

# ILOG and Wipro Technologies

**Integrated business, technology  
and process solutions**



## **Proven methodology**

Wipro Technologies is the No. 1 provider of integrated business, technology and process solutions on a global delivery platform. The company has more than 40 Centers of Excellence that create solutions around specific industry requirements. Wipro delivers unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation.

## **Flexible, agile business systems**

ILOG's business rule management system (BRMS) and optimization decision management systems (ODMS) product suites help Wipro build highly flexible and agile systems for customers. ILOG works closely with Wipro to market and integrate ILOG's BRMS, ODMS and visualization technologies into complex software systems for a wide range of industries. Wipro applies its deep industry knowledge and unique global delivery model to accurately reproduce intricate business processes with business rules. The company's ILOG-based solutions enhance organizations' operational efficiency and reduce their system maintenance costs.

## **Shared expertise and successful collaboration**

Wipro is the world's first software services company to receive Capability Maturity Model Integration (CMMI) Level 5 certification and the first outside the United States to receive the Institute of Electrical and Electronics Engineers (IEEE) Software Process Award. Close collaboration with ILOG enables Wipro consultants to leverage ILOG's best practices to make solutions that allow both business and IT users to manage complex systems easily, while increasing their overall efficiency. Tight collaboration, deep knowledge, proven skills and extensive experience ensure successful customer implementations.

- **Cost-effective system integration services**
- **CMMI Level 5 certification**
- **Deep industry knowledge and proven solutions**
- **Highly skilled and experienced solution architects**
- **Reduced risk, measurable ROI**



Changing the rules of business™

## Global delivery capabilities

Wipro services stretch from enterprise applications to e-business solutions (e.g., customer relationship management, enterprise resource planning, business process management, e-procurement and supply chain management). ILOG optimization and business rule management technologies enable Wipro to extend the functional coverage of applications and provide solutions for a wide variety of business challenges:

- **Financial services** – Facilitate opening accounts, originating credit and trading, cut costs and streamline processes
- **Manufacturing** – Enhance process transparency, flexibility and audibility, improve cross-channel interactions and impact analysis
- **Retail** – Automate retail merchandising operations, drive sales from store level, eliminate errors and maintain consistency with companywide strategy
- **Utilities** – Streamline processes, reduce service time, cut costs and increase operational efficiency and revenues
- **Telecom** – Facilitate call management, SLA management, eliminate errors and streamline processes
- **And others** – Transportation and travel, media, healthcare . . .

## Joint solutions

Wipro's Advertising Scheduling Optimization solution helps streamline agencies' media purchasing and broadcasters' allocation of air inventory time through real-time generation of optimized ad schedules. Built using ILOG CPLEX, the solution features automated processes that help slot as much of the premium inventory (time slots between most popular programs) as possible.

## ILOG software technologies

- **Business rules**  
Being first to market is a widely shared objective. ILOG BRMS speeds new business rules to market by involving key business personnel in the upkeep of data processing solutions, especially those for compliance checking and business process management.
- **Optimization**  
Planning and scheduling complex operations can be very difficult and time consuming. Used in industries that include manufacturing and transportation, ILOG optimization lets users improve operations quickly and cost-effectively.
- **Visualization**  
Realistic graphics can make complex data easy to understand. With ILOG visualization, developers create user interfaces that place data in context with equipment graphics, charts and maps.

## Learn more

For more information on ILOG and Wipro, please send requests to [wipro-info@ilog.com](mailto:wipro-info@ilog.com) or visit [www.ilog.com/partners/wipro](http://www.ilog.com/partners/wipro).

## ABOUT WIPRO

Wipro Technologies, a division of Wipro Limited (NYSE:WIT), is the first PCMM Level 5 and SEI CMM Level 5 certified IT services organization globally. Wipro is one of the largest product engineering and support services providers worldwide. Wipro provides comprehensive research and development services, and IT solutions and services that include system integration, IT outsourcing, package implementation, software application development and maintenance services. Learn more at [www.wipro.com](http://www.wipro.com).

## ABOUT ILOG

ILOG delivers software and services that empower customers to make better decisions faster and manage change and complexity. Over 2,500 corporations and more than 465 leading software vendors rely on ILOG's market-leading business rule management system (BRMS), supply chain planning and scheduling applications and optimization and visualization software components, to achieve dramatic returns on investment, create market-defining products and services, and sharpen their competitive edge. ILOG was founded in 1987 and employs more than 800 people worldwide. For more information, please visit [www.ilog.com](http://www.ilog.com).

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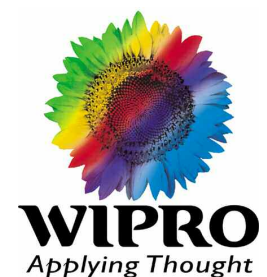
“I'm quite happy with the results achieved. Judging from discussions with the team and people from ILOG, you did an excellent job. Continental's people were able to learn a lot about ILOG JRules in general and how to write better rules.”

– Dr. Michael Goltz  
IT Competence Center R&D  
Continental AG

“This type of service offering, including an offshore facility, is a new venture for Thames Water. We have been looking at this service model for some time. The quality accreditation, technical capability and enthusiasm of all the Wipro staff were significant factors in our selection process.”

– Jim Brown  
Head of IS  
Thames Water

The world's third largest water utility, Thames Water has streamlined its conveyancing software system using ILOG JRules. Built by Wipro, the system has enabled the utility company to achieve millions in savings and revenue, halve service time and reduce staff by 30 percent.



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