



Practice Overview

Internet of Things Services

Bridging the physical with the digital

Challenge the way you work today. Lead the way tomorrow.

Cognizant's Internet of Things practice makes and connects physical products, processes, and places to bridge the physical and digital worlds, bringing the vision of the "Internet of Things" to life.

The Internet of Things is full of promise

We live in amazing times. Software is central to our daily lives, and digital is powering consumer experiences at an ever faster pace. Companies are scrambling to catch up with consumer demand for a digital experience, and sponsoring large-scale digital transformation agendas. But we are used to experiencing the power of digital through a pane of glass - via an array of devices that have us looking down at keyboards, monitors, and screens. Digital technology has reached a tipping point, however. Increasingly, technology is an integrated part of life - practically invisible. We believe that the **real** digital transformation occurring today is actually a **physical** transformation, in which every day physical products, processes, and places are infused with digital technology to the point where you may not even know it's there. When done right, the digital technology inside "things" becomes invisible, and the "thing" itself, as well as your experience of the "thing" transforms into something else completely.

As a leader in helping clients with digital transformation, Cognizant believes that a new approach is necessary - one that weaves together four unique skillsets: business strategy, design thinking, industry expertise, and technology delivery. In addition, experience **making** and **connecting** things is important.



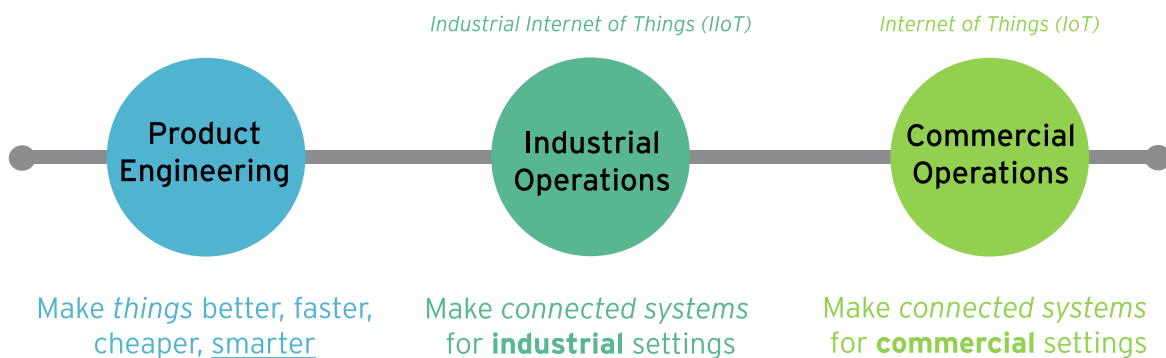
Cognizant Physical Engineering and Connected Systems

Helping clients realize the promise of smart, connected products and connected ecosystems

Cognizant's Internet of Things practice specializes in product engineering. We help clients make the things they sell better, faster, cheaper, and **smarter**. Companies partner with us on core parts of their product portfolio, utilizing Cognizant services in design and fabrication, manufacturing operations, and expertise in the processes and tools to optimize production. We have years of experience consulting and implementing product lifecycle management (PLM) systems that

coordinate R&D collaboration across large, global teams.

In addition, Cognizant builds connected systems. Our Industrial Operations Group focuses on Industrial Internet of Things (IIoT) applications for the manufacturing, logistics, consumer packaged goods, communications, technology and life sciences industries. Our Commercial Operations Group focuses on IoT applications for the banking, insurance, retail, and healthcare industries.



We understand the unique nature of the physical environments that need to be instrumented. We build IoT solutions that scale.

Our Services in Detail:

Product Engineering

- Create smart, connected products
- Product Lifecycle Management (PLM) systems and consulting
- Deploy IoT platforms for business model or product innovation focusing on end-consumer

Industrial Operations (IIoT)

- Focused on heavy industrial settings and the intersection of IT and OT
- Deploy IoT platforms and develop smart processes that improve the producer's efficiency and effectiveness
- Reposition heavy assets to be offered for sale "as-a-service"

Commercial Operations (IoT)

- Focused on consumer settings
- Instrumenting non-industrial, commercial settings such as the bank branch, retail store, or health clinic
- Bridge physical and digital to create more engaging omnichannel customer experiences



What makes us different?

At Cognizant, we think about the Internet of Things differently. We see the IoT as an incredible opportunity to bridge the physical and digital worlds for business transformation. To us, the IoT is a new form of digital engagement - as though the everyday physical objects around us become the new digital user interface. In our lifetimes the Internet has already changed the way we work, live, and play, and we believe that the digital transformation of physical products, processes, and places is going to be even bigger as the future unfolds.

We approach the opportunity for business transformation using Cognizant's Digital Works Accelerator Methodology - a managed innovation process designed to provoke discussion and help you fundamentally shift the way your products, processes, and places work in your business model. In addition, we bring a combination of Cognizant-built solution accelerators, partner technology, and the combined force of one of the industry's largest and most-focused product engineering and IoT platform teams.

Cognizant Digital Works

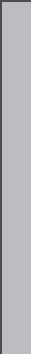
Helping global enterprises build practical digital capabilities. At the speed of business.

Cognizant Digital Works is the single point of entry that brings the power of Cognizant's global resources to our clients in a nimble way, to help them:

- Crystallize digital strategies, with an eye to cross-industry implications
- Enhance technical capabilities
- Make digital the default way of doing business

We understand the unique challenges of established organizations that are transforming to adopt digital technologies and business models. We ensure that your people, processes and technology are ready for change with an approach that consists of four tightly integrated elements:





Digital Strategy

A strong digital strategy will help you identify, quantify and capture your commercial digital opportunity. We apply data science, cross-industry expertise and vast experience to determine the questions we need to ask to:

- Gain insight into what customers really want
 - Figure out where to focus at the process and experience level
 - Move quickly from ideas to implemented changes and solutions
-



Experience Strategy and Design

In this context, good design means much more than just “making it pretty.” We use business strategy and applied user insight to ensure that all your audiences—including customers, partners and employees—enjoy digital experiences that are visually stunning, elegant and intuitive.



Industry Knowledge

Making digital experiences valuable is an industry- and company-specific challenge—but you have to account for cross-industry forces as well. We combine a deep vertical knowledge of processes, systems and regulations with a broad horizontal perspective and cross-disciplinary expertise to ensure that change takes root, and lasts.



Foundational Technology

Our long history on the cutting edge of social, mobile, analytics and cloud technologies gives our clients a real advantage when it comes to building a digital organization. We help you choose technologies that will:

- Connect with and complement legacy systems
- Support your newest solutions and services
- Anticipate the demands of tomorrow

IoT in Action

Cross-industry case studies

We help companies build smart, connected products, processes, and places. Results include:



Industrial equipment rental company:

We are helping this client create new track-and-trace capabilities on heavy equipment rentals:

- Helped reduce downtime and minimize lost revenue from under-utilized assets
- Behavioral and usage data on how customers use the equipment is fed into a highly- scalable analytics platform and produces insights for predictive maintenance
- Opens the door to new new leasing and equipment-sharing models that better serve customers and increase addressable market.



Leading healthcare organization:

We helped this company implement a remote patient monitoring solution that reduces the need for patients to visit clinics when measuring routine vitals:

- Increased patient satisfaction and reduced operating costs.
- Generating continuous data about patients in a home setting provides healthcare professionals with an early warning system
- Enabled the organization to roll out remote patient monitoring at scale; customers and patients have the opportunity to realize enormous value.



Oilfield services company:

We helped this company instrument its submersible pumps to more effectively extract petroleum from the ground:

- Reduced maintenance costs through elimination of the need to send a technician onsite for firmware upgrades
- Increased transparency across a fleet of installed pumps in a site, improving operational command
- Opened the door to the future “digital oilfield” that has the potential to transform the company’s global operations.

Why Cognizant?

A global presence. A world of resources.

Cognizant Digital Works connects you to Cognizant's global, collaborative workforce, which includes:



More than 100 delivery centers worldwide

We map to your global footprint so your Cognizant team is always at hand, speaks your language and shares your business culture. Proximity also helps you ensure business continuity and manage costs.



200,000+ employees

We give you access to the best talent worldwide—talented, cross-disciplinary teams with deep vertical expertise, extensive cross-industry experience and firsthand knowledge of the emerging world of business.



Strategic partnerships

Cognizant's relationships with the world's leading companies help us expand our service offerings and deliver comprehensive solutions to your business and IT challenges.



Wherever you are, we work there.
Whatever your industry, we understand it.
And no matter where you're going, we can help you get there.

KEEP CHALLENGING™

LET'S TALK

Are you ready to leverage digital for your business? Learn more about Cognizant Digital Works.

Contact us today at
bedigital@cognizant.com

LEARN MORE

Cognizant has been named a "Leader" in "The Forrester Wave™: Business Transformation Consultancies, Q3 2015." The report analyzes changes that companies require to embrace digital business.

Read the full report at
cogniz.at/1XDBNdN

ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 221,700 employees as of December 31, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on [Twitter: @Cognizant](https://twitter.com/Cognizant).

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