Wipro Infotech

Investor Meet – India
Date : 11th March 2015

About Wipro Infotech

- A part of Wipro Limited addressing the India and Middle East geographies
- In Middle East we cover - KSA, Bahrain, UAE, Oman, Qatar & Kuwait
- Total annualized Services revenue run rate of ~$700 million. Over 200 customers
- Strength: 35,000+ headcount & over 200 service centers across India & Middle East
- Large presence in GMT (23% contribution of Revenues), BFSI (17% contribution of Revenues), Government (17% contribution of Revenues) and ENU (16% contribution of Revenues)
- Strong momentum in large deal wins (Cairn, Large petroleum major in Oman, core banking implementation in large public sector bank in South India, etc.)

Services Rev($Mn.)	Q3 FY '14	Q4 FY14	Q1 FY15	Q2 FY15	Q3 FY15
WI Overall	143.4	150.2	158.2	163.1	172.5
Seq Growth %	5.5%	4.7%	5.3%	3.1%	5.7%

CQGR of 4.7% over the past 5 quarters

Key Elements of Strategy

1. Verticalisation

2. Higher focus on momentum verticals – Government, BFSI, ENU and Telecom

3. Farming

4. Hunting

5. Large Deals

6. Accelerate growth in application business. Special focus on Digital and SMAC

7. Individual focus on Middle East & India

8. Increase annuity business

9. Cross leverage the global & domestic business

10. Drive productivity for individual contributors and managers for margin expansion

Key Differentiating Factors

1   Size- With a revenue of 1.1 B$ including Products, is the largest SI company selling services and products both and providing integration services. Is the preferred partner for most of the OEM's

2   Depth of experience - 35 years in the Indian market and 10 years in the Middle East market

3   Innovation- Pioneered the R&D and GIS service offering in the world as it was offered in the domestic market in the mid 80's and early 90's. Got several awards from Nasscom for innovative service offering

4   Ability to cross sell to the global world- Services (GIS and R&D), Product Implementation Expertise (Core Banking and OSS/BSS)and Alliances (CISCO, Microsoft, Sun/Oracle etc)

5   Innovative pricing Models – Outcome based pricing (Commercial model linked to customer's revenue for a greenfield telecom company), element based pricing and transaction based pricing etc

6   Reach- has over 30 offices in India and 10 offices in Middle East. Important for National roll out projects in Government and Core banking

7   Recognition : Consistently won awards every year – Best SI company of year, Best Oracle/ SAP partner, Best Networking company, CIO awards etc.

Marquee Engagements (Executive Summary)

Marquee Engagements (Executive Summary) ①

SBU	Customer	Deal Description
Govt.	Ministry of Home Affairs	Built a criminal tracking system across Center & State covering the entire process from FIR to legal action
	Ministry of Defence	Established a system to automate the maintenance planning & tracking activities of all customer's assets pan India
	Ministry of Finance	Design & development for Customs and Service tax, excise duty, tracking suspicious financial transactions
	UID	Setting up of the Unique ID datacenter & enrollment of citizens biometrics
BFSI	Private Bank in West	Total outsourcing for the IT infrastructure - datacenter and end user systems across 3500 branches
	PSU Bank in West	Core banking implementation across 1500 branches
	Infrastructure financing co	Business Architecture consulting and SI for New Banking license
	PSU Bank in South	Integrated Risk Management
Telecom	Telecom company in North	Building the entire IT system including OSS BSS, enterprise and data center for a greenfield company
	Telecom major in North	Developed a digital transformation journey for the company offering self service facility for 4G customers

Marquee Engagements (Executive Summary)

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SBU	Customer	Deal Description
ENU	Oil & Gas company in Saudi Arabia	Implementation of Integrated Refinery Management System
	PSU Utilities company in North	Automation of power distribution companies to cut commercial loss, SCADA, Smart Grid & Smart metering
	World's #2 Airport	Set up and operation of the IT and non IT infrastructure on a turn key basis
HLS	PSU state insurance company	Building a hospital management system across 2300 hospitals and dispensaries across the country
	Private hospital in South	Implementation of our HMS solution across the national hospital chain
Retail	Retail Group in West	Implementation and national roll out of SAP IS retail system
MFG	Auto company in West	Implementing our Dealer Management solution

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Case Studies

Case Study – BFSI – Cloud Based Core Banking

▶ **Business Problem**

- State of the Art core banking solution for over 100 cooperative banks at low operating cost levels

▶ **Solution**

- Wipro Cloud enabled a revolutionary financial services provider to build low cost services infrastructure that increased the reach of banks in the rural areas.
- The solution enabled 104 Cooperative banks having over 3500 branches and 25 Lakh transactions per day offer retail banking services

▶ **Benefits**

- Industry leading solution made affordable and feasible for the Rural Cooperative Bank sector
- Efficiency of operations, Transparency and Regulatory reporting enabled as per regulator guidelines
- Reduced Support costs by close to 33%
- Month on Month Savings of 31% in operational costs

Case Study – ENU – Leading O&G Company in Oman

▶ **Business Problem**

- Seamless ERP implementation project for the customer, post a significant merger with another O&G company

▶ **Solution**

- End to end Red stack implementation with Oracle EBS and other surround applications such as Oracle Business Intelligence enterprise edition, Business Intelligence applications, Oracle IDAM / SSO etc was carried out by Wipro

▶ **Benefits**

- Mitigate risk by bringing potential synergies due to merger integration
- Seamless integration and consolidation of platforms while maintaining business continuity
- Provided single source of information and real time data via latest data integration technologies
- Reduce cost, effort and purchase cycle from 7 days to one click
- Ability to do Hydro – Carbon accounting

Case Study – Telecom – Major Telecom Service Provider

▶ **Business Problem**

- High cost of IT operations
- High Customer Churn and Extremely High Volumes
- Vast spectrum of pre-paid products
- Simplification of Business processes and Optimization
- IT Operation Simplification

▶ **Solution**

- Transformation from COTS to home grown solutions
- Simplification in IT architecture
- Reduce functional integration complexity
- Storage and processing demand reduction
- Server Virtualization and consolidation
- Demand Reduction through arch and business simplification

▶ **Benefits**

- 23% reduction in IT Capex and Opex
- 30% Efficiency in IT and business operations
- Simplification in business processes
- Alignment with Business vision

Case Study – Govt – Ministry of Home Affairs

▶ Business Problem

Have a national level criminal tracking system where all the states are inter connected through a central system. The entire life cycle of a crime can be traced from an FIR to final legal action

▶ Solution

Wipro's CCTNS system encompasses the efficient collection, storage, retrieval, analysis, sharing and transfer of information across police stations, the State Headquarters and the Central Police Organizations

▶ Benefits

- Integration of data from over 20,000 locations allowing better and faster action on crimes
- The citizens of India can see the status of the FIRs & complaints online

Case Study – Healthcare – Employee Insurance PSU

▶ Business Problem

- Automate the disbursement of benefits to 60 million industrial and service employees and their families. from the current manual system
- Integrating a geographically wide network of centers across the whole country
- Deliver e-governance services at the lowest possible cost

▶ Solution

- Implemented a robust software system, infrastructure and communication network to integrate stakeholders and processes
- Created a medical eco-system using biometric technology enabling seamless disbursement of benefits anytime, anywhere
- Turnaround of an ailing manual system into a state-of-art automated and integrated medical environment

▶ Benefits

- 5% of Indian Population is covered by 50M and 20 M biometrics cards issued
- Creation of one of the largest MRD database in the world
- 20% reductions in overall IT Infrastructure costs
- Integrated network of 144 hospitals, 1,388 dispensaries catering to 50 Mn+ people
- Real-time healthcare and ERP solutions at over 2,220 locations.
- Build Operate Own Transfer (BOOT) Model for 20 Quarters

Case Study – Transportation – Airline Company in ME

▶ **Business Problem**

- Need for a comprehensive next generation cargo automation and flight operations solution for the entire cargo & flight operations business function

▶ **Solution**

- Wipro developed a solution for the entire cargo & flight operations to deliver end to end functionalities to various organizations such as airline companies, ground handling companies, revenue management firms and other related partners in air cargo supply chain

▶ **Benefits**

- Extremely user friendly, configurable system and shall provide graphical Gantt charts to display flights, maintenance activities and provide users with easy and quick access to multiple levels of information
- 23% reduction in cargo handling costs
- 17% improvement in utilization of aircrafts

Case Study – MFG – Leading Auto Company in India

▶ **Business Problem**

- Integration/ Standardization of All India Dealers Operations. 650 dealers pan India
- Real Time Information flow from Distribution channel to Mahindra
- Real Time reporting
- Sustaining and further strengthening its position by leveraging IT

▶ **Solution**

- Wipro used its DMS framework to architect, develop and maintain a Centralized Dealer Management Solution encompassing the entire customer lifecycle

▶ **Benefits**

- Real time reporting on the entire operation to enable faster decision making
- Enhanced customer profiling enabling higher retention and loyalty management.
- Online claims processing leading to about 25% savings on time & costs
- Consolidated KPI dash boards , MIS reports and real time transaction reports

Capabilities in Emerging Technologies

Snapshot – Emerging Technologies

WI Strength & Capability	Digital	Analytics	Mobility
Talent Pool	• Over 50 consultants for front end 'Digital Consulting' • Over 2000 consultants globally working on implementation of digital transformation programs	• Over 500+ strong analytics team, technology & domain experts • Over 8000+ BI Consultants	• Over 1500+ resources skilled on mobile tech • Skills on multiple OS, device platforms • Specialized pool for mobile testing
Enablers	• eCommerce – SAP Hybris, Oracle ATG • Web Content Mgmt – Adobe, Oracle Webcenter, Liferay Portal	• Prebuilt solutions / accelerators across verticals • Playbook offerings, IQ NxT	• Mobi-T-Center for mobile app testing • Certification, automation services
Solution Offering	• Consulting for developing the 'Digital' roadmap of organizations • Digital & Web presence, Customer service, service management • eCommerce • Digital asset management	• Sales Analytics • Claim Analytics • FATCA Compliance Solution • Risk Analytics • Manufacturing Process & Compliance Analytics • Supply Chain Analytics • Promax Trade Promotion • Churn Management	• User Exp Consulting & Visual Designing • Corporate Mobile Banking – CFO Dashboard • BYOD & MDM Service Offering • Industry based solutions across focus verticals

Snapshot – Emerging Technologies

WI Strength & Capability	Cloud	IoT	Open Source
Talent Pool	• Ready SMEs for immediate deployment • 600+ consultants ready for cloud engagements	• Skills on cutting edge technologies for next gen solutions involving man-machine interfaces • Innovation lab working extensively on these technologies	• 12,000+ consultants ready for engagements • Skills on latest Open Source Technologies
Enablers	• PathFinder – building business case • Fixed Scope Offering – CX, HCM, ERP • SprintHR	• Advanced integration platforms enabling device integration • GIS and GPS systems • Google glass & advanced analytics	• Open App–Pre-integrated Open Source Stack • Migration Toolkit – For DB and App Migrations • Exhaustive KM on Best Practices
Solution Offering	• Contact Center Modernization • Cross channel CX and connected vehicle for Automotive OEMs • Hiring Solution • Campus 360 degrees • Cloud Talent Management	• Man-machine interface • Artificial intelligence • Implementations on Google Glass	• Treasury Information Management System • Dealer Management System • Citizen Service Delivery Platform • Context Aware Platform • Data Discovery Platform

Case Study – Digital – Govt of Saudi Arabia

▶ **Business Problem**

- Build a new Service Delivery Platform (SDP) to be able to provide next generation eCitizen Services in Saudi Arabia

▶ **Solution**

- Scope included Architecture, design, development, implementation, training and ongoing support & sustenance
- Re-designing of current business applications and launching through SDP
- Executed in an Agile model with very close interaction with the Business teams
- Re-designing of current business applications and launching through SDP

▶ **Benefits**

- Self service facility for various eGovernance services like visa, passport & utility bills
- Agile model execution with very close interaction with the Business teams
- Comprehensive billing module to offer different commercial models

Case Study – Analytics – Leading PSU Bank in India

▶ Business Problem

- Implement enterprise-wide Integrated Risk Management solution under Basel II & Basel III

▶ Solution

- The solution included: Credit Risk Management, Loan Origination – Retail and Corporate, Market Risk Management, Asset Liability Management and Funds Transfer Pricing, Operational Risk Management, Integrated Capital Computation and Reporting

▶ Benefits

- Decision Support System
- Enable Transaction based pricing, Portfolio management and Policy Changes
- Ability to Generate (a) Event based (b) Early warning (c) Regulatory Reporting
- Identify, Assess, Monitor and Mitigate Transaction specific, portfolio level and Operational Risks

Case Study – Mobility – Leading Defense Org'n in India

▶ **Business Problem**

- Absence of a central automated asset management system
- Lacked ability to work with system in offline mode
- High location dependence of work, due to absence of mobile solution
- Lacked real time visbility of avaialble spares, manpower for maintenance
- Disjointed systems with minimal integration

▶ **Solution**

- Wipro proposed a Maximo based asset management with Syclo Mobility
- Seamless integration of Syclo Works Manager Handheld, with the system
- Automated Work Package assignment with real time view

▶ **Benefits**

- Optimal use of available resources (spares and manpower)
- Integrated approval system to avoid delays. Over 12,000 Users
- Ability to work in Offline Mode. Any time, Any Where work
- Real time Maintenance Status, ensuring maximum uptime of assets

Case Study – IoT – Leading Hospital Chain in India

▶ **Business Problem**

- Develop next generation diagnostic and medical treatment solutions
- Allow remote fetal monitoring without frequent visits to the doctor, maintain medical history & be able to react to problems in time

▶ **Solution**

- Wearable Medical device for monitoring of Fetal Health remotely
- Developed The 'fetal belt' which using the 'Internet of things' to capture data and send remotely to the hospital
- Solution works through a Mobile Medical Gateway and is centrally monitored

▶ **Benefits**

- Creation of next generation technology solutions for health monitoring
- Added convenience to patients and avoided emergencies
- Doctors can monitor patients with a higher level of surety

Case Study – Open Source – Large Life Insurer in India

▶ **Business Problem**

- Client-server based architecture written in MF COBOL based application
- Challenges for change management & data consolidation
- Skill availability a major challenge on older technologies
- Expansion was slow and error prone

▶ **Solution**

- Open source based web solution that can be configured for multiple deployment topologies
- Maximized the use of existing code by using SOA technologies
- Used tool based migration approach for faster turn around
- Zone based multi-DR solution for robust business continuity

▶ **Benefits**

- Enhanced support for business performance at various levels
- Centralization of IT Infrastructure at more efficient level – Reduced no. of sites
- User friendly interface with enhanced security and improved performance
- Scalability to management of exponential growth in the volume of data

Trends Across Verticals

Key Trends - BFSI

Sub Vertical	Trends	Implications	Strategy to Address
	Core Banking Implementation and Refresh	Opportunities from PSU Banks with old systems	Partner with product companies like Finnacle and give a compelling and competitive solution stack
Banking	Financial Inclusion as fiscal and monetary policy	New players with need for enablement both from a process and IT platform	Build to order solutions backed by advisory services for the Tier1 applicants
	Adoption of social media & mobile proliferation	• Collaboration solutions • Re-imagining processes	• Building digital banking solutions backed by process & architecture revisits • Offering Cybersecurity and mobile app security solutions
	Higher Incidences of fraud	Need to implement Early warning and fraud detection systems	Extending solutions and capability from global markets to Indian customers backed by experience and best practices

Key Trends - ENU

Sub Vertical	Trends	Implications	Strategy to Address
Oil & Gas	• Falling Oil Prices, Cost Optimization • Oil Companies moving to "Integrated Energy" companies	• Vendor Consolidation • Large investments in downstream projects	• Helping Oil Companies on IT consolidation • Building strong traction with downstream EPC players
Utilities	• Reduction in Transmission & Commercial Losses • Efficiency improvement of distribution, transmission network	• Integrated Power Development Schemes • Smart Grid and Smart Metering implementation	• Addressing the power reform projects in all the states • Replicating our experience in Utility companies in ME
Engineering & Construction	• Investments in Infra Projects across Middle East • Building Smart Cities	• Large SI requirements on IT / IS side • Investments to create Smart Cities & industrial corridors	• Working closely with the local EPC who are prime bidders • Working with partners like Cisco, Samsung etc

Key Trends - Telecom

Sub Vertical	Trends	Implications	Strategy to Address
	• Telcos Revenue decline trend has reversed • CAPEX spends have increased; OPEX optimization still a top priority	Technology solutions to enable • Rapid customer & service portfolio expansion • Opex optimization • Differentiated customer experience	• Address the customer base with domain led solutions in the specified areas • Target the renewal market with unbundling of services
Telecom	Digitalization of front and back office processes	Two parallel architectures: Digital and Non digital	Digital transformation, Omni-channel and front-end transformation
	Push for high growth in Enterprise business	Focus on Solution building like SI	VirtuaDesk, Accelerate, Eco-energy, Managed security
	Drive for M&A in India	M&A synergy value proposition	M&A synergy value proposition

Key Trends - Government (1/2)

Sub Vertical	Trends	Implications	Strategy to Address
Central	Citizen Centricity - eServices for Governance	Govt engaging directly with Citizens to provide services	▪ Focused approach to programs like Digital India which aims to deliver eGovernance; Analytics and Social Media as key propositions
	Inclusion as a theme	Financial & Digital Inclusion forming as the bedrock of eGovernance	▪ Focusing on Ministry of Finance, Department of Post etc. ▪ Focusing on Education, Skill Development and Capacity building
	Reforms to enable Trade and ease of Business	Revisiting all departments for enhancing existing processes	▪ Engaging with Government for Process Reengineering programs - GPR ▪ Eyeing Tax reforms under GST, Infrastructure modernization
State	State as an "Enterprise" concept	Change in outlook, IT secretary of the state to a CIO	▪ Focus on progressive states ▪ Solutions to leverage further EA experience in Andhra Pradesh
	eGovernance and Single Window clearance	Services delivery: Process simplification & reengineering	▪ Proactive on eGovernance opportunities through state IT secretaries ▪ Newer business models like BOOT, PPP, Transaction based pricing
	Technology enablement of departments	Modernization of programs like Tax, Treasuries, Land Records, Health etc & cities	▪ Focused GTM for addressing Smart Cities in the country ▪ Working with the larger eco system of consultants and OEMs to prepare and be ready with solutions

Key Trends - Government (2/2)

| Sub Vertical	Trends	Implications	Strategy to Address
Defence	Armed Forces modernization - Weaponry & Communications	Massive modernization programs are being conceived	▪ Working to address Defence as a consolidated group addressing IT and Manufacturing
	Indigenization of Defence Manufacturing	Downstream manufacturing expected with Defence offsets	▪ Working with PSUs for downstream work especially in areas like Chip design leveraging Wipro Product Engineering
	Telemedicine and Health in Armed Forces	Modernization & digitization of Health records, Hospital and Patient Record management	▪ Leveraging our Healthcare solutions to provide these solution to Health establishments across the forces
Education	Skill development of citizens	Skill development units to be setup for running the charter	▪ Work with states to develop and manage Skill development PMUs
	Education Resource Planning and University management solutions	Solutions to run Schools, Universities / Institutions better	▪ Working with partners in the eco system to create required solutions ▪ Cloud based solutions are the need of the hour
	High Power Computing / Super computing	High capital and skill intensive requirements	▪ Working on creating an eco system of partners and solutions to address opportunities

Government : Key Themes

Digital India

Make in India
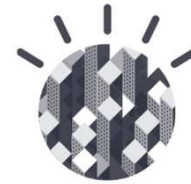
Smart Cities
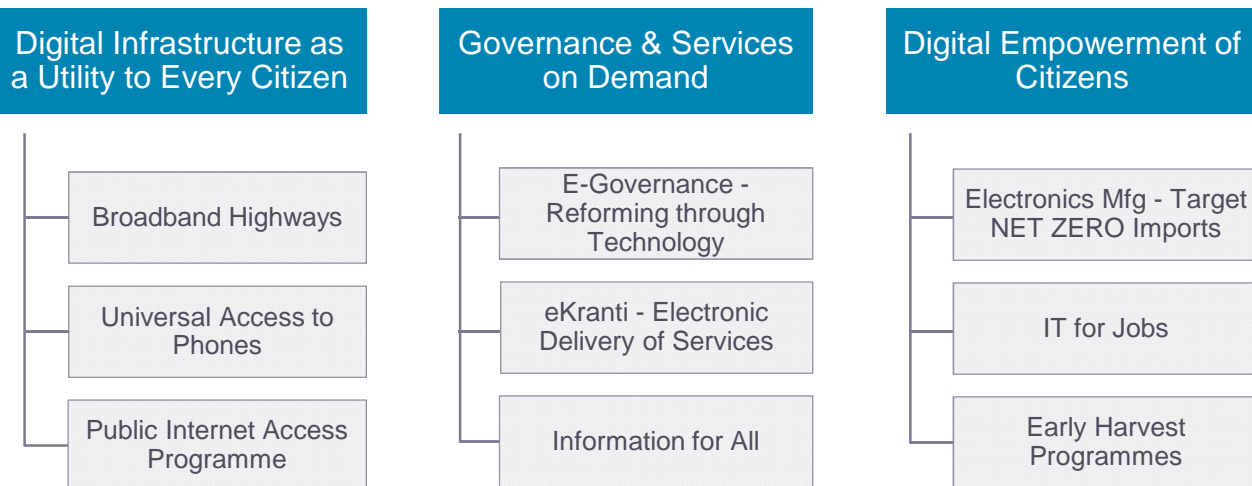

Inclusion - Finance, Health & Education

Railways Modernization

Digital India

Digital India is a Union Government Programme to Prepare India for a Knowledge Future

- The focus is on being transformative and on making technology central to enabling change
- It is an Umbrella Programme - covering many departments of government
  - It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them is seen as part of a larger goal
  - The weaving together makes the Mission transformative in totality

Three Vision Areas & The Nine Pillars of Digital India

Digital Infrastructure as a Utility to Every Citizen	Governance & Services on Demand	Digital Empowerment of Citizens
Broadband Highways	E-Governance - Reforming through Technology	Electronics Mfg - Target NET ZERO Imports
Universal Access to Phones	eKranti - Electronic Delivery of Services	IT for Jobs
Public Internet Access Programme	Information for All	Early Harvest Programmes

Smart Cities

- Seed money of INR 7000 crores (~ $ 1.2 Bn) provided in Budget 2014-15
- 5 Year timeframe for each city based program
- Objective is to improve the quality of life with emphasis on the following: Sustainability through employment, developing traditional enterprise, stop degeneration of cities
- Objective is to create a common platform for replicable technology to cut down time for implementation
- Emphasis on PPP which is sustainable and win–win for both government, private enterprise and citizens
- Usage of Green energy and reduction of carbon footprint

Some Components of SMART City Using ICT

- SMART Grid
- Smart Policing
- Smart Building
- Intelligent Traffic Management System, Parking
- Centralized Command and Control for Emergency Response (Disaster Management, Ambulance, etc)
- Mobile Workforce etc
- Smart Municipalities

Make in India

Objective of the Initiative:

- Enhance Indian economy by facilitating investments, getting global recognition
- Promote manufacture in India - making India a manufacturing hub
- Increase job creation in secondary & tertiary sectors
- Stress on Innovation and skill enhancement
- Protect Intellectual Property

National Investment & Manufacturing Zones (NIMZ)	National Manufacturing Policy (NMP)
Mandatory Procurement from Micro & Small Enterprises (MSEs)	Delhi-Mumbai Industrial Corridor (DMIC)

Key Sectors Addressed

- Automobiles	- Electronics System	- Ports
- Automobile Components	- Food Processing	- Railways
- Aviation	- IT and BPM	- Renewable Energy
- Biotechnology	- Leather	- Roads and Highways
- Chemicals	- Media and Entertainment	- Space
- Construction	- Mining	- Textile and Garments
- Defense Manufacturing	- Oil and Gas	- Thermal Power
- Electrical Machinery	- Pharmaceuticals	- Tourism and Hospitality
		- Wellness

Key Trends - Healthcare

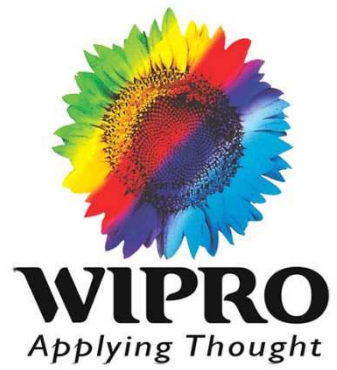| Sub Vertical	Trends	Implications	Strategy to Address
	• Industry growing @ 17% CAGR • M&A in corporate hospitals	Need for deployment of HIS & infrastructure	• Cloud for SMB hospital and dispensaries • Engaging with corporate hospital groups to address new greenfield and acquired hospitals
Provider	Hospitals using digital tech to improve patient experience	Applications and solutions for better patient experience	• Built HIS+ Assure health+ Patient Portal+ Mobility solution as an integrated offering for hospitals • Focus on applications like CRM and physician mobility applications
	Need for better decision making, streamlined workflow	BI & Analytics: Managing operations & decision making	• Developed specific KPI based Analytics solution
	India becoming pharma manf'g hub (25% rise in export revenue)	• Focus on Digital technology • ERP / integration with ERP	• BI/Analytics / DWH custom designed for CFO's • Barcoding, electronic batch manf'g & manufacturing Automation
Pharma	Increased spend on R&D	Domain centric opportunities like Lab and R&D Solutions	• Leveraging global experience with pharma companies cloud based Wipro Rapid Trials platform for clinical trials
	Increased regulation & compliance due to export markets	Business process and computer system validation (CSV)	• Developing a framework for CSV and business process validation • Working on Infrastructure validation & Network security validations

Key Trends - Manufacturing

Sub Vertical	Trends	Implications	Strategy to Address
Auto	Growing Auto industry	▪ Enhance customer experience ▪ OEMs setting up R&D / shared services captives	▪ Targeting customer experience initiatives – dealer mgmt, service transformation, connected car etc ▪ Propositions for supply chain & manufacturing via analytics
	Increased localization	▪ Capacity improvements ▪ M&A	▪ Applications & Infra consolidation opportunities with M&A ▪ Consolidation of niche solutions - PLM
Discrete	High pressure on margins	▪ Enhance supply chain Productivity ▪ Effectiveness of IT org	▪ Target mid sized companies for total outsourcing ▪ Position solutions to enhance supply chain and manufacturing processes
Process	Govt vision for infrastructure development impacting Cement and Steel companies positively	▪ Cement & Steel players are building capacities to address the demand potential	▪ Proactively focus on Cement companies to propose Wipro's SAP Cement template & MES solutions ▪ Target the large steel players for ERP - MES integration
	Chemical Industry is expected to grow @14%	▪ Increased R&D and manufacturing capacities	▪ Target mid segment for Wipro's SAP Chemical template with focus on EHS
Hitech	More R&D and IT services moving into India captives	▪ Requirement for flex teams ▪ Local procurement	▪ Targeting Augmentation and Managed Services opportunities
	Higher device penetration within India	▪ Service quality required across the country	▪ End customer service management as a proposition

Key Trends - Retail, CPG & Transportation

Sub Vertical	Trends	Implications	Strategy to Address
Retail	Growth in middle class consumer spending	Depth in consumer segmentation & varied customer requirements	▪ E-commerce solutions to place orders online ▪ Single view of customers for cross promotions and campaigns
	Proliferation of smart devices & social media	Supply Chain Challenges & Cyber security	▪ Targeting brick & mortar retailers to provide Omni channel solutions ▪ E-tailers are our focus segment for cyber security solutions
CPG	Enhanced Competition & Price Wars	Social media & traditional promotion strategy	▪ Focusing on consumer goods companies to set-up digital labs for Social media based promotions
	Consumer Convenience	Cost Optimization in Promotions, Distribution & Transportation	▪ Trade Promotion solution - Promax for optimizing cost of trade promotions in Consumer good companies
Transportation	Travel Experience and Low Cost of Travel	Travel Retail	▪ Digital and Mobility solutions for Courier and Logistics companies through open source platforms ▪ Operations Research based solutions for flight assignment and maintenance planning targeting airline industry

Preparing for the Future

1. Government:
    a. Work closely with senior officials in the Govt - center and state
    b. Participate as a thought leader in the key initiatives – Digital India, Smart Cities , Make in India and Financial Inclusion
    c. Work closely with the eco system – Consultants (E&Y, McKinsey, BCG etc), Industry bodies (CII, Nasscom and Mait etc) and partners (Cisco, Intel and IBM etc)
    d. Invest in consulting to help shape the demand
    e. Invest in a separate business development team for long term initiatives
    f. Engage in new business models like PPP, JV, Opex models etc
    g. Work with Nasscom to make the Govt contract T&C's to be more attractive
2. Besides Govt- Focus on the other 3 high growth segments – BFSI, Telecom, Energy & Utilities (specially Infrastructure)
3. Come out with "Revenue Generation" propositions for each industry segment
4. Focus on technologies -Digital, Analytics, Mobility and Cloud
5. Leverage Global expertise

Thank You