



**Wipro's 'Qwik  
Retail on  
Wheels' Solution**

# Empowering consumers to buy with confidence and convenience without leaving their neighborhood communities

Crisis such as the ongoing COVID-19 pandemic cause store lockdowns and pose challenges in accessing essential goods like produce, food, pharmacy, disinfectants and sanitation goods. There are significant disruptions in product movement between delivery centers (DCs) and retail/dispensing stores, thus restricting customer access to the products.

The present crisis has changed customers' buying behavior and patterns. The fear of going to crowded places will take time to subside. Given the state of the economy after COVID-19 subsides, consumers will have limited dispensable income and the focus will be on buying essentials only.

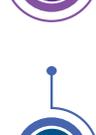
However, this environment has also created newer opportunities in the marketplace for extending the reach to the consumers. New delivery models and techniques will shape up the industry in times to come. Businesses that can define a more robust delivery model to reach consumers will be able to capitalize in this environment.

## The Solution

Wipro's "Qwik Retail on Wheels" solution provides a fast and easy way of deploying IT solutions to manage mobile retail stores to meet such requirements and generate additional revenues for retailers, while building brands in the local communities and neighborhoods.

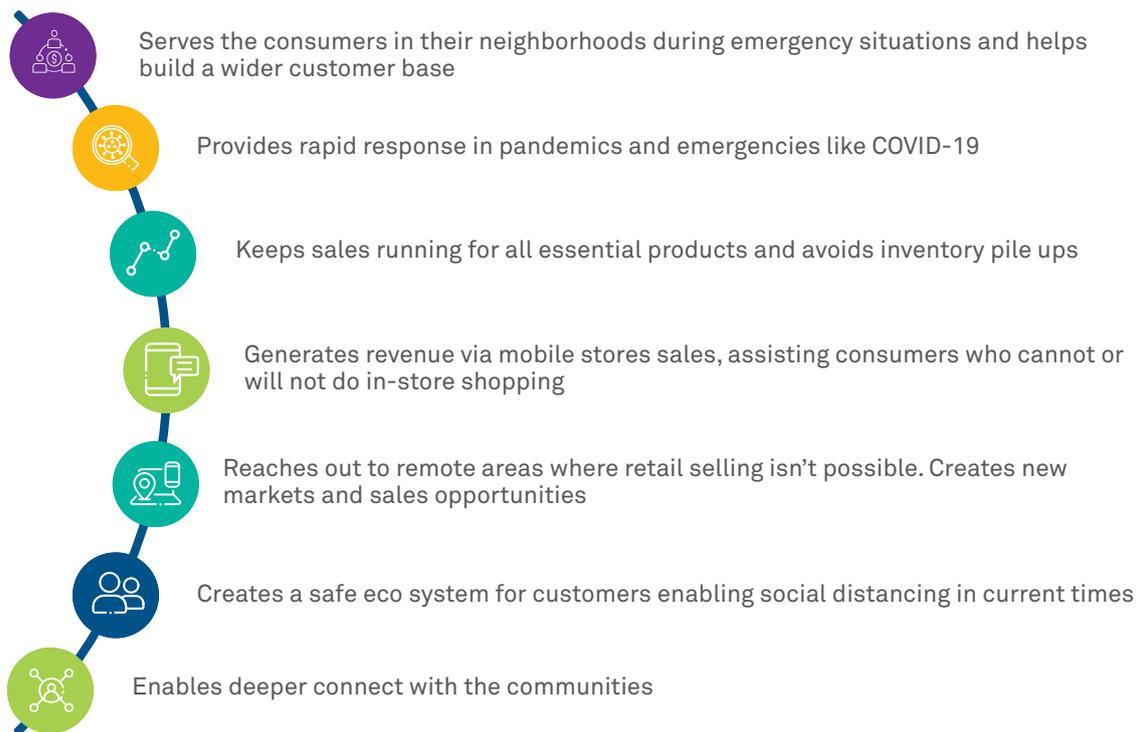
The solution is focused on creating a new business model – where grocery retailers can create mobile stores on wheels that can be driven down to neighborhoods (to consumers) to sell and deliver essentials. This would include deployment of a preconfigured SaaS based solution that can bolt-on to the existing ERP or retail supply chain systems/loyalty systems. This will enhance capabilities for delivery of essential products directly to the consumers/neighborhood. The solution includes:

## Key takeaways

-  Rapid solution deployment for mobile stores and warehouses
-  Doorstep dispensing, i.e., taking products as close as possible to the consumers and dispense via mobile POS
-  Works with existing mobile apps or ecommerce solutions of clients
-  Supports walk in sales as well as pre-ordered delivery (through existing ecommerce application or mobile app platforms) – order online and pick up from mobile store
-  Enables rapid pricing models for products that have supply-demand imbalance
-  Keeps inventory in-sync with the core retail/ERP systems - between mobile units with perpetual inventory fed from DCs, stores or warehouses.
-  Limits products and sales to core essentials and even alters pricing of certain product lines or categories (critical/essential/restricted)
-  This pre-configured solution leverages prebuilt APIs for seamless integration with existing ERPs and can be deployed in a matter of weeks

**Rapidly deployable, scalable and cost-effective SaaS based solution that enables doorstep dispensing**

## Benefits



## Features

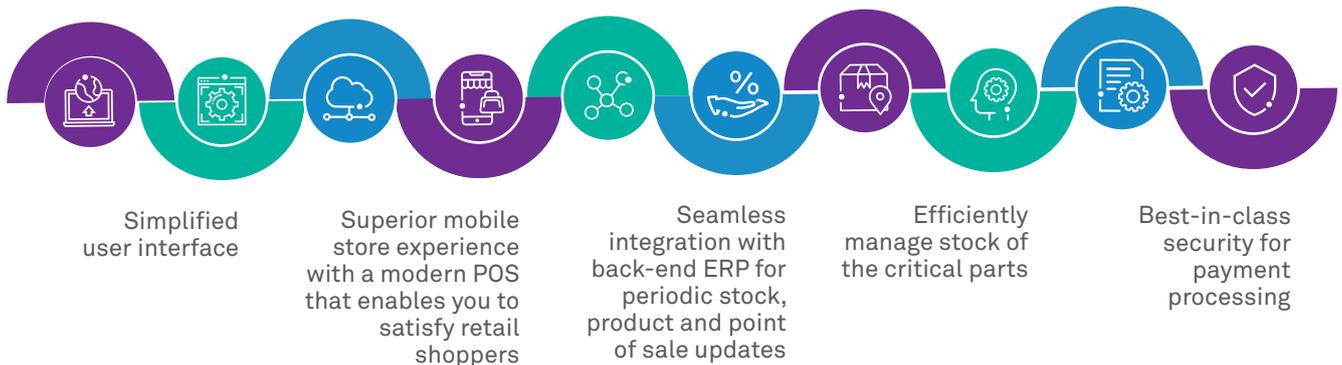
Rapidly deployable, scalable and cost-effective SaaS based solution

Secure and robust solution using NetSuite Cloud platform

Ability to launch franchise models in the future

Tracking of expiration and shelf life of critical products

Ability to use bar coding/RFID scanning capability



**Helps retailers create new channels for distribution, increase brand image and reach and explore new markets**

For more information, kindly reach out to [n.mani@wipro.com](mailto:n.mani@wipro.com) or [anil.rao@wipro.com](mailto:anil.rao@wipro.com)

● **Wipro Limited**

Doddakannelli, Sarjapur Road,  
Bangalore-560 035,  
India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

**wipro.com**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,  
please write to us at  
**info@wipro.com**

