Realizing Business Outcomes and Digital Transformation with IoT

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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

capabilities to deliver an end to end initiative
digital transformation & internet of things

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

Strategy
- Identify an addressable commercial opportunity.
- USER INSIGHT.

Design
- Capture people’s imaginations in a manner that is both unique and compelling.
- IDEA.

Engineering
- Transform user-driven opportunities into powerful, meaningful and valuable experiences
- EXECUTION.

Viability
Desirability
Feasibility
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** forming multidisciplinary and multinational teams that collaboratively push for common objectives

• **outside-in** constantly getting out of the building to glean insights from customers and the market

• **agile** 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
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..
end-to-end solutions

edge ⇔ platform ⇔ enterprise

velocity of innovation - agility

iterative, fast, responsive, collaborative
design: customer led
solution delivery: collaborative and agile led

Disruptive insights
Research & opportunities

Future vision
Direction & experience concept

Experience roadmap
Business Transformation Roadmap & Future customer journey

Experience design
Solution & prototyping

Continuous delivery
Development & Implementation

PORTFOLIO CONSTRUCTION

PORTFOLIO EXECUTION
digital cell

A multidisciplinary team working within an agile framework under digital governance
sprints - fail-learn fast, succeed faster…

1. Understand
   The cell will explore the challenge from different points of view
   • Desk Research
   • Field visits
   • Customer interviews

2. Ideation
   Explore a wide variety of solutions beyond the obvious range of ideas
   • Ideation & Creativity
   • Problem definition
   • Conceptualization
   • Development

3. Evaluate
   Transform ideas into tangible outputs to quickly experience and learn
   • Prototyping & Testing
   • Sales pitches, commercial brochures, landing pages
   • Wireframes & flows

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think it - design it - build it - run it

expertise and capabilities to support the entire life cycle
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