



Enabling digital
growth for
high tech industry

The high tech industry essentially enables digital transformation across all industries. For instance, autonomous vehicles are powered by AI enabled chips built by the semi-conductor industry. Any enterprise embarking on a cloud first approach needs to use the cloud platform built by cloud service providers. Similarly, any digitized business process is enabled by software products and consumers who use social media communications and watch video based content and depend on high spend networks built by network equipment providers.

The digital era has brought in tech-savvy consumers that expect upgraded versions at an accelerated rate without compromising on the end user experience. This puts immense pressure on the hi-tech industry to continuously offer new and upgraded products with extremely short lifecycles and cutting edge UI/UX capabilities. Threat of new entrants is also a constant issue, affecting revenue and profit growth.

As the digital market grows, there is a need to assess investments at every juncture. Knowing how and where to implement digital solutions is crucial to get maximum returns on investment. Increasingly, the industry is focusing on service centric solutions instead of the legacy product-based offers (e.g. revenue generation from services by Apple).

The hi-tech industry needs to focus on three dimensions to drive revenues and profitability:

- Developing and delivering digital products and solutions to enterprises and consumers that in turn helps them in their digital transformation journey
- Digitizing channels to drive revenues via digital marketing, enhancing channel partner experience and offering new subscription models
- Digitizing operations across both their front office and back end processes to become more efficient for better profitability





The high tech industry needs to focus on developing and delivering digital products and solutions, digitizing channels and digitizing operations across processes, to become more efficient for better profitability.



People & talent management	HR & payroll	Talent management	Time management	Workforce plan & analytics	
Finance	Financial performance management	Accounting and financial close	Treasury and finance, risk management	Collaborative financial operations	Ent. risk and compliance
Procurement	Supply disc. and lifestyle management	Sourcing and contracting	Procurement and order collaboration	Collaborative invoice to pav	Commodity management
IT management	Application lifestyle management	IT infrastructure mgt.	IT portfolio mgt.	IT service mgt.	IT strategy and governance
Technology enablers	Analytics	Artificial intelligence	Security services	Cloud enablement	Blockchain

● Digital products and solutions
 ● Channel digitization
 ● Process digitization

Digital products and solutions

For high tech companies to help their enterprises and consumers transform into a truly digital business, it involves more than just adopting technology. Hi-tech companies need to leverage design thinking to re-imagine both the user experience as well as the industrial design of their products. Also, they need to re-architect their products to seamlessly integrate into the cloud ecosystem. Lastly, enterprises need to also have business and operational insights on how their products are being utilized by end users.

As companies adopt digital transformation, there is a constant improvement in UI/UX of the products. Enabling the development of an agile product poses the challenges of evolving user interfaces and complex supply chain relationships. The cloud-based services enable companies to provide value across the product development life cycle, customer service and also in the implementation of smart factories. Insights-as-a-Service provides companies the much-needed evaluation of their products wherein, the most efficient system or product can be selected for company growth.

At Wipro, we help our clients in offering digital products and solutions by complementing our product engineering services with design thinking through our acquisitions of Designit and Cooper. As an example, we redesigned the collaboration product suite for one of our clients to enrich the collaboration experience and drive increased user adoption. Similarly, we have built an analytics solution that builds insights on the telemetry data captured through the usage of the client's product.

Channel digitization

The hi-tech industry relies on channel partners to market and sell their technology and solutions to end customers. In order to deliver the right experience for channel partners, companies are investing in building portals and creating new service models. The shift from a product-centric to service-centric model involves an overhaul of service design of the core organizational

structure. The implementation of the servitization platform looks at redesigning marketing, sales, and billing and associated services to support subscription models from fixed licensing models.

Operations digitization

In their quest for operation efficiency, companies in the global hi-tech industry are digitizing their core front office and back end office processes. Some companies are using robotic process automation (RPA), AI, and advanced analytics to augment their existing processes to drive efficiencies. While in other cases, clients are redesigning and implementing cloud based products to drive digital transformation.

At the core, companies reimagine journeys from both, an end customer and agent perspective and then identify opportunities to capture insights, digitize and streamline the business processes. For example, in this day and age, customer support goes beyond being just a call centre. Today, customer care is reimaged with automated processes, wherein, customer issues get proactively resolved even before the end customer is aware of the issue. AI is being used in such situations to assist customer support services through chatbots and also offer cross-sell / upsell opportunities by leveraging AI based recommendation engine.

Technology advancements continue to disrupt the industry. How businesses adapt to these changes determine the success of a company in this digital environment. High tech companies that differentiate themselves are the ones that build their products and solutions, digitize their channels and streamline their business processes based on the needs of their end customers and partners.

Wipro leverages its AI platform Holmes and Insights-as-a-Service Platform called Data Discovery Platform to help our clients digitize their existing processes.

About the author

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Rahul is a problem solver and manages digital strategy for customers in the technology industry. He specializes in improving customer experience, subscription business model and

tech enabled marketing business transformation. Rahul has done post merger integration and consulting roles in his previous stints and is based out of the Bay Area.



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