

## Business Transformation

Having spent a major portion of our existence as a business division of Wipro, our product offerings were centered around satisfying the parent company's customers. Subsequent to our demerger in September 2000, it was a business imperative that we focus on external customers for our products and processes. In the past 3 years our emphasis has been on transforming our products and processes while ensuring that profitability is sustained. Accordingly, we have introduced several new products and entered into new business segments, re-oriented our processes, especially the critical business processes to cater to the demands of the customers while re-aligning our people skills towards customer satisfaction.

### Business Transformation - Building new properties and leveraging existing strengths

New Product	New Property getting built	Existing strength leveraged
UPS	Home and SOHO customers, R & D Capabilities	Channel reach, Manufacturing strengths
Print & Save	Services Business, Software capabilities	Knowledge of Printing, Corporate reach
Communication & Storage	Domain Knowledge	Channel reach, Customer segments
After Market Business	Distribution Structure	Printer Installed base, Manufacturing capability
Exports	Geographical spread, Economies in operations	Product Range, Manufacturing strength, R & D capabilities

## Process Transformation

At WeP, e-enablement forms the core of process transformation. WeP elevates use of technology to that of a business driver and not just as a process enabler.

[www.WePIndia.com](http://www.WePIndia.com), first site in India to be voice navigable; 114,023 hits. (January 2002- April 20 03)

[www.WePSaral.com](http://www.WePSaral.com), B2B portal for Channel Partners through which online business of Rs. 2,470 million has been conducted. This accounts for over 90% of gross sales revenue.

[www.MyWeP.com](http://www.MyWeP.com), the employee portal, aims at e-enabling all our critical internal processes to enhance employee productivity.

[www.WePCare.com](http://www.WePCare.com), portal for service franchisees; all support related activities are done through this site.

[www.WePRishtey.com](http://www.WePRishtey.com), our portal for our resellers, which provides the option for IT Resellers to register for getting products and pricing related information directly from the company.

**Online Internal Share Transfer** - A feature rich share transfer application with simplicity as the focus, used for transfer of WeP shares amongst shareholders.

[www.WePPrint.com](http://www.WePPrint.com) - India's first remote printing website.

## People Transformation

During the year, 50 new employees joined WeP. This includes fresh recruits from premier management institutes, lateral recruits and employees coming with business acquisition.

Our focus on Networking and Storage has increased the number of employees with technical background from 118 (as of last year) to 147 this year. They form 43% of the entire manpower of the organisation, whereas our Sales and Marketing team consisting of 133 employees form 38% of the same.

The deployment of resources in various functions this year as against last year shows that the number of employees who face the customer (sales & marketing) have gone up from 29% to 38%. The deployment of resources in various functions is depicted below.

