



Wipro Social Media Services

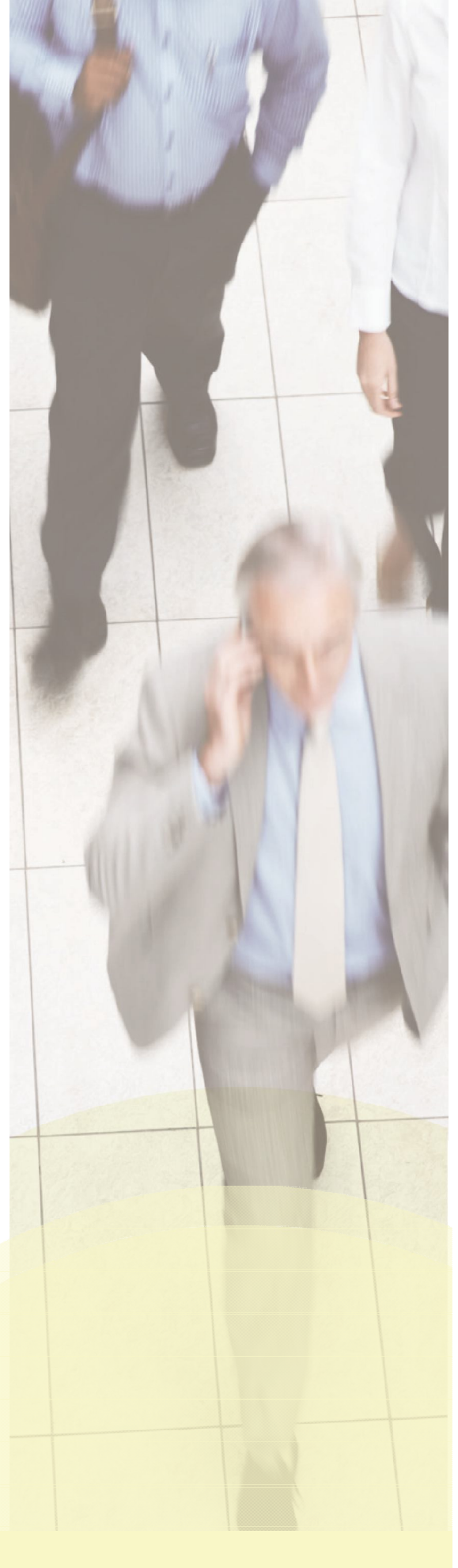
Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's social media profile on Wipro is a comprehensive assessment of Wipro's social media offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media servicesRFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Wipro's offerings and capabilities in social media services. Wipro is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Wipro's core CMS capability originally came from its acquisition of Spectramind, and although Wipro's BPO capabilities have broadened considerably since then, CMS still accounts for ~50% of Wipro BPO revenues.

Wipro began offering social media services in conjunction with a preexisting technology client in early 2010. This initial engagement revolved around monitoring services that aimed to identify metrics such as number of brand mentions and high-level sentiment analysis. Wipro initially deployed its social media services using the Lithium platform.

At present Wipro is not conducting any social media engagement services for clients across social channels and is primarily providing listening services across social channels.

Wipro is supporting all of its clients out of centers in Mumbai and Delhi. Wipro's current social media client base includes clients in the following verticals:

- Telecoms
- High-tech
- CPG
- Logistics
- Energy and utilities.

Scope of the Report

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

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

14 pages

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Social Media Services Vendor Assessments Also Available for:

Firstsource

Sitel

Genpact

HP Enterprise Services

WNS

Capita

Xerox

Dell

Aegis.