

# Service Portfolio

A ONE STOP solution for all your Branding  
Communication, & creative needs, along with  
technical expertise to mold all your artifacts  
into the required medium. Be it Online,  
Print or a complete Event.

# **Content Development**

# Executive Communication

- ***Whitepaper***

- This was a whitepaper created as part of an Indian campaign that focused on positioning India on the journey to high performance around key levers like digital citizen, empowered people, innovation economy & collaborative ecosystem-

- <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Helping-India-Journey-High-Performance.pdf>

- ***Journal***

- A quarterly print journal featuring articles from senior leadership that was targeted at key clients, influencers, media- [http://ux-](http://ux-unplugged.com/wipro-winsights/)

- [unplugged.com/wipro-winsights/](http://ux-unplugged.com/wipro-winsights/)

- ***Bylines***

- As part of the india campaign, a series of articles for the leadership team was created & published in leading publication.

- <http://www.accenture.com/in-en/Pages/insight-intersecting-education-employability-employment-ecosystem.aspx>
    - <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Avinash.pdf#zoom=50>
    - <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Krishna-Giri.pdf#zoom=50>
    - <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-HT-Accenture-Advert-Anindya-Basu-V8.pdf>
    - <http://www.accenture.com/SiteCollectionDocuments/Local India/PDF/Accenture-Collaborative-Ecosystem.pdf>

# Articles & Point of Views

## *Articles:*

- <http://www.outsourcing-center.com/2012-12-analytics-as-a-service-shaping-the-next-big-future-it-infrastructure-trend-article-51453.html>
- <http://www.outsourcing-center.com/2012-08-cloud-platforms-and-hackivism-have-you-secured-your-cloud-today-article-49935.html>
- <http://www.outsourcing-center.com/2012-08-new-market-and-service-discoveries-with-cloud-and-mobility-article-49925.html>
- <http://www.outsourcing-center.com/2012-12-fabric-data-centers-the-end-of-complex-expensive-and-inefficient-infrastructure-article-51449.html>

## *Research/Point of view projects:*

- [http://www.wipro.com/Documents/insights/Cloud\\_Potential.pdf](http://www.wipro.com/Documents/insights/Cloud_Potential.pdf)
- [http://www.wipro.com/documents/insights/Virtualization/virtualization\\_section.pdf](http://www.wipro.com/documents/insights/Virtualization/virtualization_section.pdf)
- <http://www.outsourcing-center.com/2010-09-how-outsourcing-service-providers-enable-business-growth-through-it-infrastructure-transformation-article-39870.html>

# **Thought Leadership Marketing**

# Thought Leadership Positioning

- [Company: A leading social venture driving rural prosperity.](#)
- Challenge: Strengthening thought leadership strategy to drive the global movement for rural upliftment.
- Solution: Developed a new concept of 'Rubanomics' that aims to understand the economics and business models at play in rural markets.- <http://head-held-high.com/about-us/rubanomics/>
- Impact: This concept was very well received at the Harvard Social Conference and at TEDx Talks. A comprehensive Thought Leadership program and ecosystem is being built around this theory.

- [Company: A global IT company](#)
- Challenge: Creating a new positioning paper for their new global campaign.
- Solution: Researched and collaborated with a leading outsourcing publication to create a positioning paper aligned with their global campaign.
- Impact: The paper was targeted at Director level and was very well received. It successfully communicated the company's 'big idea' and added to their brand image as an industry leader.

# Research

- **Global CXO outlook:** This was again a first of its kind research in association with Forbes where over 300 global CEOs were interviewed to get their views on the future of the economy, how innovation will play a key role, why more focus needs to be given to sustainability among others-

[http://www.wipro.com/Documents/6733-F-Insights-Wipro\\_REPORT\\_F.pdf](http://www.wipro.com/Documents/6733-F-Insights-Wipro_REPORT_F.pdf)

- **Empowering people for a high performance nation** research with NSDC- this was a first of kind research in association with NSDC which looked at measuring the impact of the skilling investments being made in india.

<http://www.accenture.com/in-en/company/india-citizenship/Pages/acn-nsdc-launch-study.aspx>

- **Talent pool reports-** These talent pool research reports were first of its kind in India which gauged the employability of engineering, MBA talent pool in india

- <http://merittrac.com/EngineeringTalentPoolReport.pdf>

- <http://merittrac.com/MBAtalent-pool-report.pdf>

# Academia Collaboration

- **Innovation tournament in association with Knowledge@Wharton:** this was a first of its kind innovation competition that was run across the globe to pick young innovators who could help business become more sustainable & profitable! Social media was extensively used to promote the tournament, semi finalists videos were put up online & voting done to pick the finalists. The tournament involved clients, SMEs, academia as mentors for the finalists & the best ideas were awarded cash prizes as well as mentorship support-  
<http://knowledge.wharton.upenn.edu/10000women/article.cfm?articleid=6279>

- **Joint research** projects were done with Stanford, Wharton & Harvard on key focus themes
  - <http://www.wipro.com/documents/insights/green-evolution.pdf>
  - <http://www.wipro.com/documents/insights/opportunities-cleantech-services.pdf>
  - [http://www.wipro.com/documents/Staats Upton Lean Knowledge%20Work.pdf](http://www.wipro.com/documents/Staats_Upton_Lean_Knowledge%20Work.pdf)
- **Digital Content:** Developing case studies, research reports in interesting video formats
  - <http://www.wipro.com/wipro-tv/Wipro---Opportunities-in-Cleantech-Services.aspx>
  - <http://www.wipro.com/wipro-tv/Wipro-helps-develop-an-eco-friendly-Greenfield-Data-Center-for-Aircel.aspx>

# Integrated Corporate Campaign

- Created positioning & messaging to showcase the company as helping india on the journey to high performance. Campaign included a POV, launch with a media house through a panel discussion, byline series with leading media, partnerships with key industry bodies which created door opening opportunities for the business & increased visibility

- <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Helping-India-Journey-High-Performance.pdf>
- <http://www.accenture.com/in-en/company/events/Pages/helping-india-journey-high-performance.aspx>
- <http://www.accenture.com/in-en/company/events/Documents/Accenture-ET-Coverage.pdf>
- <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Avinash.pdf#zoom=50>