

wipro promax

POI Tech lightning talk



Dinesh Rath, General Manager & Global Business Head, Wipro-Promax



Dear future..

<https://vimeo.com/276292897>

Wipro – Partner of choice on global scale across technologies for strategic transformation initiatives

- 60+ Promax customers across 20+ countries
- 10+ years average length of relationship with our customers
- Local delivery, support & engineering structures in NA, ANZ, EU/UK and India
- Industry leading IP investments; focus on User Experience and AI/ML



Promax has presence across 5 continents & 20+ countries

\$8.1Bn
Revenue (FY19)

40%
Digital Revenues

180,000+
Employees Globally

1200+
Customers

57
Countries

Tech. Investments

wipro holmes

Acquisitions

Designit[®]
a wipro company

topcoder[®]

Partner Ecosystem

Microsoft

SAP

Global Support Centres



Cebu



Guadalajara



Bucharest



Delivering TPx solutions globally for 30+ years

Configuration driven rapid implementation

Functional depth for F&B and HPC segments

ERP integration

Actionable Insights & Predictive Planning

\$1 Million

Margins Improvement in 1 market during the first 3 months of going live

500bps

Improvement in Event ROI

4%

Supply Chain efficiency Improvements

24%

Reductions in Loss making Promotions



Powering 3rd party TPM with industry leading AI/ML analytics

ROI Calculator

Auto Claims

Predictive Planning

Constraint Based Optimization

\$3 Million

Incremental Revenue across 3 markets in first 6 months of implementation

18%

Improvements in Forecast Accuracy

24%

Reductions in Loss making Promotions

60%+

Reductions in time to process invoices



Comprehensive RGM portfolio through IPs & services

Dynamic Pricing

Leading Global
Personal Care Co. - NA

Price Pack Architecture

Leading Global Food
Co. - APAC

Demand Planning & Forecasting

Leading Global Food
Co. - LATAM

Designit®
a wipro company

wipro holmes

APPIRIO®
a wipro company

topcoder™

Brand
Positioning

Mix
Optimization

Pricing

Category &
Assortment

Trade Terms



Carlton and United Breweries

Learn about their TPx transformation journey to drive growth and accountability

Wipro – POI Webinar

How Carlton & United Breweries
Improves Forecasting and
Promotional Efficiencies with
Wipro

Understand what drives the
need to change

Learn through CUB's journey how
to use data sciences with TPM

Know how this transformation
can bring dividends



Mark Ballenger

Business Transformation
and Product Owner Carlton
& United Breweries



Marcus Healy

Head of Revenue
Management Carlton &
United Breweries



Arturo Reitz

Associate Director for Commercial
Solutions Carlton & United
Breweries

Date: 19th Nov. 4PM EST

Talk to us..

Planning a new TPx or
replacing a legacy solution

Improving business
outcomes through AI/ML

Driving business value
through RGM





Thank you for your time

Dinesh Rathi

General Manager & Business Head, Wipro-Promax

dinesh.rathi1@wipro.com



[linkedin.com/in/drathi](https://www.linkedin.com/in/drathi)