

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

cisco *Live!*

Let's go

#CiscoLive



The bridge to possible

# How to generate new revenue streams while enhancing customer experiences and engagement: A use case story

Sanjit Aiyappa - Director Systems Engineering, GPRS

Malay Joshi - SVP & Sector Head - CMT, Wipro

Graeme Brown - Executive, Sports, Media, & Retail Tech, Wipro

PSOGEN-1044

# Cisco Webex App

## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOGEN-1044>

# Agenda

- Introduction
- Wipro VisionEdge
- Video
- Business Models
- Q&A

USD **10.4 BN**

FY22 annual revenue

OVER **250,000**

Dedicated employees

**1300**

Active global clients

**66**

Countries

**75**

Years

Did you know?

Wipro is one of Cisco's Top 10 Global SI partners

Projected global  
out-of-home advertising  
spend by 2031:

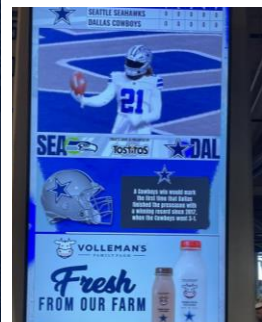
**\$58.6 B**





The leading dynamic digital signage solution in  
Sports & Entertainment since 2008

SoFi Stadium





# Three business model options

1

Hardware  
and license  
purchase



2

Cisco  
Capital



3

Digital  
infrastructure  
investment



# Engage and Learn more



## Visit us

Talk to a Wipro representative  
in the Wipro [Booth #9212](#)



Learn about Cisco Partner  
Managed and as-a-Service  
in [Booth #2217](#)



Find our Booths  
in the World of  
Solutions



## Attend/listen to other Partner Managed Services relevant sessions

**DEVNET 2778** - Using IOT + Collab + Meraki  
API's for a safer return to the school

**BRKNWT-2208** - Driving network automation  
through application visibility and event  
correlation

**BRKXAR-2014** - Managed Service Provider -  
Creating Single Touch-Point for Multiple Cisco  
Architecture using API's and increasing their  
operational efficiency

# Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!

---



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



**These points** help you get on the leaderboard and increase your chances of winning daily and grand prizes

# Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)

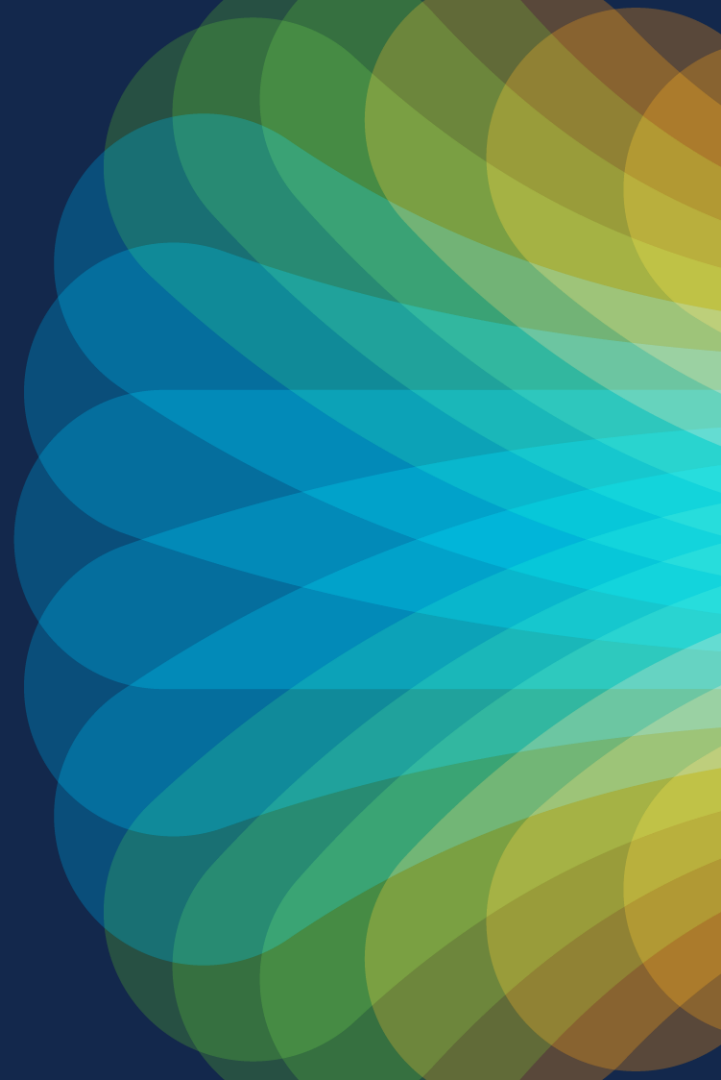


The bridge to possible

# Thank you

CISCO *Live!*

#CiscoLive

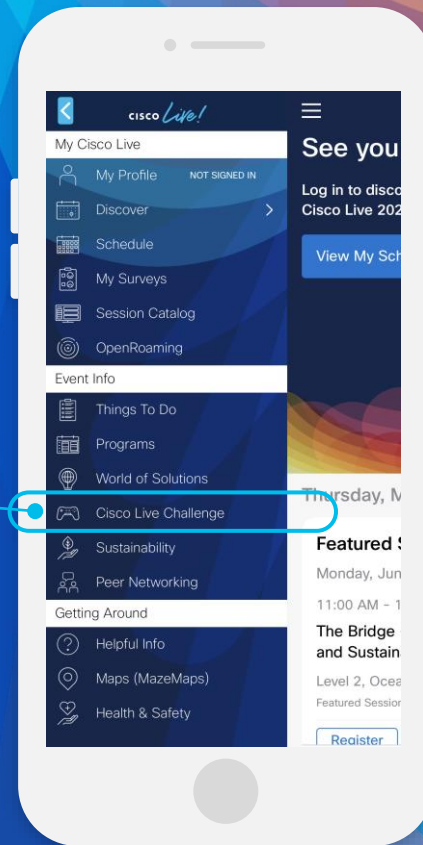


# Cisco Live Challenge

Gamify your Cisco Live experience!  
Get points for attending this session!

## How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

cisco *Live!*

Let's go

#CiscoLive