



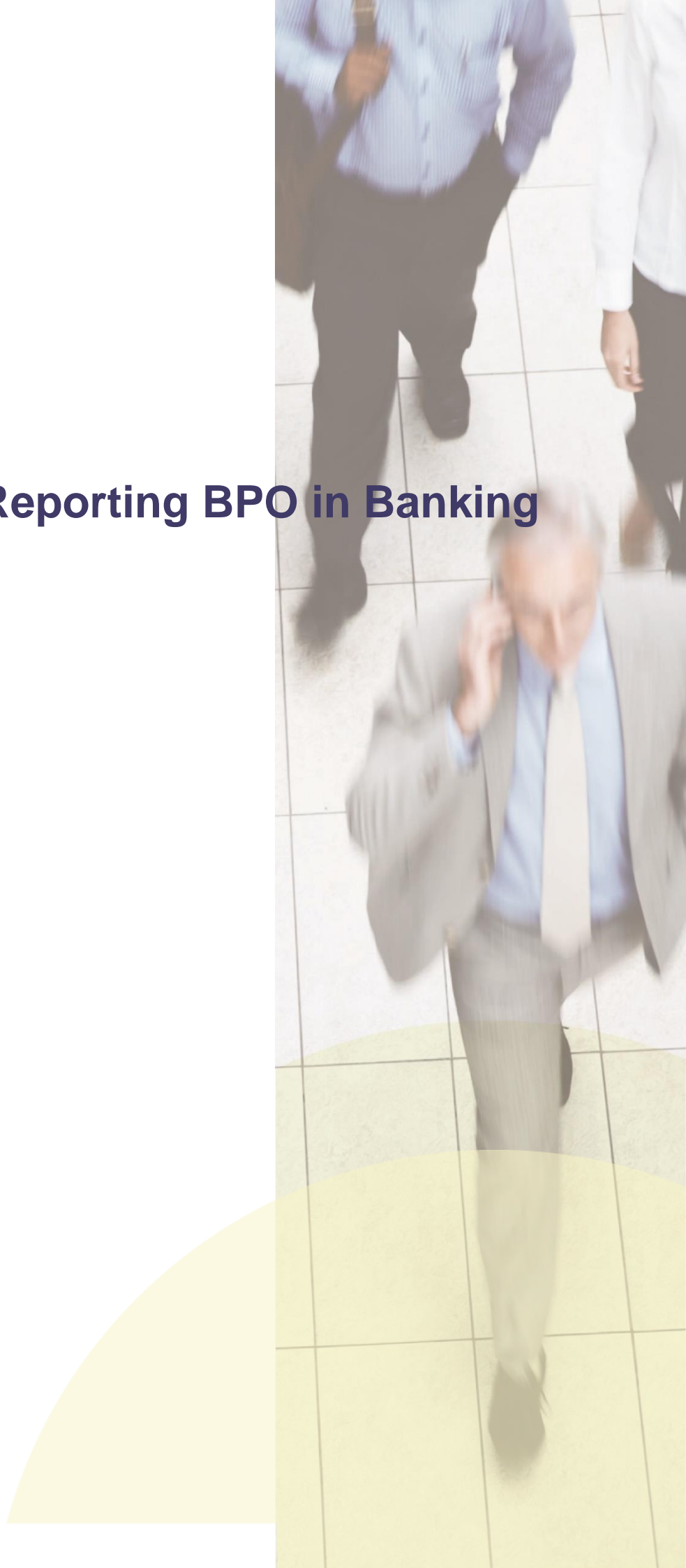
Wipro **Analytics and Reporting BPO in Banking**

**Vendor Assessment
Report Summary**

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7 pages





Who Is This Vendor Assessment For?

NelsonHall's Analytics and Reporting BPS in Banking vendor assessment for Wipro is a comprehensive assessment of Wipro's analytics and reporting BPS in banking offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of capital market process outsourcing and identifying vendor suitability for analytics and reporting BPS in banking 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

This NelsonHall assessment analyzes Wipro's offerings and capabilities in analytics and reporting BPS in banking. Wipro is one of a number of analytics and reporting BPS companies analyzed in NelsonHall's comprehensive industry analysis programs.

Overview

Wipro started its analytics services five years ago. It provides analytics services (consulting, ITS and BPS) across all the industries which it supports. Its analytics and data research started by providing data management services to the retail and CPG industries. Much of its service remains focused on supply chain management. In the past three years, Wipro has started providing analytics and research services to the banking industry by expanding its engagements with its existing banking clients.

Delivery Capabilities

Wipro analytics and reporting BPS in banking delivers service from three delivery centers:

- Delhi
- Bangalore
- Chennai.

Wipro has an additional 120 FTEs providing services from clients' onsite premises.

Over time, Wipro intends to move employees managing data to rural Indian delivery locations, to further reduce cost of delivery.

Target Markets

Wipro's primary targets for analytics and reporting BPS are:

- Tier one retail banks
- Tier one capital markets firms
- Insurers.

Wipro's analytics and reporting BPS in banking supports client operations in the following geographies:

- U.S.
- Europe
- APAC.

Strategic Direction

Wipro has a two pronged strategy for its analytics and reporting BPS in banking business:

- Data management and reporting: utilize ITS and BPS capabilities developed in data management, primarily in sales and marketing capabilities for the retail and CPG industries, to support hosted and cloud based services which increase data acquisition at lower cost
- Research: provide asset (e.g. loans) and entity (e.g. customers) research for banking firms, as industry requirements are changing, at lower cost.

Wipro is looking to grow its analytics and reporting BPS business over the next 12 months by:

- Enhancing advanced analytics offerings to provide “closed loop analytics” for client projects (i.e., analytics from start to finish on client projects, including analytics to support design, execute, and follow-up on a project)
- Expanding compliance offerings, social media, and governance offerings
- Expanding its hosted reporting services to reduce client costs.

All of the new engagements are expected to involve IT consulting and services support, as lead-ins to the analytics and reporting BPS relationship.

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Scope of the Report

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

- Identification of the company's strategy, emphases 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
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

Report Length

7 pages

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Analytics and Reporting BPS in Banking Vendor Assessments Also Available for:

Cognizant

EXL

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