



Wipro's Fashion Rental Solution

Enable new business models while
advancing sustainability



Introduction

Nearly \$460 billion worth of wearable clothing is discarded each year. As retail and fashion companies develop new business models, one innovative approach can reduce this waste while generating recurring revenue: Wipro's Fashion Rental Solution.

Built on SAP Business Technology Platform, Wipro's Fashion Rental Solution enables consumers to rent designer products online. This future-thinking strategy encourages reuse and recycle behaviors through a new, sustainable business model.

Key takeaways



Winner of SAP Innovation Awards 2021



Facilitates online rentals for high-value labels with in-store pickup and return



Offers full transparency for pricing, quality, and insurance



Automates store operations and provides a seamless customer experience

Advances the fashion industry's sustainability by promoting reuse and recycle behaviors



Key benefits



Embrace a circular economy business model. Consumers gain easier access to new and “high-fashion” apparel, while designers and retailers generate recurring revenue from the same product.



Shrink the industry’s carbon footprint. Empower reuse and recycling behavior to reduce the sector’s overall waste.



Enable a next-gen user experience. Integrate the web, automated store pickup, returns and billing to improve customer satisfaction.

Features



Quick deployment and easily integrated into e-commerce platforms and core SAP applications such as SAP S/4HANA or SAP Hybris



Leverages niche technologies such as Artificial Intelligence, Intelligent BPM, SAP UI5 and HANA



Leverages Machine Learning to derive intelligent digital-decision support



Utilizes intelligent robotic process automation for the entire back-end business operations

Streamlined insurance claim settlement process in case of damages or loss with efficient supply chain operations



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strong commitment to sustainability and good corporate citizenship, we have over 190,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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