



# Realizing Business Outcomes and Digital Transformation with IoT

Jayraj Nair

Vice President, Global Head IoT

Feb 27 2018

wipro digital

# business units & service lines



Banking, Financial  
Services & Insurance



Manufacturing  
& Technology



Consumer



Healthcare, Life  
Science & Services



Energy, Natural  
Resources & Utilities



Communications



Business Application  
Services



Global  
Infrastructure Services



Business Process  
Services



Product  
Engineering Services



Analytics



Digital & Consulting \*

---

# organic & in-organic growth

---

**Designit**<sup>®</sup>

**WIPRO HOLMES**<sup>™</sup>  
ARTIFICIAL INTELLIGENCE PLATFORM

**wipro ventures**  
investing in the future

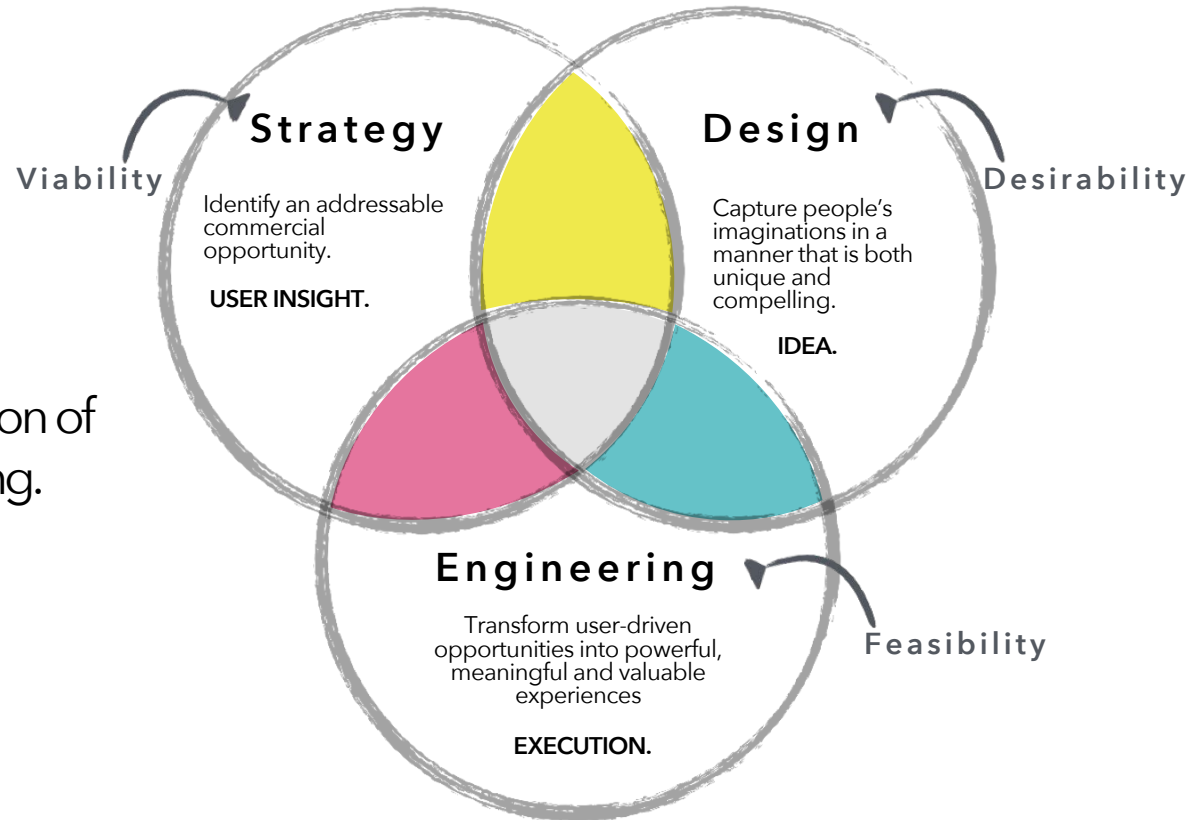
 **topcoder**<sup>™</sup>

  
**APPIRIO**

**wipro digital**

capabilities to deliver an end to end initiative

# digital transformation & internet of things

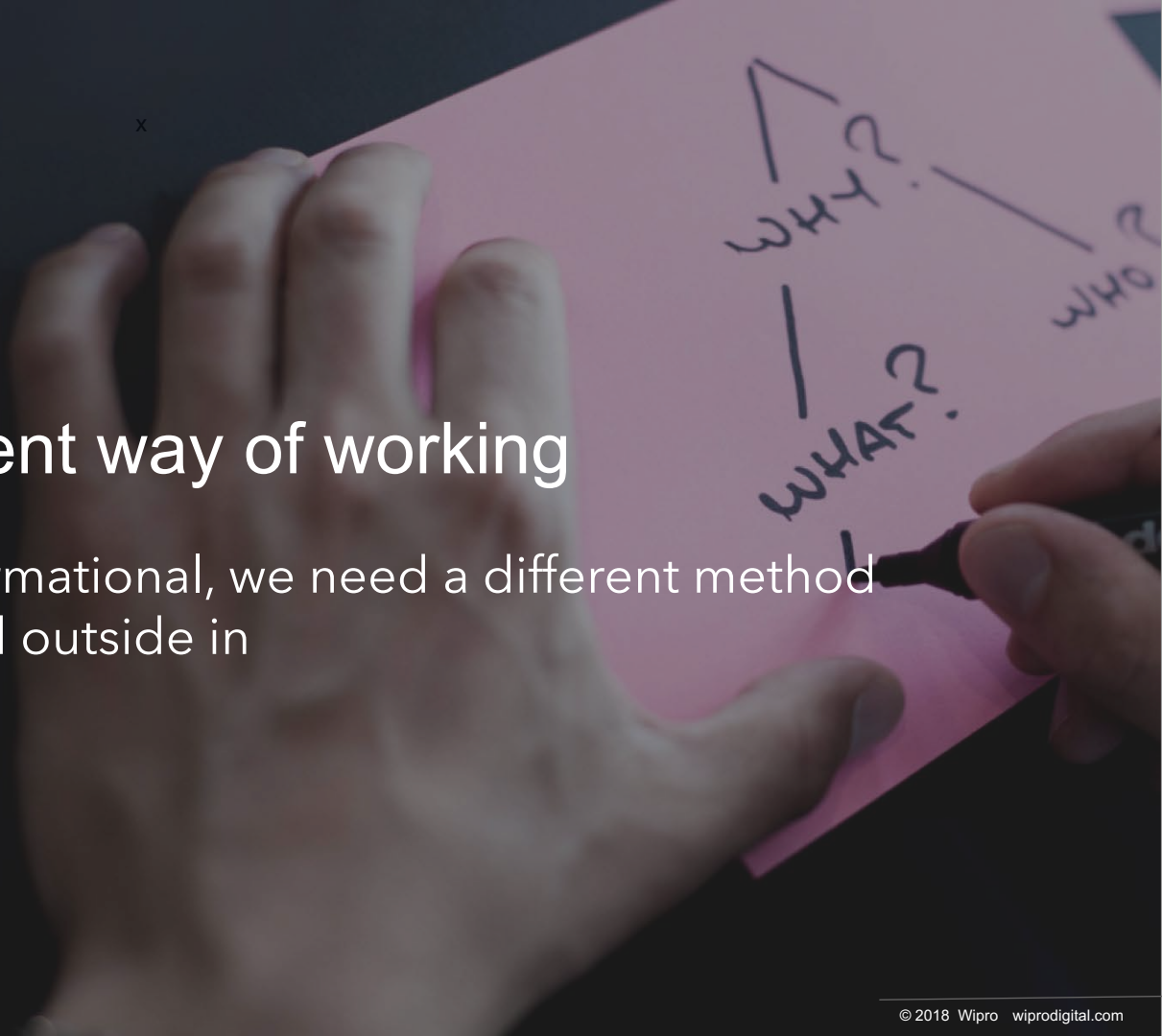


curating value at the intersection of Strategy, Design & Engineering.

x

# we need a different way of working

because this is transformational, we need a different method  
beyond silos, agile and outside in





# digital lighthouse

a 'place' where people work...

- **beyond silos**
- **outside-in**
- **agile**

forming multidisciplinary and multinational teams that collaboratively push for common objectives

constantly getting out of the building to glean insights from customers and the market

delivering tangible results quickly in order to fail and learn fast, measuring efforts in weeks, not months



# create products, services, and experiences that improve the way we all live, work, and do business.

## Innovation strategy

Define viable, commercially sound innovation strategies through understanding of market, technology and human factors.

## Brand strategy

Define impactful brand strategies through understanding of the company, competition, product and target audiences.

## Service design

Design human-to-human or human-to-technology interactions to improve flow, relevance and customer experience from end-to-end.

## Product design

Design aesthetics, ergonomics, functionality, and usability of a product to drive marketability and appeal.

## Digital design

Define strategic coherent experiences across all touch-points, from intangible and tangible product, digital to packaging.

## Business design

Business model prototyping, quantitative modeling, organizational design, partners scouting and route-to-market mapping.



# design and tech — the magic is in the mix

design  
human-centric  
people first  
desirability  
simplification  
create experiences  
discovery focused  
frontend

build  
technology-centric  
systems first  
feasibility  
performance  
drive business outcomes  
delivery focused  
backend



A modern office interior with people working at desks and a man presenting to a group. The office has a clean, minimalist design with white walls, wooden desks, and large windows. The ceiling features exposed ductwork and modern lighting fixtures. In the foreground, a man in a light blue shirt is standing and speaking to a group of people seated at desks. The desks are equipped with laptops and other office equipment. The overall atmosphere is professional and collaborative.

# digital pods across the globe

Aarhus, Barcelona, Copenhagen, Dublin, Lima, London, Madrid, Medellín, Munich, New York, Oslo, Stockholm, Sydney, Tel Aviv, Tokyo, Mountain View, Edinburgh,....

# ecosystem play - innovation from the outside

Amazon, Microsoft, Google, Siemens, National Instruments, RTI, Tibco, GE, IBM, PTC, Intel, SAP, Oracle, Salesforce, Software AG, Altizon, Living PlanIT, HP, Cisco, Dell Technologies, others..



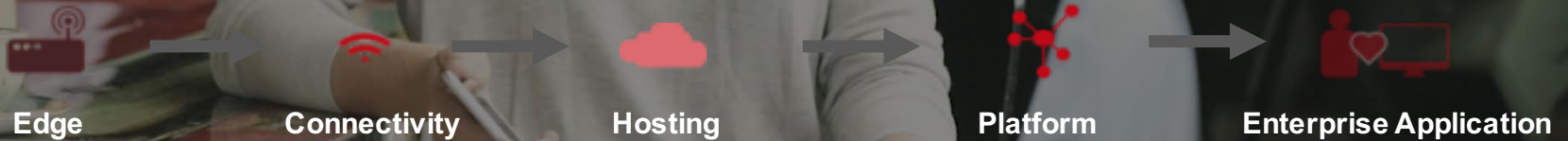
COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD



# end-to-end solutions

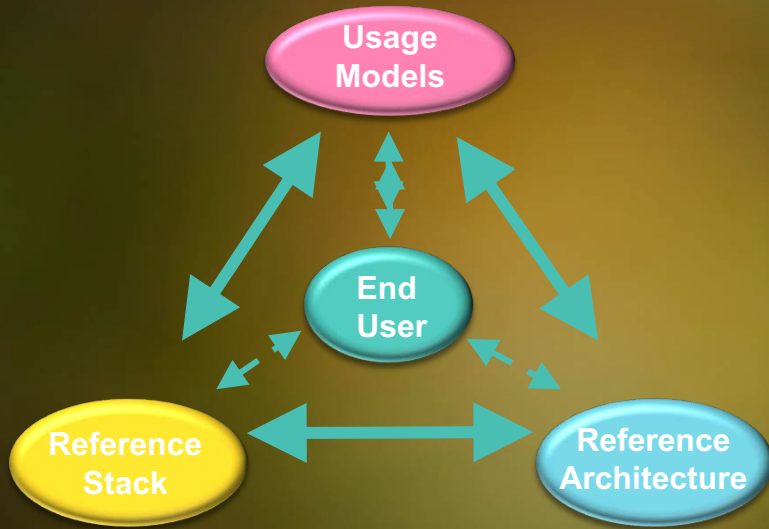
edge ↔ platform ↔ enterprise

sensors – connectivity – platforms – enterprise integration - analytics – machine learning – artificial intelligence





# velocity of innovation - agility



iterative, fast, responsive, collaborative



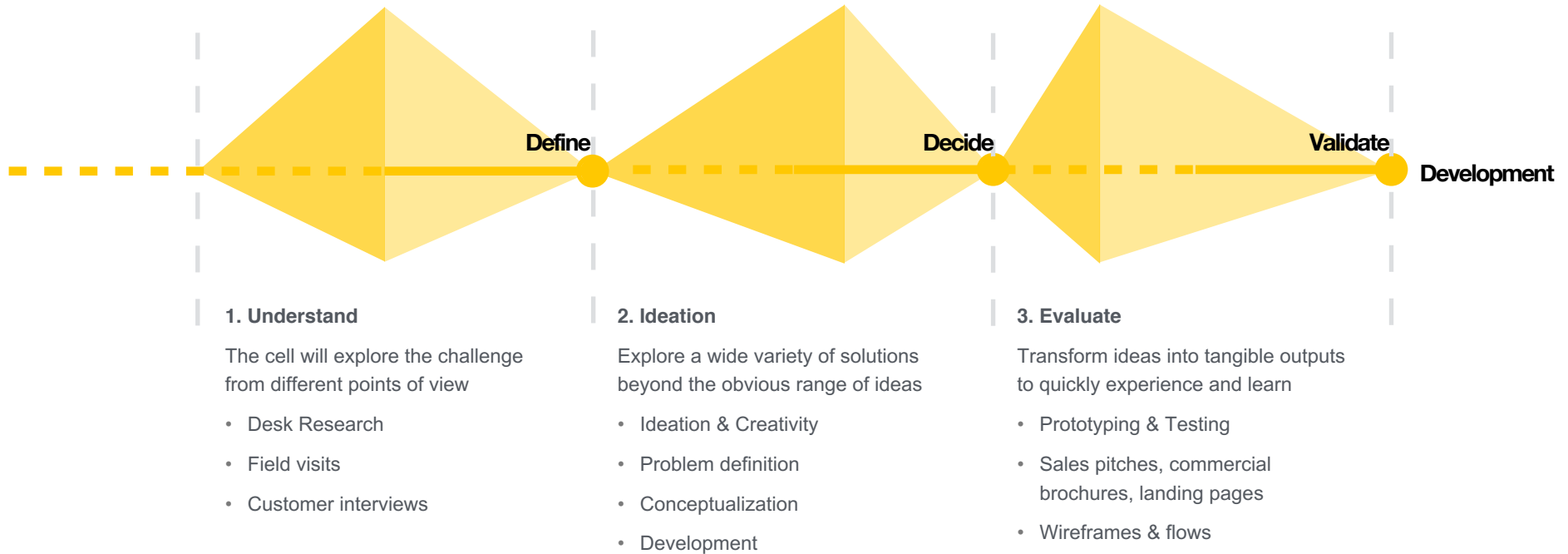
# digital cell

a multidisciplinary team working within an agile framework under digital governance





# sprints - fail-learn fast, succeed faster...





think it - design it - build it - run it

expertise and capabilities to support the entire life cycle



**Security & Surveillance**



**Connected Insurance**



**Autonomous Car**



**Asset Management**

**Smart Airport**



**Smart Manufacturing**

**Logistics Management**



**Smart Building**



**Worker Health & Safety**

**Smart City/Campus**



**Patient Healthcare**

**IoT**



**Smart Utilities**

**Retail Operations**



**Connected Vehicle**







at the end of the day what counts is how well executed is the choreography; among the old that should be optimized, and the new that has to be implemented

thank you