British American Tobacco

Leading Global Tobacco Major



- Having a global foot print, the Client's IT was unable to cope up with volatile business demands which were constantly impacted by regional regulatory pressures, frequent entry of new local players and alternatives to combustible products. To ensure a robust IT across the Enterprise, tailored to the needs of each region/ locale of operation, the Client wanted to transform their Quality function across the globe.
- Wipro was selected to set up an independent Quality function, having ownership of global application estate

Localization assurance engagement highlights:

200+

Regional markets

Subsidiary brands

99%

Containment of defects (minimum) in each region

30%

Reduction in QA cost, across the global enterprise 60%

Automation foot print improvement in each region. on average

40%

Productivity Improvement in each region, on average

15%

Improvement in Time to Market in each region, on average

100%

Predictability in demand management in each region

65%

Regression automation coverage in each region, on average

Made possible by:

Sensitivity: Internal & Restricted

- End-to-end QA and Testing ownership of ERP as well as non-ERP application portfolios:
- "Industrialized" Localization assurance delivery: SLA driven, lean and standardized domain-centric solutions and accelerators, tailore to each region
 - For variable consumption across each region, catalogue-based pricing was rolled out. with defined activities and defined rates per unit for each locale
- Enterprise-wide automation framework, globally
- Unified and transparent view of the entire engagement progress; region wise reporting and tailored dashborards coupled with frequent audits and QA gate reviews



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