



Wipro Technologies

Key Vendor Assessment
Report Abstract

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86 pages





Who Is This Key Vendor Assessment For?

NelsonHall's Key Vendor Assessment for Wipro is a comprehensive assessment of Wipro's offerings and capabilities, designed for:

- Marketing, sales and business managers developing strategies to target service opportunities within the BPS/IT services markets
- Sourcing managers monitoring the capabilities of existing suppliers of IT outsourcing services and identifying vendor suitability for IT services
- Consultants advising clients on vendor selection
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the BPO/IT services sector.



Key Findings & Highlights

With a new Chairman and a new CEO, Wipro has seen a significant changing of the guard. Announcements in an event for financial analysts in December 2020, Wipro's first for five years, unveiled some major new initiatives. Some are course corrections, others are more radical changes: all should help improve the company's competitiveness over the next few years.

Each of the initiatives listed below is designed to support what Chairman Rishad Premji highlights as a new 'obsession for growth' at Wipro:

- Nurturing new culture
- Change in operating model to improve client proximity, with a completely new, much simpler, organization structure
- Prioritizing (and de-prioritizing) target markets in each geography
- Formalizing approach to large deals
- Increasing M&A activity, including some more sizeable transactions. Wipro is currently finalizing the largest acquisition in its history.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's client base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, challenges and outlook.

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