



Wipro Marketing BPS Services

Vendor Assessment
Report Abstract

July 2015

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6 pages

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Wipro is a comprehensive assessment of Wipro's marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS RFPs
- 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

In 2005, Wipro began offering portal and content management support. In 2009, it won an IT contract with Charming Shoppers Inc., which included an element of marketing support. In fiscal (FY) Q3 2010, Wipro was awarded a joint contract with Accenture to provide a broader BPS contract to British American Tobacco, which included marketing application design services.

In 2012, Wipro began partnering with ThinkVine; this allowed it to integrate ThinkVine's marketing mix optimization tool into its suite of integrated trade and marketing offerings.

In June 2014, Wipro announced the launch of a new business unit, Wipro Digital, which pulled together all of Wipro's digital capabilities under one umbrella, including its marketing BPS support.

Wipro has gone to great lengths to separate Wipro Digital from its legacy services, changing the complete look and feel of the new business unit. The Wipro Digital business unit currently has ~15k agents, ~2k of which are providing marketing BPS support.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro's marketing BPS 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

6 pages

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Marketing BPS Services Vendor Assessments Also Available for:

Infosys

Minacs

HGS

Concentrix

Tech Mahindra

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

Cognizant.