

Digital Business Transformation: A Case Study of Wipro

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ABSTRACT

Background/Purpose: *Moving towards the digital world and transforming businesses into digital enterprises is the need of the hour. Every such enterprise needs to come up with a proper strategy for implementation. Wipro Limited is an Indian multinational company helping enterprises with digital transformation by providing services such as consultancy services and products. Wipro uses a very agile and effective strategy that incrementally gets strengthened with customer experience. The purpose of this study is to give insights into the successful journey of Wipro in this process of digital transformation and also to analyze the company's strengths in sustaining in the business field, its weaknesses, opportunities that could be further explored, and challenges that could be handled effectively to improve the development of the company.*

Design/Methodology/Approach: *The data required for the case study analysis paper on Wipro's Digital Transformation is collected from secondary resources. The secondary resources used for the study mainly include the Wipro website, scholarly articles collected using Google Scholar, and other websites and reports.*

Findings/Result: *This study has given an understanding of the customer-centric approach of Wipro, technology, and IT services provided by the company. The Strengths, weaknesses, opportunities, and challenges faced by Wipro, especially in the IT industry are analyzed based on the facts collected from secondary resources. Wipro serves its customers all over the world with a wide range of products and consultancy services. The study reveals that Wipro could accelerate its journey of digital transformation by focusing on widening its growth both in the local and global market by diversifying brand products and consultancy services.*

Research limitations/implications: *This paper focuses on the factors including the digital transformation model employed by Wipro and its journey toward success. The paper is limited to the study of the technology services, achievements, and corporate social responsibilities exhibited by the company throughout its journey of transformation.*

Originality/Value: *This paper attempts to give an overview of the digital transformation of businesses and especially Wipro's approach to implementing the right strategy for the successful digital transformation of its business.*

Paper Type: *Case study*

Keywords: Wipro, Digital Transformation, IT, Consultancy Services, SWOC Analysis, Company Analysis.

1. INTRODUCTION :

A systematic analysis of a Company gives a clear-cut picture of the company in terms of its business, opportunities, growth, and challenges [1]. Wipro Limited is an Indian Company that has multinational recognition for its integrated portfolio services. Wipro has grown over the years with innovative practices and using transformative technologies. The major services provided by the company in the IT sector include software, hardware, and consultancy services. The company has proved its presence with its major active segments including Wipro Infotech, Wipro Technologies, Wipro Infrastructure Engineering solutions, Wipro GE Medical Systems, and Wipro Consumer Care and Lighting.

Today, digitization in enterprises is transforming processes and projects and creating new opportunities and challenges. Business enterprises have to be ready to accept this transformation with the necessary changes in the working pattern and to use trending technologies by creating new or modifying existing business processes. Wipro is helping businesses in this digital transformation. This paper presents a study on the business model of Wipro and its journey of digitization and automation. It highlights the strengths, achievements, and opportunities for further growth of the company and analyzes by considering the weaknesses and challenges impacting its business operations.

2. REVIEW OF RELATED WORKS :

2.1 About the Company:

Wipro Limited is an Indian multinational company and a leading provider of technology services and consulting. The company is focused on developing innovative solutions that meet the most complex digital transformation needs of its customers. A world-renowned company with a range of services, and responsible citizenship, the company employs over 250,000 people serving customers in 66 countries. The company has over 1300 active global clients making revenue of USD 10.4 BN in 2022 and has a history of 75 years [2]. The company was incorporated as West India Vegetable Products Company (later abbreviated as Wipro) by Mohamed Premji on December 29, 1945, in Amarna, India. Azim Premji became president of Wipro in 1966 at the age of 21 years. The company's capabilities span digital transformation, cloud computing, artificial intelligence, cybersecurity, data analytics, and robotics [3]. The Company provides a portfolio of IT services to industries including cloud infrastructure services, system integration, custom application design, development, digital strategy consulting, technology consulting, package implementation, and hardware and software design. The company works on innovative projects with the support of its research and development Departments. The company also offers third-party IT products such as software products computing, infrastructure, storage, networking solutions, and enterprise information security [4]. Some of the publications available in the literature from the year 2004 to 2022 on Wipro are listed in the following Table 1. These articles are collected using Google Scholar by using the keywords such as Wipro, Digital transformation, CSR Activities, green awareness, etc.

Table 1: Publications for digital business transformation of Wipro

S. No	Field of Research	Focus	Outcome	References
1	Growth of the organization	Evolution of Wipro brand	This paper presents a business case study of Wipro including the company background, achievements of the company, and mainly the stages of evolution of the Wipro brand, and discusses how it moved up the value chain.	Rao & Mulloth, (2007). [5]
2	Wipro company characteristics	Wipro's integrated approach to quality	This report gives detailed information on Wipro's total quality framework for continuous process improvement and its implementation through the supporting systems involved and the benefits of the same.	Subramanyam, et al., (2004). [6]
3	A knowledge-based approach to innovation	Knowledge Management and service innovation	The authors of this paper have examined the knowledge-intensive business services focusing on Wipro's approach and project implementations.	Appolloni, et al., (2013). [7]
4	Environment-friendly	Green marketing	The authors have made a study on the initiatives taken by Indian Industries on Green Marketing.	Sharma & Kumar, (2015). [8]

	practices of the company	initiatives by Wipro	Wipro is stated as the first company to take such an initiative as part of social responsibility.	
5	Social accountability	Corporate Social Responsibility	This paper gives details on the CSS activities conducted by Wipro for sustainable development and also highlights the relevance of such activities.	Tiwari & Choudhuri, (2015). [9]
6	Accounting standards	International Financial Reporting Standards	The paper reports a case study conducted by analyzing the financial statements of Wipro showing the adoption of IFRS and its impact on key financial ratios.	Gupta, et al., (2017). [10]
7	Accounting standards	Ind AS Based Selective Ratio Analysis	Wipro adopted the Indian Accounting Standards called Ind AS which is the converged form of IFRS on April 1, 2016. This paper gives an analysis and interpretation of the benefits of adopting Ind AS.	Dutta & Dutta, (2020). [11]
8	Comparative review of top IT companies	Impact analysis of major software development companies on the global IT Industry	This paper gives a comparative analysis of the key players in the IT industry considering Microsoft, Oracle Corporation, Wipro, Infosys, and Satyam Computer Services.	Kumar, (2006). [12]
9	Environment awareness	Green awareness of Wipro	This paper discusses the green Human Resource Management (HRM) practices of Wipro for maintaining sustainability in business.	Reddy, et al. (2022). [13]
10	Business transformation case study on Wipro	Wipro Consulting Services	Wipro is identified as the leader in terms of digital transformation strategy and providing consultancy services. This paper gives the success story of a project for Brigade Enterprises Limited (BEL) which was considered a business transformation.	Kaul & Chaudhri, (2012). [14]

2.2 Digital Transformation:

Digital transformation refers to the transformation of business activities into a digital atmosphere. The digital transformation of a company helps the stakeholders of the company with new services by strengthening the supporting technologies. It helps the customers easily adapt to changing situations. Such a transformation helps all the associated organizations including the government sector who are involved in addressing the problems faced by society. The article [15] opens up the knowledge on all the connecting aspects of the technology-driven approach including the importance of figuring out the business strategy, the need for leveraging the employees of the company, collecting and designing customer experience, and upgrading the expertise of the employees to cope up with the change. All these factors are directly impacting on bringing in change for efficiency gain and to improve the productivity of the company. There are a lot of opportunities for the digital transformation of business and the article [16] highlights the changes that are associated with implementing digital technology in various aspects of the business. It is found that the business strategy is the most important factor to be

considered in such a transformation. The paper also discusses the technology-related aspects of digital transformation of business such as benefits from cloud computing, use of mobile technology, big data, and analysis of big data.

2.3 Research gap:

The literature survey opens up the fact that Wipro is a large Indian IT company providing a diverse range of services in the global market. The various case studies available in the literature give a picture of the services provided by the company, its infrastructure, and its marketing strategy. This study is mainly based on the business aspects of the company with the digital transformation model.

2.4 Research Agenda:

To study the digital transformation of businesses and how Wipro has successfully adopted the digital transformation model. The study also includes a SWOC analysis of the company by considering the internal and external factors such as its strengths with innovative company culture, its business lacks, favorable opportunities, and challenges faced by the company.

3. OBJECTIVES OF THE STUDY :

Company analysis can be performed based on different perspectives focusing on the factors indicating certain objectives[17]. This section presents an attempt made to address the following objectives relevant to the analysis.

- (1) To study the Digital Transformation Model of Wipro.
- (2) To study the major acquisitions, awards, and recognitions of Wipro.
- (3) To study Wipro's Corporate Social Responsibilities.
- (4) To study the Competitors of Wipro in the field of IT.
- (5) To study the Digital strategic position of Wipro by SWOC Analysis

4. METHODOLOGY :

The present case study analysis is performed on Wipro Limited from the digital agriculture perspective by collecting relevant data from various secondary resources. The secondary resources used for the study include articles published in standard journals, reports published on the Wipro website, and other articles.

5. DIGITAL TRANSFORMATION MODEL OF WIPRO :

Wipro has undergone a transition to Digital Service Provider from Communication Service Provider. Now the company is identified as the Global Leader in Digital Transformation strategy and Consulting. The industry-best models are used for deriving the best practices and the vast working experience of Wipro helped the customers in this transformation and talent management. Digital Maturity Assessment (DMA) framework indicating the transformation readiness of the company, Digital Service Provider (DSP) functional architecture for moving towards next-generation architecture, and a digital transformation journey across the value stream are the core essential aspects of the digital transformation model of Wipro. According to the DMA framework, the clients are classified into five categories identified as Digital Maturity Levels. They are Digital Legend, Digital leaders, Digital Advocate, Digital Novice levels, and Digital Infant. The digital maturity level index score and overall score for each level are used to assess the gap, and ultimately this assessment will help the company move to the next level of maturity. The overall transformation model includes factors of assessments, architecture, and transformation [18].

Wipro uses the strategy of using data-driven insights and agile execution. The company reduces the risk and complexity of accepting digital transformation. To tackle today's digital challenges Wipro uses its strategic digital design practices. The technology-enabled business transformation of the company has improved its business value [19].

Wipro has come up with a Smart, Digital, and Intelligent model called SDI strategy for tackling the Industry 4.0 approach to business transformation. The 'smart' aspect of the framework focuses on transforming legacy devices into smart devices with intelligence and thus gaining control. The digital twins including virtual products and models are taken into account under the 'digital' aspect. The

‘intelligent aspect of Wipro’s strategy includes Artificial Intelligence and Machine Learning based embedded processes combining ‘smart’ and ‘digital’ aspects [20].

Engineering customer experiences: Wipro uses an agile approach where the strategy, design, and technology are aligned around the customer experiences. This enables effective product service experiences through innovative, incremental, and iterative activations. Digital fitness, Digital organization design, and Digital Strategy are used to derive insight by keeping the customer experiences at the center. Design can be elaborated as Brand design, Innovation strategy, Interaction design for improving the interactive experience, Product design, Service design, User experience design which is evidence-based, and User research [21].

Technology services: Digital Rig and DevSecOps, CIO Strategy and Advisory Services, and Next-Gen Application Management Services can be highlighted as the major technology services offered by Wipro. DevOps helps enterprises in competing and survive in the digital age. Wipro offers a consulting framework introducing DevOps into the client’s enterprise during the following phases of implementation of the same [22].

- Strategy design, consulting, and governance phase of DevOps.
- Defining a Continuous Delivery maturity assessment and roadmap.
- Design/build/rollout support for Federated CI-CD platform.
- The Digital Rig for DevOps platform with the existing tools and facilities.
- Continuous integration and Continuous deployment as a service model with tool management and automation support for onboarding new clients.
- Training, Gamification, Competency Management, and Organizational Change Management.
- Engineering value stream management for delivery pipeline and claims analysis.

CIO Strategy and Advisory Services of Wipro helps the Chief Information Officer in the areas of Enterprise Strategy and Advisory, Cloud Strategy and Advisory, and Program Transformation [23]. Next-Gen Application Management Services of Wipro offers integrated full-stack operations using a machine-first approach. Standardize, automate, accelerate and experience are the key principles of Wipro in offering these services [24].

Major Products of Wipro: Wipro has come up with a variety of hardware and software products in various industries including Oil and Gas, Retail Industry, Medical devices, healthcare, Pharmaceutical and life sciences, insurance, automobile industry, and Consumer Electronics. The major IT services include Product Engineering, Consulting and Analytics, Infrastructure service, cyber security, and mobility. Security, networking, computing hardware products, database, and integration software products are the IT products of the company. Among digital services, organization design, digital fitness, user research, experience, product design, innovation strategy, and Customer Journey engineering are the major ones [25].

Partner Ecosystem: The major pillar of Wipro’s strategy is a strategic partnership. Wipro. Following are some of the business partners of Wipro [26]:

- Adobe
- Amazon Web Services
- Altizon
- appOrbit
- Biz2Credit
- CDAIT
- Cisco
- CloudVelox
- Cumulocity
- Microsoft

6. WIPRO’S SERVICES, KEY ACQUISITIONS, AWARDS, AND RECOGNITIONS :

Wipro provides various services and products in software, health care, infrastructure technology, consumer care, and lighting. The company deals with its technology-based applications in the digitizing process of payroll, administration, and training. Wipro partnering with Microsoft provides Data analytics and Artificial Intelligence based solutions on the Microsoft Azure platform for helping enterprises to become intelligent organizations. Wipro provides products and services in hardware and

software areas of companies including IT services, IT Consulting services, testing, BPO services, and also research and development. The company has customers in various domains including consulting, digital marketing, Artificial Intelligence, Digital Transformation, technology, cloud, and marketing. Western India Vegetable Products Limited, which was the initial name of Wipro was a company producing vegetable and refined oils. From 1970 to 1980 the company started looking at new opportunities in the IT Industry and diverted its focus toward Information Technology. The company got its name as Wipro Products Limited in 1977 and was again renamed Wipro Limited in 1982. Table 2 lists the major milestones and acquisitions of Wipro Limited. This section also highlights the major awards and recognitions of the Company.

Table 2: Journey of Wipro Limited [27].

Year	Key acquisitions
1999	Wipro got its listing on the New York Stock Exchange.
2004	Became India's second billion-dollar IT company in annual revenue.
2012	The non-IT business was split into a company named Wipro Enterprises.
2006	Acquired cMango which is a technology company in California.
2012	Acquires an Australian analytics firm called Promax Applications Group for A\$35 million in cash.
2015	Acquisition of design consultancy called Designit based in Danish, for €85 million
2016	Appirio, a cloud services consultancy was acquired for \$500 million
2020	Seattle-based digital customer experience consulting firm called Rational Interaction was acquired
2021	A British tech consultancy firm called Capco was acquired.
2021	An agreement is signed to acquire LeanSwift, which is a system integrator of Infor products for customers in the US and Europe.
2022	Entered into definitive agreement to acquire Rizing Intermediate Holdings, Stanford-based system applications, and products (SAP) consulting firm

The outstanding achievements of Wipro are globally recognized and following Table 3 lists some of the recognitions and milestones achieved by the company in the past three years published on the Wipro website.

Table 3: Awards and Recognitions of Wipro from 2019 to 2022 [28]

Year	Awards
2022	Wipro stands in the top leadership category in Governance Practices International Financial Corporation, recognized by the Bombay Stock Exchange, and Institutional Investor Advisory Services have recognized
2021	Wins SAP Innovation Award in the Partner Paragon category
	Wipro Wins The Hackett Group’s Digital Award for AI-led HR Automation
	Boomi Worldwide Spotlight Award
	NASSCOM at Engineering Innovation and Excellence awards recognized Wipro as Service Delivery Excellence of the Year, for Automotive Infotainment by
	Wipro Holmes was recognized as NASSCOM ‘AI Innovator’ at the AI Game changers awards
	Selected as Dow Jones Sustainability World Index (DJSI) Member for the 12th Consecutive Year
2020	ER&D Organization of the Year award by NASSCOM at Engineering Innovation and Excellence awards
	Featured in the Bloomberg Gender-Equality Index
	Received a score of 90 out of 100 on the 2020 Corporate Equality Index
	Selected as Dow Jones Sustainability World Index Member for the 11th Consecutive Year.
	Recognized at ASSOCHAM Diversity & Inclusion Excellence Awards

	Wins Oracle UK Ireland Partner of the Year 2020 award in the Customer Experience category.
2019	Global Breakthrough Partner of the Year award from Pivotal Software
	In the ‘Gender Inclusion’ category Wipro wins NASSCOM Diversity and Inclusion Awards.
	“Champion of Inclusion” declared by Working Mother & Avtar Most Inclusive Companies Index (MICI)
	First Runner up prize at Women at Workplace Awards in United Nations Global Compact Network India
	Winner of the category Distinction in Inclusion and Diversity in the Annual HR Distinction Awards UK

7. WIPRO’S CORPORATE SOCIAL RESPONSIBILITY POLICY AND ACTIVITIES :

The Corporate Social Responsibility (CSR) policy of Wipro stands on the major pillars including the strategic, systemic, and deliberative. To be a sustainable organization the company takes up external initiatives by choosing the domains and problems having a social impact. After selecting the domains the company focuses on the systemic problems that require deeper understanding and most challenging work requiring a long time to bring in the genuine change or impact. Such a long-term commitment makes the company spread its team by expanding according to the requirement. The Wipro programs are implemented through a separate trust called Wipro Foundation which follows a collaborative approach that happens through partners. The major domains where the company is focusing on include education, community and urban ecology, art, culture, primary health care, and the urban public space, education for children with disabilities, school education outside India, Engineering Education, disaster rehabilitation, and working with communities everywhere, etc [29]. The following Table 4 lists some of the CSR activities and initiatives in India by Wipro.

Table 4: Wipro’s CSR Activities [30]

Domain	Activity
Education	‘Magic Bus’ project for children in Sarjapur, Bangalore which is with a sports-based curriculum and based on mentoring model.
	‘Every Child Counts Campaign’ for children in the age group of 6 to 7 in schools of Pune to give awareness about the importance of education.
	Conducted ‘Towards Future, Kolkata’ event in association with an NGO called Towards Future aiming to provide details on learning opportunities for poor children in the urban area and also to give nutritious food supplements.
	‘Ashray Akruti, Hyderabad’ is an activity of providing trained faculty for a non-profit school run for people with hearing disabilities and helping about 200 students become independent.
	Ananda Vidyalaya, Gurgaon activity is for taking care of holistic development of underprivileged children from all regions, gender, and culture.
	Wipro Applying Thought in Schools project by providing support in imparting quality education in schools. The company worked with a team of 11000 educators in around 2000 schools focusing on 800000 students from around 17 states.
	Mission10X project with a vision of making youth employable by providing employability skills to engineering graduates.
Healthcare	‘Amalner Health Care Project’ was conducted in the drought-prone area in selected five villages giving awareness of the healthcare available facilities.
	‘Mysore Healthcare Project’ on women's hygiene and preventive health care for selected families of people from backward casts and scheduled tribes.
	Project Sanjeevini project to provide health care services and awareness programs for the people of nine villages of Maharashtra.

	Primary health care services with a project Tumkur Health Care given to people living in the rural area of Tumkur.
Environmental Sustainability	The project “Less Plastic For Me” to give awareness about not using plastic bags and other plastic products. Waste plastic collection centers for recycling were set up.
	The project “Save the Planet” was framed to educate and empower farmers across the country and encourage planting trees.
Disaster Rehabilitation Initiatives	“Unnati” project was in June 2013 during Uttarakhand Floods for strengthening people with alternatives for livelihood including dairy farming, beekeeping, and organic farming.
	In 2008 for the people who lost their families to the Bihar floods Wipro came up with building shelters, eco-san toilets, and water facilities and helped in road construction.
	In 2009 Wipro helped people by reconstructing 428 houses.
	In 2004 company gave livelihood support to the homeless and those who lost their families were shattered by Tsunami in Tamilnadu.
Women Empowerment	Togive Financial support for girl students who are willing to continue their studies after the 12 th standard, Wipro started Santoor Women’s Scholarship in Telangana by offering 900 scholarships.

8. COMPETITORS OF WIPRO :

Many analyses on the performance and popularity of Wipro compared with other companies based on various parameters are available on various websites. Gartner used the online reviews for analysis and it is found that Cognizant, Accenture, TCS, Infosys, Tech Mahindra, Capgemini, Deloitte, and HCL Technologies are the major IT competitors and alternatives for Wipro[31]. Table 5 summarizes another such analysis considering the parameters including Product quality score, net promoter score, pricing score, etc. The analysis shows that Wipro stands in the top position in the major parameters considered and HCL and Tech Mahindra are the companies that are in high completion with Wipro.

Table 5: Wipro competitors [32]

Parameters	Wipro Limited	HCL Technologies	Tech Mahindra	Infosys	Cognizant Technology Solutions
Product Quality Score	3.8	3.9	3.8	3.7	3.6
Net Promoter Score	19	19	21	7	13
Pricing Score	3.7	3.7	3.7	3.6	3.7
Customer Service	3.9	3.8	3.7	3.7	3.7
Overall Culture score	70	70	67	61	64
Gender Score	72	66	55	63	66
Diversity Score	65	65	57	60	65

9. SWOC ANALYSIS :

SWOC analysis is the basis for assessing the internal and external positive and negative factors that influence the success of a company [33]. Today all the industries are depending on Information Technology which is essential for them to survive in the marketplace. In this context companies providing IT Consulting services have to maximize the use of Technology in line with the company’s business model and put the company on a safe path towards success [34]. A study on growth of Information Technology and a case study of Wipro is summarized in [35] to know the impact of threats

on a business. Wipro is a global leader that has the potential to grow and expand in various sectors. This section gives an analysis of the company based on its strengths, weakness, and opportunities to grow and sustain itself in the global world, and also the challenges.

Strengths:

- (1) **Wipro's digital strategy for successful Digital Transformation:** Wipro's digital transformation model uses a people experience-centric strategy converging with design and technology. This strategic approach in the consultancy services provided by the company helps customers in bringing innovative and quality products to market.
- (2) **Manpower:** The study shows that Wipro has 2,50,000 dedicated experienced employees working globally in over 66 countries which is the major strength of the company. Wipro constantly empowers its employees in the workplace through learning.
- (3) **Clients and partnerships with mega companies:** The company is partnered with mega companies like Microsoft, Cisco, SAP, Oracle, and Amazon Web Services. Wipro gives easy access to clients and gives more importance to clients' ideas and experiences.
- (4) **Renowned IT Company providing quality services:** Wipro has a long history of providing quality digital solutions for customers all over the world. Wipro's community programmers, designers, and developers are strong in effectively solving technology problems. Wipro gives strategic resource planning services dealing with next-generation ERP solutions.
- (5) **Research and development:** Wipro has good bonding with the research community all over the world and currently they are working on the latest technologies in various research areas including 5G, Artificial Intelligence, Hyper Spectral Imagery, Quantum computing, Blockchain, and autonomous vehicles. Wipro's Protolab is working on trending technologies with innovative ideas to solve customer problems [36]. Wipro works with various Research and Development Laboratories such as Xibion, NNIT, and MarketLogic and provides solutions for employee health and safety problems, Lifescience clients, and pharmaceutical data analysis respectively. Wipro also has its innovation ecosystem working on Biomedical research [37].

Weakness:

- (1) **Low market share:** Being a global IT Company Wipro could achieve a market share of only 0.54% in the IT Industry [38]. Market share gives a picture of how successful the business is compared to its competitors, the effectiveness of its new product development marketing, and advertising.
- (2) **Delayed growth:** Wipro is facing the challenge of growth in the global market and is found to be lagging on growth.

Opportunities:

- (1) **Potential domestic market:** Wipro is targeting a strong position in the global IT service industry and there are a lot of opportunities for the company to sell and market its products in the internal market and also to explore new markets in the world.
- (2) **Bring variety to the product types and consulting facilities:** The Covid 19 pandemic has brought a technological change in the world and people have realized the importance of digital transformation. This has brought in new opportunities for bringing in new products and requirements of consultancy services in various domains.
- (3) **Rapid change to Technology:** As the world is going to face a new technological revolution with Industry 4.0, it will open up new possibilities for product development and consulting services.

Challenges:

- [1] **Increasing the net profit of the company:** The competitor analysis and the high operating expenditure of the company reveal that increasing the net profit is a challenge for the company.
- [2] **Industry 4.0:** Wipro is well versed in the third industrial revolution with digitization including smart and autonomous systems. Industry 4.0 is expected to go beyond smart systems with a combination of cyber-physical systems, IoT, and the Internet of systems. Giving consultancy services would be widening the opportunities for Wipro as well it will bring in new challenges

such as bringing culture change in the enterprises and changing their mindset in making higher investments for this transformation.

- [3] **Competition in the global market:** The business environment today is quite challenging in the global scenario and Wipro has many competitors who are quite dynamic and grabbing opportunities.

10. FINDINGS :

The case study reveals that Wipro is helping out companies around the globe in the process of Technology shift. It uses a customer feedback-enhanced model with technological congruence. The corporate social activities taken up by the company have helped to gain reputation and also impacted the growth of the organization. More than just focusing on profit the company has taken initiatives in becoming a green company for achieving environmental sustainability. Wipro has tie-ups with major companies that are leaders in the IT domain and the company is focusing on strengthening its research activities by building a global team of researchers. Wipro has given consulting services in terms of technology, software product development, and building a platform for digital transformation. Wipro is identified as the digital transformation leader through its successful steps in implementing the digital business model.

11. RECOMMENDATIONS :

The analysis of Wipro's Digital Transformation would help in better strategic planning. The paper includes the opportunities identified between the company's strengths and weaknesses and also the challenges. Wipro's SDI framework for leveraging Industry 4.0 is a notable model including the company's commitment to helping its clients to develop strategies that are optimized for the required transformation. Wipro is trying to apply the framework to certain supported industries including oil and gas operations and chemicals automotive and industrial discrete manufacturing which could be further expanded to other industries. Wipro has tremendous potential in terms of its people, advanced strategy, partnership with mega companies, and involvement in research activities. This capability could be used effectively to further the growth of the company by addressing the identified weaknesses and challenges.

12. CONCLUSION :

Wipro is a leading company in providing digital workplace services and is an enterprise transformation partner. This paper includes a systematic study on digital transformation and the role played by Wipro in this transformation. Wipro's people-centric model helped in its digital transformation to better serve its clients. Wipro is growing by expanding its partnership with companies around the world. To perform SWOC analysis based on the company's digital transformation history, the strategy adopted by the company, and its major products and services in various industries are studied. A study is done on the technical aspects including the technologies used and explored through various Research and Development activities of the company. Using the cloud to enhance innovation is the current trend. The SWOC analysis reveals that Wipro is facing some challenges and weaknesses in terms of growth and profit of the company. The study also says Wipro has the potential to face the challenges and overcome its weakness by converting its weaknesses into opportunities and achieving consistent growth.

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