



GCC Region Digital Services 2022-2023 RadarView

Creating a sustainable, technology-enabled economy

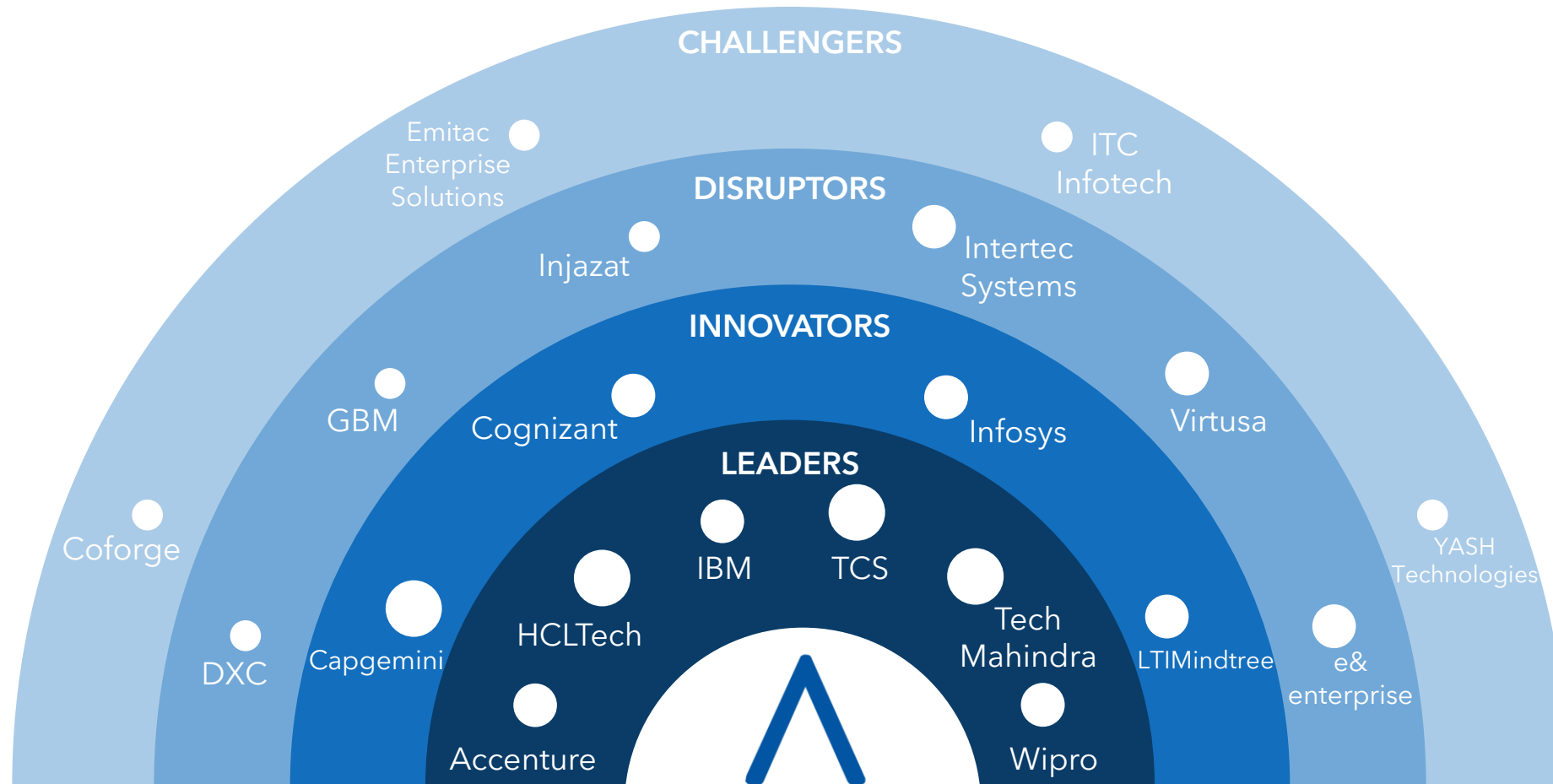
February 2023



GCC Region Digital Services 2022-2023 RadarView™



Practice maturity ○ ○ ○



Wipro: RadarView profile



Practice overview

- Practice size: 800+
- Active clients: 150+
- Delivery highlights: Has a Digital Pod in Dubai to design and deliver digital transformation solutions for GCC clients

~\$1B Revenue from APMEA*, Mar 2022	11.3% Revenue share of APMEA*, FY 2022
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Key digital solutions

Smart Airport	An IoT solution to handle passenger and flight operations at airport terminals
Digital Navigator Advisory (DNA)	A consulting framework for business process change and digital journey road map
Intelligent Document Management	A solution to classify and extract information from documents
Revenue Cycle Management (RCM)	An AI solution for the healthcare industry to update patient records, streamline medical coding and automate payment processes

Regional coverage

Bahrain
Kuwait
Oman
Qatar
Saudi Arabia
United Arab Emirates

- Practice maturity ★★★★★
- Investments and innovation ★★★★★
- Ecosystem development ★★★★★

Designed an AI marketplace to bring together enterprises and local talent. Has collaborated with dU to launch a platform for cloud migration.

Sample clients

- Rakbank
- Aramco
- Qatar Post
- A UAE-based digital utility company
- A UAE-based private bank
- A Middle East-based chemical manufacturing company
- A Middle East-based airport company
- A Middle East-based smart city
- A Middle Eastern country's ministry of health

Partnerships/alliances

	Supports Qatar-based customers with Microsoft Azure cloud transformation
	Partnered with Oman's Ministry of Technology and Communications to speed up the adoption of open-source technologies
	Started a joint venture with Saudi's Princess Nourah University to establish a Women's Business Park
	Codeveloped a Cyber Defense Centre in the UAE

Industry coverage

Banking
Financial services
Government
Healthcare & life sciences
High-tech
Insurance
Manufacturing
Nonprofits
Real estate
Retail & CPG
Telecom, media & entertainment
Travel & transportation
Utilities & resources

Darker color indicates higher industry concentration: ●●●●●

*Note: APMEA implies Asia Pacific, Middle East, and Africa

Case studies

Client	Capability	Summary	Business impact
A Middle Eastern country's ministry of health	<ul style="list-style-type: none"> AI Intelligent automation 	<ul style="list-style-type: none"> The ministry of health wanted a solution to streamline patient reimbursement by processing records for medical coding and identifying and extracting data from medical records. Wipro used an in-house solution to streamline the medical coding process. It delivered a proof of concept using intelligent automation, AI, and OCR to demonstrate auto redaction of information from medical records. 	<ul style="list-style-type: none"> Increased medical coding accuracy by 15% Saved over 100 mins of time per resource per day
A Middle East-based chemical manufacturing company	<ul style="list-style-type: none"> AI Intelligent automation 	<ul style="list-style-type: none"> The company wanted to streamline its end-to-end sales and operational planning cycle to capitalize on new opportunities. Wipro designed an AI-based sales and operational planning solution in three phases. First, it identified gaps and opportunities in the current process that could be automated. Next, Wipro reimagined the process by applying an AI/ML lens. Lastly, it created an implementation road map with a cost-benefit analysis of the sales and operational planning solution. 	<ul style="list-style-type: none"> Delivered an operating margin benefit of \$100M over three years
A UAE-based digital utility company	<ul style="list-style-type: none"> Analytics 	<ul style="list-style-type: none"> The company wanted to predict asset failures to reduce downtime, optimize management costs, and monitor the health of its assets. Wipro leveraged Cloudera Hadoop, SAP HANA, and Tableau to design a solution to integrate assets, ensure security, and derive insights. It used IPS Energy's asset performance management suite to integrate the company's components. Wipro also created an asset health center to prevent asset failures and improve customer experience. 	<ul style="list-style-type: none"> Increased customer satisfaction from 90% to 95% Reduced customer service disruptions Improved the quality of services provided by the company
A UAE-based private bank	<ul style="list-style-type: none"> Cloud 	<ul style="list-style-type: none"> The bank wanted a unified system to optimize its human resources (HR) processes and enhance the employee experience and productivity. Wipro leveraged its Digital Navigator Advisory framework to develop a project road map and define key performance indicators for the business. It integrated Oracle HCM Cloud with the on-premises Oracle E-Business Suite HCM Payroll application to generate payslips faster. 	<ul style="list-style-type: none"> Reduced HR's IT support expenses by 26% Reduced the cycle time by over 35%

Analyst insights

Practice maturity



- Wipro started its GCC operations in Saudi Arabia and UAE in 2001. It has been offering end-to-end IT services for its GCC clients, such as systems integration, consulting, proof-of-concept development, application development and maintenance, IT infrastructure services, and solution implementation. It has served clients across diverse business sectors, including banking, government, utilities, manufacturing, and travel.
- It has expanded its operations to Qatar, Kuwait, Oman, and other Middle Eastern countries by helping clients with its industry-specific digital solutions that leverage cloud, cognitive computing, robotics, AI, intelligent automation, analytics, and cybersecurity technologies.
- It has solved various business challenges in the GCC region and has designed innovative solutions to contribute to the vision of the region's countries. For instance, it helped a smart city by creating an on-demand secure 5G network for visitors, residents, and businesses by leveraging drones to provide a high-bandwidth network.
- It has created a data-driven AI marketplace for a government body to bring together private and government entities and local talent.

Investments and innovation



- In December 2022, it acquired Capco, a financial services consulting company, to offer transformation and operations services to regional clients.
- It invests heavily in training the local talent on design thinking approaches and emerging technologies to help serve GCC customers better. In May 2022, it hired 500 Saudi professionals to strengthen the local technology talent pool as part of its commitment to KSA Vision 2030.
- It has established a Digital Pod, a digital studio, in Dubai for its digital strategy, solution engineering, and design teams to cater to customers' unique requirements in the Middle East. In June 2021, it established a Cybersecurity Defense Centre jointly with the company dU in UAE to offer innovative cybersecurity solutions for its GCC clients.

Ecosystem development



- It leverages its partnership with technology providers such as Salesforce, Snowflake, Microsoft, AWS, Adobe, Oracle, Pega, Cloudera, Ooredoo Qatar, and SAP. For instance, it implemented the Oracle HCM cloud for a UAE-based private bank to streamline its HR processes. Similarly, it leveraged Microsoft SharePoint to design a collaboration and knowledge-sharing solution for a hospitality and entertainment client.
- In July 2021, it partnered with dU to launch a multicloud platform for cloud migration. It also partners with government entities to support emerging technologies. For instance, it partnered with the Ministry of Technology and Communications, Sultanate of Oman, to speed up the adoption of open-source technologies by establishing a center of excellence.

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