

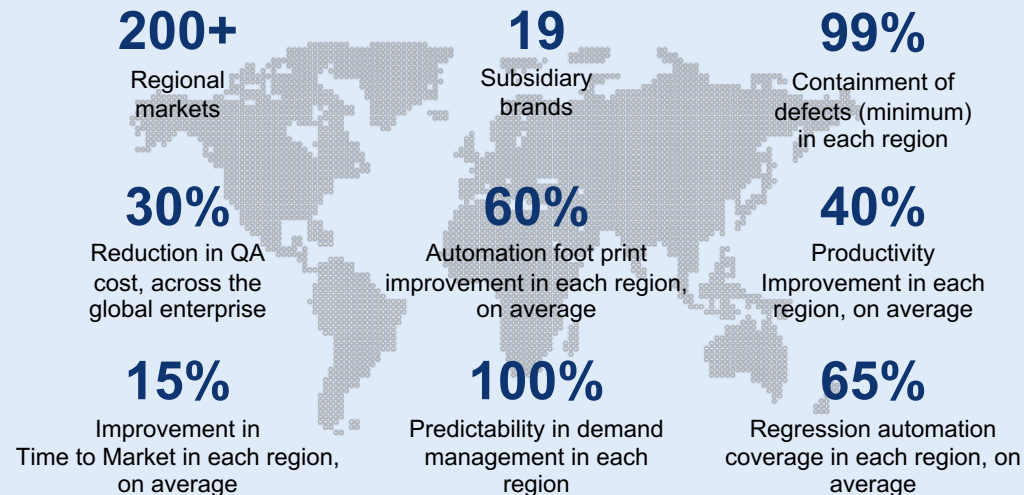
British American Tobacco

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:



Made possible by:

- 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, tailored 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 dashboards coupled with frequent audits and QA gate reviews