit

Simplify. Accelerate. Create.



EXPERIENCE MATTERS



Simplify the New

01 Innovate CX/WX

Cultivate experience-led innovations with Wipro's 40 digital pods and 500+ CX consultants

02 Enhance Processes

Unify and innovate multi-function, multi-cloud processes with Wipro's Lead-to-Loyal frameworks

03 Prioritize Solutions

Plan, predict, and measure the value of initiatives with Wipro's PURVUE to identify innovation ROI

Accelerate the Shift

01 Enable Industry Plays

Deep industry expertise at Wipro enhances Industry Clouds solutions and IP like Click-Shift-Drive

02 Modernize Applications

Connect processes and data front office to back office with Industry tailored Customer 360, Mulesoft and Wipro's cross platform expertise

03 Increase Adoption

Focus on people to guarantee greater change impact enabled with Wipro's Zero Touch Change

Create What Matters

01 Know Your Customer

Understanding a customer's buying preferences and needs, then determining and correlating that with their spends and frequencies

02 Target Outcomes

Delivering an effective campaign in terms of reach, channel mix, best offers, and affinity-based recommendations

03 Choose the Right Offer

Insights to develop strategies for customer engagement and creative brand loyalty through the right product mix and relevancy

04 Effective Engagement

Micro-moment insights and customer journey analytics improving cross sell/upsell through better engagement and a path to purchase

05 Drive Retention

Using a repository of decision making attributes by industry, we help customers empathize with customers' issues and develop retention strategies



What our customers say

Going beyond implementation to drive measurable business results



“Excellent experience, they helped us improve the way we relate to the people we serve. They knew how to adapt Salesforce to the needs of the university and we are currently working with them in another phase of the project.”

—Higher education client based in Mexico (Sales Cloud, Pardot, and Education Cloud)



“Wipro has been great, has maintained a core set of resources, and has remained flexible without changing their operating model. They remain flexible and willing to change in order to meet our new demands.”

—30B+ manufacturing company located in APAC, EMEA, and North America



“The project team was amazing. Our company is not the easiest customer to work with, but the Wipro lead and the project team did an amazing job of working through our processes. The team provided great guidance, solved all of the issues as they came up and were great partners. My business leaders were really impressed with the efforts.”

—Healthcare & Life Sciences Customer based in the United States (Sales Cloud, Salesforce CPQ)



“It has been a very productive partnership with Wipro. They are truly committed to our success and supported us throughout the program, especially during our response to the PPP loan program. They worked through challenges on their end due to closures of their ODCs and minimized the impact to our organization. The team put in extra effort to ensure we had a solid product to help our bank’s effort to support our customers and communities impacted by this pandemic.”

—30B+ financial services company located in North America

Wipro’s Salesforce Innovations in the Higher Education Field



When the University of Melbourne began their OneCRM project, the goal was to create a single view of all constituents from prospective students to alumni. Wipro enabled the university to achieve this digital transformation by enhancing their Salesforce operations and helping them deliver more effective digital student experiences. To aid key student lifecycle interactions, Wipro created a student-focused mobile app that streamlines the student onboarding process using Salesforce’s Mobile Publisher and Community Cloud.

Our work with the university earned us the Salesforce.org FY21 APAC Sales Partner of the Year Award for Education and increased U of M’s student retention by 18%.