Wipro – Cisco Unified Communications

*Discover enhanced business value through Collaboration*
“Unified Communication (UC) is a platform not a product which supports a slew of applications that enable an enterprise to be efficient in business process execution by more effective usage of available resources and removing the unfavorable consequences of human latency.”
Cisco and Wipro are partnering to provide customers with a compelling option to convert from TDM to IP.

- Collective Expertise in TDM and Cisco Technologies
- Sharing & Risk Mitigation → Assurance to customer
- Joint Engagement Model (Cisco & Wipro)
- Jointly fulfilling requirements to the end customer
- Based on a lifecycle services approach
Key business challenges

- Distributed business relationships involving complex tasks
- Inter-linked communication for enhanced business efficiencies
- Real-time communication and collaboration
- High operational costs on enterprise voice communication (dedicated team for management, parallel infrastructure to networking etc.)
- Each site has to be dealt independently, cannot take a centralized / virtualized approach
- Multiple contracts (some time multiple vendors) to manage
- Cannot leverage on the enterprise applications to make the voice communication infrastructure more effective
- Longer lead times to rollout new sites or new services
Wipro Maturity Model enabling UC and addressing Business transformation...

- Automation of business processes
- Reduced human latency
- Real time enterprise
- Ubiquitous Information

- Communication Enabled Business Processes
- Enhanced Collaboration

- Network Convergence
- Communication Convergence

- UC Maturity

- Reduced infrastructure cost
- VoIP
- Hybrid PBX
- Upgrading Communication Infrastructure

- Presence, IM
- Unified Messaging
- Voice & Web conferences
- Integration of telephony & desktop communication

- Collaboration
- Mobility
- Shared documents
- Ease communication
- Video conferences

Wipro can help enterprises in all the phases transforming their business
**TDM to IP**

**Value Proposition**

- Consolidates and integrates diverse communication channels
- Streamlines and optimizes business processes
- Adds business value through synergy
- Helps organization to move from site based technology strategy to organization based strategy
- Cost savings both in terms of manpower and capital expenditure

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### Cost Savings
- Migrate

### Employee Productivity
- Accelerate

### Business Transformation
- Transform
- Include
- Transcend
TDM – IP migration
Technology benefits

- Single structure cabling
- Reduction in support staff
- Drop in maintenance facilities
- Increase operational efficiency

- Reduced Operational overhead, due to easy of Moves, Adds and Changes – Single management team for both IT and Telecom
- Single Structured Cabling System to implement and manage
- Flexible deployment models can adopt quickly to the business needs
- Reduction in cost due to Mobility features
- Reduction in cost due to in-house conferencing
- Capability to integrate and leverage on other enterprise and group ware applications
Unified Communications COE
Wipro - Cisco Advantage

TDM to IP Migration

Cisco Advantage

- Unrivalled Experience
  - WW Market Leader with 26% Market share
    - Synergy research report
  - More than 50K Communications Infrastructure customers
  - 13 Million+ IP telephones installed

- Unsurpassed Reliability
  - Simplified architecture with no single point of failure - Excellent high availability model
  - Solution Proposed with Redundant Hardware & Software with survivability options across WAN for Business Continuity - Scalable solution up to 30000 phones

- Lower Risk and management challenges
  - Delivering telephony on a converged network requires a solution that works as an integrated system
  - Cisco has the capability to deliver the whole solution - both communications devices and applications and the network infrastructure.
  - Security and Quality of Service is integrated into all components of Unified Communications

Wipro Advantage

- Wipro is one of the biggest users of this technology with 20,000+ IP Phones deployed & managed internally
- Pioneers in IP Telephony for Indian market
- Wipro has a UC Customer Install base of 85K+ IP Phones, with 25+ enterprise customers who have benefited with Wipro’s knowledge and expertise in selling, designing, installing, and supporting a comprehensive Unified Communications solution.
- The Leading UC partners for Cisco in India (greater than 30% market share) and also awarded as the best Post-Sales Support partner from Cisco for two consecutive years
- Large investments in IP Telephony & UC application equipments, supported with a large pool of certified Resources & Solution development group
- Strong domain knowledge on Industry Verticals which our customers can leverage for aligning the UC strategy with business processes.
- Life Cycle Services offering supported by a large pool of Cisco Certified Resources in the area of IPT, UC & Telepresence
- Focused industry partnerships & the skills on Cisco’s Unified Applications environment (CUAE) platform has enabled Wipro to offer vertical specific UC solutions across BFSI, Retail and others
Cisco & Wipro; Unique, Innovation focused partnership

- 13 years strong relationship, since 1995
  - No 1 system integrator for last 5 years
  - First non-US Strategic Alliance Partner and Global System Integrator
  - 33% of Cisco India business is through Wipro
  - Operations out of 6 regional hubs (India, Dubai, Saudi, UK, Singapore, USA)

- Product Design Development Partner
  - WAN, Voice, IOS, NMS, VLSI, Optical storage, routing and switching

- Level 3/4, Level TAC (Technical Assistance Center) support

- Cisco Professional Services Partner (PSP)
  - 11i projects
  - In CSOS, Infra, CA, Marketing, GSS, WWSPS

- One of the largest Cisco user in the region

- Achievements
  - Asia Pacific Partner of the Year – 2006 (Las Vegas)
  - Top Services Partner in APAC – 2005 (San Diego)
  - Cisco India Award – largest IPT and Voice Network
  - Top Wireless Partner in India – 2005
  - Outstanding Contribution to BFSI – 2005
Thank you