



**September 4, 2019**

The Manager- Listing  
BSE Limited  
(BSE: 507685)

The Manager- Listing  
National Stock Exchange of India Limited,  
(NSE: WIPRO)

The Market Operations,  
NYSE: New York  
(NYSE: WIT)

Dear Sir/Madam,

**Sub: Press Release**

We are enclosing copies of Press Releases which are being released today.

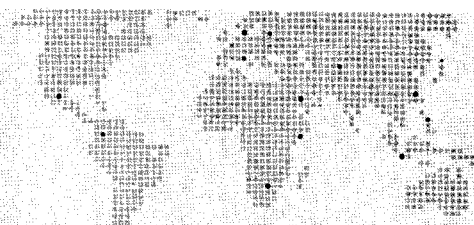
**For Wipro Limited**

  
**M. Sanaula Khan**  
Company Secretary

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## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Survey shows enterprises are finding success with digital transformation, but challenges related to a lack of digital talent and rigid business models are likely points of failure in the early stages*

**London, United Kingdom and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 140 in the United Kingdom, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organisations, with personnel issues as the biggest barriers. Organisations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### **Enterprises are improving on digital transformations in 2019**

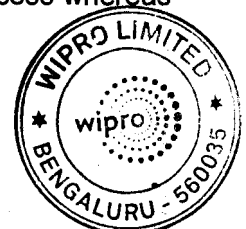
The study found that most digital transformation projects are not considered a waste of time according to all the 140 UK enterprise CEOs surveyed. This finding is a major departure from Wipro Digital's 2017 survey in the US, which found one in three CEOs felt they were. Wipro's 2019 study shows 94 percent of UK executives feel their company is executing successfully in line with their digital transformation strategy.

Furthermore, a majority (90 percent) of those surveyed in the UK, feel their companies were aligned on what 'digital transformation' means, indicating that executives across various industries agree that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

### **Lack of digital talent and rigid business models can be early obstacles**

When asked about their biggest barriers to a transformation's success, 58 percent of respondents selected 'not being able to find digital talent at the scale needed', as one of their top five concerns; 56 percent indicated the need to change the business model and 52 percent of respondents cited partners supporting the digital transformation journey not being able to deliver.

The report found however, that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas



technology may become a bigger barrier. In Europe as a whole, fifteen percent of executives with journeys between one year and 18 months cite technology as the biggest barrier, compared to 29 percent of executives whose journey has lasted two or more years.

"These results show that in the past two years, enterprise leaders have ensured that their organizations are capable of delivering ROI on their digital transformation efforts," said **Rajan Kohli, President - Wipro Digital**. "Leaders must align stakeholders and help their business units adapt to and leverage new technology, methods or processes. They need to hold fast and keep their company Boards and C-suite informed and comfortable with disruption, new ways of working, and reorient their strategy as new insights and patterns are uncovered. This will help senior leadership consistently commit to the necessary sponsorship. The payoff will come. It's not too late to start a digital transformation program, but the window of opportunity is closing."

### **Additional findings**

Wipro's research further identified several interesting findings that provide a richer perspective on the state of digital transformations:

- **It's never too late to start:** 91 percent of UK respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** Only 10 percent of respondents said they saw measurable business results of digital transformation in less than six months, 31 percent saw it within six to twelve months, and 57 percent said it was one to three years. Only one percent said it took longer than that.
- **Growth is the big motivator:** When asked what the main drivers for digital transformation were, most respondents had goals tied to driving revenue growth. Other top drivers included business transformation and operating model change.
- **Modest or moderate disruption dominates:** Three-quarters of executives describe their digital transformation disruption as only modest or moderate. Only one in five say they intend to be fundamentally new and disruptive in their program.

### **Methodology**

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. In the UK, 140 executives responded to the survey.

### **About Wipro Digital**

Wipro Digital collaborates and iterates with clients to deliver customer-centered digital and business transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. Learn more at [wiprodigital.com](http://wiprodigital.com) or [@WiproDigital](https://www.instagram.com/WiproDigital).

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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good



corporate citizenship, we have over 170,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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**Forward-looking and Cautionary Statements**

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov). We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.





## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Follow-up to 2017 survey shows enterprises are finding success with digital transformation, but challenges related to senior leadership and adapting to new ways of working are likely points of failure in the early stages*

**East Brunswick, New Jersey, USA and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 400 in the United States, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organizations, with personnel issues as the biggest barriers. Organizations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### **Enterprises are improving on digital transformations in 2019**

This survey is a follow-up to Wipro Digital's 2017 survey, which highlighted a leadership crisis in digital transformation. The new study found that most digital transformation projects are not a waste of time according to all 400 U.S. enterprise CEOs surveyed, a major departure from 2017, when one in three felt they were. In addition, two years ago only half of companies surveyed were successfully executing their digital transformation strategies despite demonstrated efforts and investments. Wipro's 2019 study shows 90 percent of executives feel their company is executing successfully in line with their digital transformation strategy.

Furthermore, 94 percent of those surveyed feel their companies were aligned on what 'digital transformation' means; compared to 2017, when 1 in 4 executives noted that a key obstacle to success was a lack of shared understanding about their definition of 'digital transformation'. This disparity suggests that in the past two years, executives have agreed that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

### **Leadership and adapting to new ways of working can be early obstacles**

When asked about their biggest barriers to a transformation's success, 59 percent of respondents cited inconsistent sponsorship from senior leadership as one of their top five concerns; 56 percent



selected not being able to train their existing teams to change or use new technology, methods or processes; and 54 percent indicated needing better alignment with business stakeholders.

The report found that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas technology may become a bigger barrier. Fourteen percent of executives with journeys less than two years cite technology as the biggest barrier, compared to 26 percent of executives whose journey has lasted two or more years.

"These results show that in the past two years, enterprise leaders have ensured that their organizations are capable of delivering ROI on their digital transformation efforts," said **Rajan Kohli, President - Wipro Digital**. "Leaders must align stakeholders and help their business units adapt to and leverage new technology, methods or processes. They need to hold fast and keep their company Boards and C-suite informed and comfortable with disruption, new ways of working, and reorient their strategy as new insights and patterns are uncovered. This will help senior leadership consistently commit to the necessary sponsorship. The payoff will come. It's not too late to start a digital transformation program, but the window of opportunity is closing."

### **Additional findings**

Wipro's research further identified several interesting findings that provide a richer perspective on the state of digital transformations:

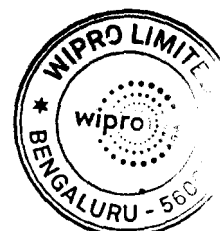
- **It's never too late to start:** 85 percent of respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** Only 14 percent saw measurable business results of digital transformation in less than six months, 31 percent saw it within six to twelve months, and 54 percent said it was one to three years. Only one percent said it took longer than that.
- **Growth is the big motivator:** When asked what the top drivers for digital transformation were, most respondents had goals tied to driving growth: accessing new markets, increasing revenue, increasing agility and speed to market as well as cost reduction.
- **Modest or moderate disruption dominates:** Nearly three-quarters of executives describe their digital transformation disruption as only modest or moderate. Only one in five say they intend to be fundamentally new and disruptive in their program.

### **Methodology**

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## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Follow-up to 2017 survey shows enterprises are finding success with digital transformation, but challenges related to senior leadership and adapting to new ways of working are likely points of failure in the early stages*

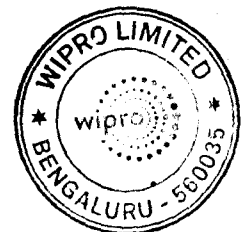
**São Paulo, Brazil and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 200 in Brazil, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organizations, with personnel issues as the biggest barriers. Organizations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### **Enterprises are improving on digital transformations in 2019**

This global survey is a follow-up to Wipro Digital's 2017 survey of US executives, which highlighted a leadership crisis in digital transformation. The new study found that most digital transformation projects are not a waste of time according to all 200 enterprise CEOs and leaders surveyed in Brazil. This is a major departure from the 2017 US survey, which found that one in three executives felt they were. In addition, two years ago only half of companies surveyed were successfully executing their digital transformation strategies despite demonstrated efforts and investments. Wipro's 2019 study shows 76 percent of executives in Brazil feel their company is executing successfully in line with their digital transformation strategy.

Furthermore, 92 percent of those surveyed in Brazil feel their companies were aligned on what 'digital transformation' means; compared to 2017, when 1 in 4 executives noted that a key obstacle to success was a lack of shared understanding about their definition of 'digital transformation'. This disparity suggests that in the past two years, executives have reached a conclusion that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

**Unplanned costs and adapting to new ways of working can be early obstacles**



When asked about their biggest barriers to a transformation's success, 63 percent of respondents in Brazil cited unforeseen costs and finding additional resources within the organization among their top five concerns; 58 percent selected not being able to train their existing teams to change or use new technology, methods or processes, and 53 percent indicated needing better alignment with business stakeholders.

The report found that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas technology may become a bigger barrier. Twenty-four percent of executives with journeys less than two years cite technology as the biggest barrier, compared to 32 percent of executives whose journey has lasted two or more years.

"We think there is immense potential in Brazil. Our growth strategy and focus on Brazil is reinforced by our findings in this survey. The survey results reiterate that enterprises in Brazil have embarked upon a well-defined digital transformation path. Enterprise leaders have ensured that their organizations are capable of delivering ROI on their digital transformation efforts," said **Mukund Seetharaman, Vice President and Geography Head - Latin America, Wipro Limited.** "Leveraging new age technology and alignment of business units with changing demands of the transformation will be key in coming times. Today is the right window to start a digital transformation program."

#### **Additional findings**

Wipro's research in Brazil further identified several interesting findings that provide a richer perspective on the state of digital transformation:

- **It's never too late to start:** 84 percent of Brazilian respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** 29 percent saw measurable business results of digital transformation in less than six months, 38 percent saw it within six to twelve months, and 31 percent said it was one to three years. Only two percent said it took longer than that.
- **Growth is the big motivator:** When asked what the top drivers for digital transformation were, most respondents had goals tied to driving growth: accessing new markets, increasing revenue, increasing agility and speed to market as well as cost reduction.
- **Modest or moderate disruption dominates:** Nearly three-quarters of executives describe their digital transformation disruption as only modest or moderate. Only one in five say they intend to be fundamentally new and disruptive in their program.

#### **Methodology**

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. In Brazil, 200 executives responded to the survey.

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## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Follow-up to 2017 survey shows enterprises are finding success with digital transformation, but challenges related to senior leadership and adapting to new ways of working are likely points of failure in the early stages*

**Ontario, Canada and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 200 in Canada, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organizations, with personnel issues as the biggest barriers. Organizations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### **Enterprises are improving on digital transformations in 2019**

This global survey is a follow-up to Wipro Digital's 2017 survey of US executives, which highlighted a leadership crisis in digital transformation. The new study found that most digital transformation projects are not a waste of time according to all 200 Canadian enterprise CEOs surveyed. This is a major departure from the 2017 US survey, which found that one in three executives felt they were. In addition, two years ago only half of companies surveyed were successfully executing their digital transformation strategies despite demonstrated efforts and investments. Wipro's 2019 study shows 78 percent of Canadian executives feel their company is executing successfully in line with their digital transformation strategy.

Furthermore, 94 percent of those surveyed in Canada feel their companies were aligned on what 'digital transformation' means as compared to 2017 when 1 in 4 executives noted that a key obstacle to success was a lack of shared understanding about their definition of 'digital transformation'. This disparity suggests that in the past two years, executives have agreed that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

### **Leadership and adapting to new ways of working can be early obstacles**

When asked about their biggest barriers to a transformation's success, 62 percent of respondents indicated the need for better alignment with business stakeholders as one of their top five



concerns; 59 percent cited inconsistent sponsorship from senior leadership; and 56 percent said the time it takes to plan and deliver digital transformation was too long and posed a barrier to success.

The report found that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas technology may become a bigger barrier. Twenty percent of Canadian executives with journeys less than two years cite technology as the biggest barrier, compared to 37 percent of executives whose journey has lasted two or more years.

"We are encouraged by the findings of this survey. We have been working with some of our large customers in Canada on digital transformation, and this data indicates that there is a lot more potential across industries to maximize the digital endeavors that are underway the world over. Canadian enterprise leaders are ensuring that their organizations are capable of delivering ROI on their digital transformation efforts," said **Xavier Diniz, Country Head - Canada, Wipro Limited**. "Enterprises will find that change management is a big challenge to successfully begin digital transformation efforts. Alignment and communication is key for leaders to be able to leverage new technologies, methods and processes. With advances in the new technology and startup ecosystems in Canada, this is the right time to embark on a digital transformation journey."

### **Additional findings**

Wipro's research in Canada further identified several interesting findings that provide a richer perspective on the state of digital transformations:

- **It's never too late to start:** 82 percent of Canadian respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** Only 18 percent saw measurable business results of digital transformation in less than six months, 26 percent saw it within six to twelve months, and 54 percent said it was one to three years. None of them waited longer than three years to see an ROI.
- **Growth is the big motivator:** When asked what the top drivers for digital transformation were, most respondents had goals tied to driving growth: accessing new markets, increasing revenue, increasing agility and speed to market as well as cost reduction.
- **Modest or moderate disruption dominates:** Nearly three-quarters of Canadian executives describe their digital transformation disruption as only modest or moderate. Fewer than one in five say they intend to be fundamentally new and disruptive in their program.

### **Methodology**

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. In Canada, 200 executives responded to the survey.

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## Study by Wipro identifies barriers to digital transformation

**Frankfurt, Germany and Bangalore, India, September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced the results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, about their company's digital transformation programs and barriers to their success. The 400 participants from the EU included 200 executives from Germany, Austria and Switzerland (D-A-CH). The study found that digital transformations can seem overwhelming at first to organizations, with personnel issues as the biggest barriers. Organizations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### Enterprises are improving on digital transformations in 2019

This survey is a follow-up to Wipro Digital's 2017 survey, which highlighted a leadership crisis in digital transformation. By contrast, there is a broad agreement today that digital transformation projects are by no means a waste of time. While two years ago, only half of the companies surveyed were successfully executing their digital transformation strategies, the current study shows that 87 percent of German managers believe that their companies are successfully executing in line with their digital transformation strategies (Austria: 76 percent; Switzerland: 90 percent; worldwide 90 percent).

Furthermore, 94 percent of those surveyed globally (Germany: 92 percent, Austria: 98 percent, Switzerland: 98 percent) feel their companies were aligned on what 'digital transformation' means; compared to 2017, when 1 in 4 executives noted that a key obstacle to success was a lack of shared understanding about their definition of 'digital transformation'. This disparity suggests that in the past two years, executives have agreed that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

Some figures illustrate the state of digital transformation in Germany:

- **Lack of support from management:** 54 percent of respondents in Germany complain about a lack of support from their management. (Austria: 42 percent; Switzerland: 70 percent; worldwide 59 percent).
- **New ways of working difficult to adapt:** 60 percent of German executives stated that they were not able to get their existing teams to use or switch to new technologies,



methods or processes. (Austria: 62 percent; Switzerland: 50 percent, worldwide 56 percent).

- **ROI takes about a year:** In Germany, only 13 percent saw measurable business results of digital transformation in less than six months (Austria: 18 percent; Switzerland: 24 percent; worldwide 20 percent), 29 percent saw it within six to twelve months (Austria: 30 percent; Switzerland: 30 percent; worldwide 30 percent), and 56 percent said it took one to three years (Austria: 46 percent; Switzerland: 46 percent; worldwide 49 percent).
- **Growth is the big motivator:** When asked what the top drivers for digital transformation were, most respondents stated goals that were associated with higher growth: The development of new markets, increase in sales, more agility and faster market launches were mentioned, as well as cost reductions. German companies believe that opening up new markets is the most important driver of the digital transformation.
- **Surprised by additional costs:** 61 percent of German companies believe that they need to look for additional sources of financing for digital transformation programs within the company (Austria: 56 percent, Switzerland: 40 percent; worldwide 55 percent).
- **Technology as a brake:** The longer a company goes through a digital transformation phase, the more likely it is that the technology will slow down its implementation.
- **It is never too late to start:** 97 percent of respondents in Germany believe that companies that started their digital transformation journeys later than others still have a chance to beat their competitors in the long run (Austria: 78 percent, Switzerland: 86 percent; worldwide 87 percent).

### Methodology

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. 100 executives from Germany, 50 executives from Austria and 50 executives from Switzerland responded to the survey.

### About Wipro Digital

Wipro Digital collaborates and iterates with clients to deliver customer-centered digital and business transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. Learn more at [wiprodigital.com](http://wiprodigital.com) or [@WiproDigital](https://twitter.com/WiproDigital).

### About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 170,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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#### **Forward-looking and Cautionary Statements**

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov). We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.





## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Survey shows enterprises are finding success with digital transformation, but challenges related to unexpected costs and rigid business models are likely points of failure in the early stages*

**Dublin, Ireland and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 60 in Ireland, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organisations, with personnel issues as the biggest barriers. Organisations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

### **Enterprises are improving on digital transformations in 2019**

The study found that most digital transformation projects are not considered a waste of time according to all the 60 Irish enterprise CEOs, surveyed. By way of contrast, this finding is a major departure from Wipro Digital's 2017 survey in the US, which found one in three CEOs felt they were. Wipro's 2019 study shows 85 percent of Irish executives feel their company is executing successfully in line with their digital transformation strategy.

Furthermore, a majority (95 percent) of those surveyed in Ireland, feel their companies were aligned on what 'digital transformation' means, indicating that executives across various industries are agreed that digital transformation is a requirement for any business. The question for business executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

### **Unexpected costs and rigid business models can be early obstacles**

When asked about their biggest barriers to a transformation's success, 63 percent of respondents cited 'the cost of digital transformation was higher than expected' and/or that 'they needed to find additional sources of funding within the organisation' as one of their top five concerns; 57 percent indicated the need to change their business model; and 52 percent indicated that digital transformation takes too long to plan and deliver.



The report found that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas technology may become a bigger barrier. In Europe as a whole, fifteen percent of executives with journeys between one year and 18 months cite technology as the biggest barrier, compared to 29 percent of executives whose journey has lasted two or more years.

"These results show that in the past two years, enterprise leaders have ensured that their organizations are capable of delivering ROI on their digital transformation efforts," said **Rajan Kohli, President - Wipro Digital**. "Leaders must align stakeholders and help their business units adapt to and leverage new technology, methods or processes. They need to hold fast and keep their company Boards and C-suite informed and comfortable with disruption, new ways of working, and reorient their strategy as new insights and patterns are uncovered. This will help senior leadership consistently commit to the necessary sponsorship. The payoff will come. It's not too late to start a digital transformation program, but the window of opportunity is closing."

### **Additional findings**

Wipro's research further identified several interesting findings that provide a richer perspective on the state of digital transformations:

- **It's never too late to start:** 96 percent of Irish respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** Only 18 percent saw measurable business results of digital transformation in less than six months, 22 percent saw it within six to twelve months, and 58 percent said it was one to three years. Only two percent said it took longer than that.
- **Growth is the big motivator:** When asked what the main drivers for digital transformation were, most respondents had goals tied to driving revenue growth. Other top drivers included increasing agility and speed to market and modernizing legacy IT systems.
- **Modest or moderate disruption dominates:** Over three-quarters of executives describe their digital transformation disruption as only modest or moderate. Less than one in five say they intend to be fundamentally new and disruptive in their program.

### **Methodology**

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. In Ireland, 60 executives responded to the survey.

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**Media Contact:**

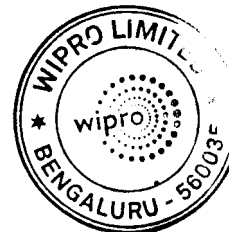
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## **New study from Wipro finds sponsorship and business alignment as significant barriers to digital transformation**

*Follow-up to 2017 survey shows enterprises are finding success with digital transformation, but challenges related to senior leadership and adapting to new ways of working are likely points of failure in the early stages*

**Guadalajara, Mexico and Bangalore, India – September 04, 2019:** Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, today announced results of a new survey commissioned by Wipro Digital, the digital services and consulting unit of the company. For this survey, which was conducted by Coleman Parkes Research, 1400 enterprise C-suite leaders around the world were polled, including 200 in Mexico, about their company's digital transformation programs and barriers to their success. The study found that digital transformations can seem overwhelming at first to organizations, with personnel issues as the biggest barriers. Organizations that properly manage people's expectations, keep senior leaders aligned, and ensure they have the right partners working with them will see success.

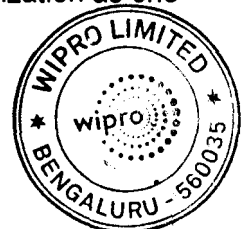
### **Enterprises are improving on digital transformations in 2019**

This global survey is a follow-up to Wipro Digital's 2017 survey of US executives, which highlighted a leadership crisis in digital transformation. The new study found that most digital transformation projects are not a waste of time according to all 200 enterprise CEOs surveyed in Mexico. This is a major departure from the 2017 US survey, which found that one in three executives felt they were. In addition, two years ago only half of companies surveyed were successfully executing their digital transformation strategies despite demonstrated efforts and investments. Although Wipro's 2019 study shows 78 percent of Mexican executives feel their company is executing successfully in line with their digital transformation strategy, that figure is lower than the 85 percent global average.

Likewise, 96 percent of those surveyed in Mexico feel their companies were aligned on what 'digital transformation' means, higher than any other region, and above the 94 percent global average. This suggests that Mexican executives clearly understand that digital transformation is a requirement for any business. The question for executives is no longer if, why or when to undertake a digital transformation program, but how to successfully execute it.

### **Unplanned costs and adapting to new ways of working can be early obstacles**

When asked about their biggest barriers to a transformation's success, 58 percent of respondents in Mexico cited unforeseen costs and finding additional resources within the organization as one



of their top five concerns; 54 percent indicated the need for better alignment with business stakeholders; and 50 percent said the time it takes to plan and deliver digital transformation was too long and posed a barrier to success.

The report found that the longer a company has been undergoing a transformation journey, the less likely it is to experience people-related issues as a barrier to success whereas technology may become a bigger barrier. Twenty-four percent of Mexican executives with journeys less than two years cite technology as the biggest barrier, compared to 36 percent of executives whose journey has lasted two or more years.

"The survey results reiterate that enterprises in Mexico have embarked upon a well-defined digital transformation path. Enterprise leaders have ensured that their organizations are capable of delivering ROI on their digital transformation efforts," said **Mukund Seetharaman, Vice President and Geography Head – Latin America, Wipro Limited**. "Leveraging new age technology and alignment of business units with changing demands of the transformation will be key in coming times. Now is the right window to start a digital transformation program.."

### **Additional findings**

Wipro's research in Mexico further identified several interesting findings that provide a richer perspective on the state of digital transformation:

- **It's never too late to start:** 90 percent of Mexican respondents believe that companies who've started their digital transformation journeys later than others still have a chance to beat their competitors in the long run.
- **ROI takes about a year:** 36 percent saw measurable business results of digital transformation in less than six months, 23 percent saw it within six to twelve months, and 40 percent said it was one to three years. Only one percent said it took longer than that.
- **Growth is the big motivator:** When asked what the top drivers for digital transformation were, most respondents had goals tied to driving growth: accessing new markets, increasing revenue, increasing agility and speed to market as well as cost reduction.
- **Modest or moderate disruption dominates:** Nearly three-quarters of executives describe their digital transformation disruption as only modest or moderate. Only one in five say they intend to be fundamentally new and disruptive in their program.

### **Methodology**

In April 2019, Wipro Digital commissioned an online survey of 1,400 CXOs from around the world, working for companies with more than 5,000 employees and more than \$500 million revenue. In Mexico, 200 executives responded to the survey.

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