

REFERENCE GUIDE

A Guide to
Cognizant Digital Works

Created by H3 Marketing/January 2016



Table of Contents

| | |
|---|-------------|
| Cognizant Digital Works - Approach | 1, 2 |
| Cognizant Digital Works - Accelerator Methodology..... | 3 |
| Cognizant Digital Works - Technology | 4 |
| Examples of Digital Use Cases | 5 |
| Retail | 6 |
| Information, Media and Entertainment..... | 7 |
| Consumer Packaged Goods | 8 |
| Healthcare..... | 9 |
| Life Sciences..... | 10 |
| Banking and Financial Services..... | 11 |
| Insurance | 12 |
| Utilities..... | 13 |
| Manufacturing | 14 |
| Cognizant Digital Works Technology Practices..... | 15 |
| Engagement | |
| Portals and Content Management | 16 |
| Web Application and Mobile App Development | 17 |
| Learning and Content Services..... | 18 |
| Cognizant Agency Services..... | 19 |
| Internet of Things..... | 20 |
| Engineering and Manufacturing Solutions..... | 21 |
| Insights | |
| Data Science Services | 22 |
| Automation | 23 |
| Scale | |
| Cloud Infrastructure Services..... | 24 |
| Enterprise Risk and Security Solutions..... | 25 |

Cognizant Digital Works Approach

Cognizant Digital Works is our practice for helping global enterprises build practical digital capabilities – and do so 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:

The Cognizant Approach

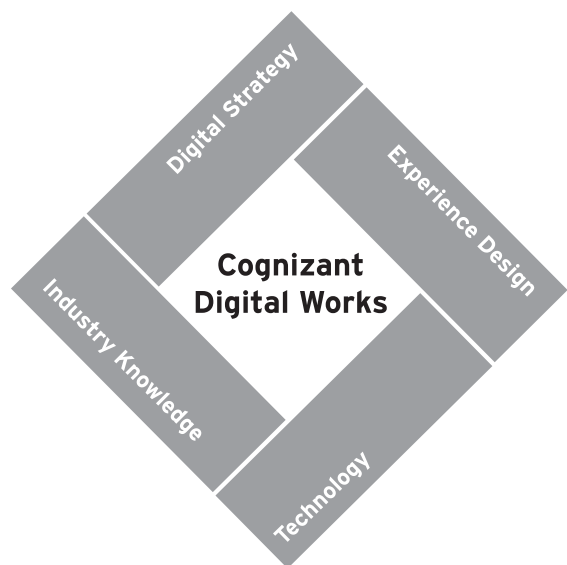
Interdisciplinary teams working together are the key to delivering successful digital transformation.

Digital Strategy: Capturing the commercial digital opportunity

Experience Design: A human-centered approach to designing the full digital ecosystem and all its touchpoints

Technology: Data science and analytics, infrastructure, connectivity, devices, security and privacy that makes solutions work

Industry Knowledge: Industry-specific expertise, applications, business analytics and process services



Cognizant Digital Works Approach

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 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:

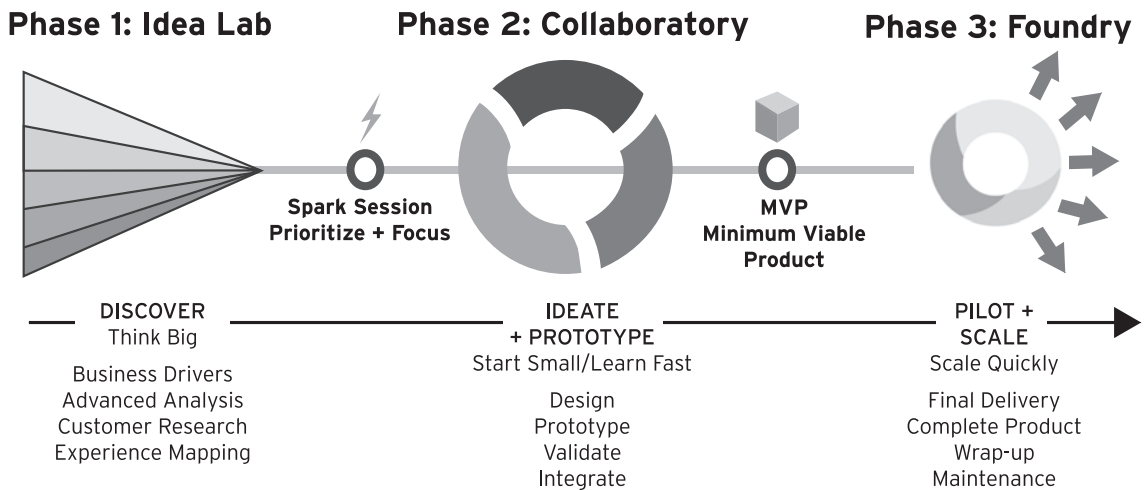
- Connect with and complement legacy systems
- Support your newest solutions and services
- Anticipate the demands of tomorrow

Cognizant Digital Works Accelerator Methodology

Think big. Learn fast. Scale quickly.

How far can digital innovation take you? Can it fundamentally shift the way you work for the better?

These questions are at the center of the Cognizant Digital Works Accelerator Methodology – a managed innovation process designed to provoke discussion and help you build the next generation of digitally inspired solutions.

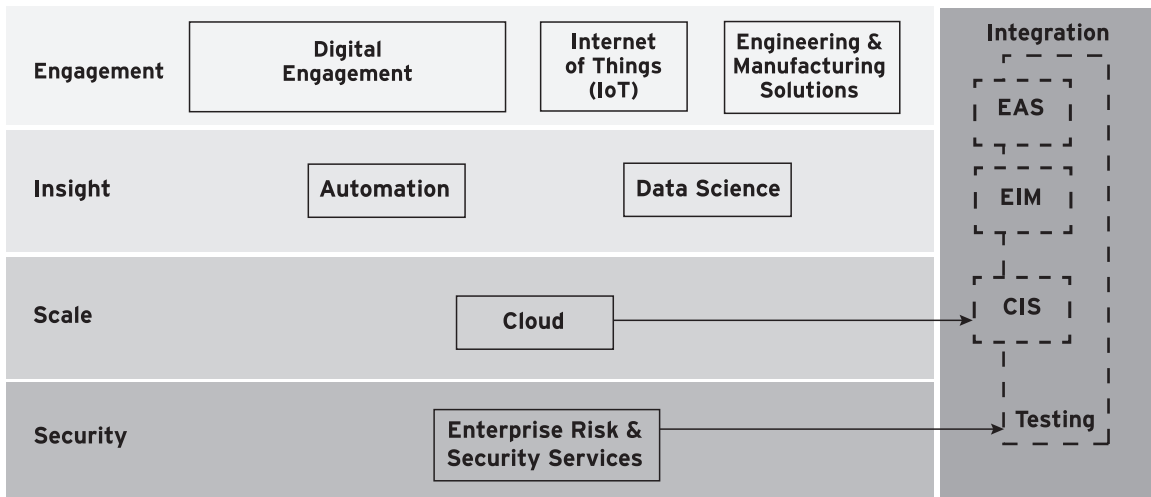


Cognizant Digital Works Technology

The Cognizant Digital Works Technology practice represents the fourth corner of the overall Cognizant Digital Works diamond and executes on high-level digital strategies.

It brings together several practices – SMAC, content management and portals, and more – to offer integrated technology strategy, development, and support services for customer digital initiatives. It helps customers envision their digital technology efforts in layers: engagement, insight, and scale. The diagram below shows how the Digital Works Technology practice is organized.

This Reference Guide outlines how each sub-practice contributes to the greater whole. For more information, please contact H3Marketing@cognizant.com.



Examples of Digital Use Cases

Retail

Few industries have been so fundamentally and rapidly transformed by the introduction of digital technologies. From the early days of shifting to the Internet from EDI, through the early days of e-commerce, to the mobile revolution, digital is constantly changing the way we sell and consume.

| Pain Points | Use Cases | Cognizant Solutions |
|--|---|--|
| Omni-channel customer experience | <ul style="list-style-type: none"> • The technical challenge of merging offline, online, physical and digital channels of engagement • How to scale merged channels securely • Digital asset management for brand consistency across channels • Inventory management across multiple channels and geographies | <ul style="list-style-type: none"> • Cognizant Business Consulting Retail team • Cognizant Retail Business unit • Cloud Platform Enablement • Cognizant e-Commerce Retail Practice • assetSERV Digital Asset Management platform • SKUView platform • Enterprise Content Management • Web Application and Mobile App Development • Creative Design Services • Cognizant Agency Services • User Experience |
| Future of the store <i>"Shopping is as much about entertainment and engagement as it is about utility."</i> – McKinsey | <ul style="list-style-type: none"> • Tech-enabled shopping: using iBeacon and mobile technologies to get better information and create more compelling "serendipitous" experiences • Store as a logistics hub in addition to distribution center • Endless aisle | <ul style="list-style-type: none"> • Engaged Retail Solution • Web Application and Mobile App Development • Cloud Platform Enablement • Creative Design Services • Cognizant Agency Services • Internet of Things • Automation |
| New skill to enable perpetual engagement | <ul style="list-style-type: none"> • Data analytics for highly relevant and personalized experiences • Design and business process transformation as "last mile" fulfillment and delivery becomes more critical to the shopping experience | <ul style="list-style-type: none"> • Cognizant Business Process Consulting • Data Science Services • Automation • Server Side Engineering • Creative Design Services • Cognizant Agency Services |

Information, Media and Entertainment

Information, media, and entertainment companies were among the first to be fundamentally disrupted by the digital economy, with consumers rapidly gaining an upper hand in how they choose to consume, distribute, and experience content.

| Pain Points | Use Cases | Cognizant Solutions |
|--|---|---|
| <p>Radical shift in customer experience and expectations resulting in fundamental changes in business models</p> <ul style="list-style-type: none"> • Bundled to unbundled content • Programmed to user-driven | <ul style="list-style-type: none"> • The technical challenge of creating a consistent consumer experience across form factors and devices • Digital asset management for brand consistency across channels • Infrastructure to support new, highly-fragmented consumption models, such as content subscriptions, on-demand, etc. | <ul style="list-style-type: none"> • Cloud Platform Enablement • Cognizant e-Commerce Retail Practice • assetSERV Digital Asset Management platform • S3P Subscription Enablement platform • Server Side Engineering |
| <p>Expanding ways to monetize live events/Future of Concerts</p> | <ul style="list-style-type: none"> • Introducing interactivity through wearables, mobile devices, physical experiences • Using predictive analytics for ticketing algorithms • Personalization and hyper-segmentation at the event • Streaming of live events/delivery mechanisms | <ul style="list-style-type: none"> • Cognizant Internet of Things • Data Science Services • Engaged Retail • Cloud Platform Enablement • Creative Design Services • Cognizant Agency Services |
| <p>Digital marketing for customer acquisition and retention</p> | <ul style="list-style-type: none"> • Data analytics for highly relevant and personalized experiences • User experiences that are compelling • Rapid prototyping and testing of new offerings | <ul style="list-style-type: none"> • Data Science Services • Creative Design Services • Cognizant Agency Services • Business Process Consulting |

Consumer Packaged Goods

Consumer packaged goods embraced digital technologies early on to drive efficiencies and reduce costs. It's only in the last few years that these companies have recognized the immense opportunity they have with the amount of data generated throughout their supply chain and, most importantly, by their customers. This is leading to a fundamental shift in what the business expects from their technology teams.

| Pain Points | Use Cases | Cognizant Solutions |
|--|---|---|
| Using marketing to increase sales | <ul style="list-style-type: none"> • Data analytics on which products sell best when and where and with whom • Hyper-localization • Personalization/direct engagement with consumers to drive repeat business | <ul style="list-style-type: none"> • Data Science Services • Engaged Retail • Cognizant Agency Services |
| Digitization of sales and distribution process | <ul style="list-style-type: none"> • Sales process redesign • Planogram compliance • Data analytics to determine areas of investment and optimization • Inventory management across multiple channels and geographies | <ul style="list-style-type: none"> • Data Science Services • Web Application • Mobile App Development • Business Process Consulting • SKUView platform |
| Improve and transform supply chain | <ul style="list-style-type: none"> • Improve product availability and optimize shelf space and placement • Better visibility of where product is at any time | <ul style="list-style-type: none"> • Data Science Services • Creative Design Services • Cognizant Agency Services • Cognizant Business Process Consulting |

Healthcare

Digital transformation in healthcare is marked by a high degree of regulatory pressure and consumerization. According to McKinsey, more than 75% of patients expect to use digital services, across all age groups, while 2015 marks the year that medical organizations in the United States are required to make “meaningful use” of their electronic health records.

| Pain Points | Use Cases | Cognizant Solutions |
|---|--|--|
| Consumerization of healthcare | <ul style="list-style-type: none"> • Mobile and online scheduling for patients • Better and more secure access to personal patient information • Leveraging wellness apps for improving clinical care • Using technology blended with human care givers to reduce readmissions | <ul style="list-style-type: none"> • Cloud Platform Enablement • Cognizant Health Activate • Enterprise Content Management • Portals, Content, and Collaboration • Web Application and Mobile App Development • Learning and Content Services • Cognizant Agency Services • Enterprise Risk and Security Solutions |
| Cost and regulatory pressures are driving payers and providers to create more efficient systems and ways of working | <ul style="list-style-type: none"> • Digitalized claims processing • Revenue cycle management • Collaborative care management | <ul style="list-style-type: none"> • Trizetto Solutions • Cognizant Healthcare Services (BPaaS) • Integrated Health Management (Health 2.0) |
| Electronic Health Records (EHR) | <ul style="list-style-type: none"> • Conversion to digital records • Predictive analytics to determine trends and customize care | <ul style="list-style-type: none"> • Cognizant Business Consulting for Healthcare • Data Science Services |

Life Sciences

From pricing pressures and global competition to strict regulatory environments, enterprises in the life sciences industry need to leverage digital technologies in order to improve patient outcomes. At the same time, digital transformation can permanently disrupt the value chain, introducing new opportunities for innovation for pharmaceutical, biotech, and medical device companies.

| Pain Points | Use Cases | Cognizant Solutions |
|--|--|---|
| Driving cost efficiencies in the face of generics, new regulations and competition | <ul style="list-style-type: none"> • Improving clinical trial management through streamlining processes, improving compliance, and using data better • Improving sales operations and incorporating predictive analytics for smarter resource allocation | <ul style="list-style-type: none"> • SmartTrials • OpServ • Cognizant Health Activate • Data Science Services |
| Faster product development and manufacturing processes | <ul style="list-style-type: none"> • Supply chain optimization • Factory optimization (including IoT) • Lean product development | <ul style="list-style-type: none"> • Engineering and Manufacturing Solutions • Internet of Things |
| Direct business-to-consumer interaction and customer experience transformation | <ul style="list-style-type: none"> • Integrating pharmaceutical companies with healthcare providers in order to provide patient monitoring and feedback • Business intelligence and analytics from multiple sources like social media, EHR, and genetic sequencing • Integrated sales, service and complaint handling | <ul style="list-style-type: none"> • Cadient Reveal • Enterprise Risk and Security Solutions • Cognizant Agency Services • Creative Design Services • assetSERV • Data Science Services • MedVantage |

Banking and Financial Services

Few industries have been as disrupted by digital technologies as banking and financial services. Long a consumer of information technology to manage “back office” work, the new digital technologies of social, mobile, analytics and cloud are completely up-ending the way consumers bank – and the way models are built and used.

| Pain Points | Use Cases | Cognizant Solutions |
|--|--|--|
| Reimagine the branch | <ul style="list-style-type: none"> • “Single source of truth” data management system to provide in-depth understanding of each customer, available to every bank employee • Location-based messaging • Equip employees with tablets to eliminate lines | <ul style="list-style-type: none"> • Enterprise Content Management • Web Application and Mobile App Development • Learning and Content Services • User Experience • Automation |
| Improve competitiveness by optimizing operations and/or creating new offerings | <ul style="list-style-type: none"> • Simplify regulatory compliance • Track and manage broad range of data for usage analytics • Streamline processes like mortgage lending • Build trust and influence through mobile banking and social channels • Roll out new offerings faster • Understand deeply the voice of the customer, and how they interact with the institution across all digital and non-digital channels | <ul style="list-style-type: none"> • ModelEye™ • ZDLC™ • Data Science Services • Enterprise Information Management • Cognizant LightHouse |
| Reimagine the customer experience | <ul style="list-style-type: none"> • Increased self-service of basic banking tasks • Remote face-to-face meetings via video chat • Data architecture that circulates customer data across platforms, applications, and channels • Engagement platforms that ensure all customer-facing solutions are intuitive, intelligent, and highly usable | <ul style="list-style-type: none"> • Web Application and Mobile App Development • Portals, Content, and Collaboration • Cloud Platform Enablement • Creative Design Services • Cognizant Agency Services • User Experience |

Insurance

Digital channels will remain top investment priorities for insurance companies to improve customer experience, distribution, and automation of processes, such as claims processing. Business goals include managing risk better, achieving better business insights, and deliver new services and products faster and more effectively.

| Pain Points | Use Cases | Cognizant Solutions |
|---|--|--|
| Build a digital-first insurance company | <ul style="list-style-type: none"> • Implement effective social media campaigns to improve sales effectiveness • Digitize the insurance process from lead management to underwriting to policy issuance • Track and manage investments for retirement planning via mobile app • Automate the claims, pricing, and quoting capabilities • Leverage smartphone capabilities (video, voice, GPS, photo) for faster claims processing • Move from paper to electronic communications | <ul style="list-style-type: none"> • Cognizant LifeEngage™ • OptimaWrite • Cognizant Agency Services • Automation • Web Application and Mobile App Development, • Enterprise Content Management • Cognizant OptimaWrite™ |
| Transform the customer experience | <ul style="list-style-type: none"> • Offer digitized claim reporting and processing via mobile app • Develop a mobile wallet to store ID and insurance cards • Apply usage-based insurance (UBI) across different coverage lines • Behavior-based segmentation amid changing demographics • Parental reporting and geofencing • Provide modernized cloud-based technology platform to enable insurance carriers to have 360° engagement with their customers | <ul style="list-style-type: none"> • Google Glass for Claims Processing • Enterprise Information Management • IOT for insurance • Web Application and Mobile App Development • Data Science Services • Cognizant Unified Insurance Platform™ |

Utilities

Digital Innovation in the utilities sector promises to transform how power companies generate and deliver this vital resource to businesses and consumers alike. From Smart Meters to Smart Grids to a more dynamic and personalized customer relationship, utility companies are looking for partners to help them navigate these new waters.

| Pain Points | Use Cases | Cognizant Solutions |
|---|--|--|
| Optimizing operations and efficiency | <ul style="list-style-type: none"> • Load balancing and forecasting • Power quality and outage analysis • Tariff analysis and price elasticity • Field technician optimization | <ul style="list-style-type: none"> • Enterprise Information Management • Engineering and Manufacturing Services • Data Science Services • Internet of Things |
| Transforming the customer experience and relationship | <ul style="list-style-type: none"> • Personalized customer relationship • New methods of customer interaction and experience (e.g. bill pay) • Predictive customer modeling | <ul style="list-style-type: none"> • Cognizant Agency Services • Cognizant Mobility practice • Engaged Retail • assetSERV • Creative Design Services • Data Science Services |
| Grid modernization and new business models | <ul style="list-style-type: none"> • Predictive and condition-based maintenance • Asset optimization and failure analysis | <ul style="list-style-type: none"> • Engineering and Manufacturing Solutions • Internet of Things |

Manufacturing

Digital Innovation in the manufacturing sector promises to transform how companies conceive of their products, to how they build them, sell, and service them. Manufacturing is ripe for digital transformation and promises to be the area of the economy that changes the most with digital.

| Pain Points | Use Cases | Cognizant Solutions |
|---|--|---|
| How can we transform into a Digital Factory or Smart Factory? | <ul style="list-style-type: none"> • Sensor technologies will drive connected factories • Mass customization of production • Reduce time-to-market • Collaborate across supply chain • Predict future buying cycles by analyzing purchase patterns | <ul style="list-style-type: none"> • Engineering and Manufacturing Solutions • Cognizant Internet of Things • Cognizant OnePlant from EMS • Cognizant APEX - Remote Asset Monitoring • Operations Analytics Services |
| Operations optimization | <ul style="list-style-type: none"> • Analyze supply chain for efficiencies • Predictive maintenance of assets, IT systems and devices • Mobile-enable maintenance operators to reduce paper-based inspections • Connected machines that proactively indicate maintenance requirements; increased quality; less waste; greater visibility | <ul style="list-style-type: none"> • Enterprise Information Management • devHALO for Device Analytics • Cognizant Mobility - Floor Track for Shop Floor • Cognizant Internet of Things |
| Increase responsiveness to end customer | <ul style="list-style-type: none"> • E-Commerce, m-Commerce and social commerce • Social business platforms to be the basis for enterprise-wide integration and collaboration • IT infrastructure and software delivered over the cloud | <ul style="list-style-type: none"> • Creative Design Services • Cognizant Agency Services • Cloud Platform Enablement |

Cognizant Digital Works Technology Practices

Portals and Content Management

Contact

DEP Business Development:
DEPNADEM@cognizant.com

BFS: Rajesh Ananthasubramanian
rajesh.ananthasubramanian@cognizant.com

HC & LS: James Driscoll
james.driscoll@cognizant.com

CIMET: Sriram Upadhyayula
sriram.upadhyayula@cognizant.com

Insurance, P&R: Bibhaker Pandey
bibhaker.pandey@cognizant.com

Problems Solved

- How do you empower business users to publish and manage content without IT support and ensure that it is formatted properly in multi-device environments?
- How can big companies improve collaboration and share knowledge to operate more effectively, especially in a digital work place where so much critical information is unstructured and created in real-time (e-mail, IM, social, etc.)?
- How do you empower large organizations to manage their brands consistently?

Value Proposition

For organizations challenged by the growing volume of all types of content and the need to share vital information with customers, employees, and partners on-demand, Cognizant's Portals and Content Management solutions bring organizational control to a rapidly complicating environment. We help manage the content lifecycle by designing, building, and supporting web content management systems, enterprise search, e-Commerce platforms, knowledge repositories, and collaboration tools, powered by software from industry leaders such as IBM, Microsoft, EMC, HP, and Oracle.

Offerings

Consulting, solution design, implementation, change management, and support services across the content lifecycle:

- Content management systems
- Enterprise search
- Knowledge repositories
- e-Commerce portals
- Internal information portals
- Collaboration platforms

Best Sold With

- Web applications solutions
- User interface services and creative design services
- Social collaboration platforms
- Integration services
- Mobile app development
- Digital experience platforms
- Enterprise risk and security solutions

Web Application and Mobile App Development

Contact

DEP Business Development:
DEPNADEM@cognizant.com

BFS: Rajesh Ananthasubramanian
rajesh.ananthasubramanian@cognizant.com

HC & LS: James Driscoll
james.driscoll@cognizant.com

CIMET: Sriram Upadhyayula
sriram.upadhyayula@cognizant.com

Insurance, P&R: Bibhaker Pandey
bibhaker.pandey@cognizant.com

Problems Solved

- How can companies create a consistent user experience across web, mobile, and tablet touch points, and adopt emerging tech (IoT, wearables, and virtual reality) to elevate consumer experiences?
- How does content for a website user interface get dynamically reformatted to look good on devices of multiple sizes and operating systems?
- How can web apps be designed and built to deliver a fast, feature-rich experience for consumers?

Value Proposition

For CIOs and IT managers responsible for their company's web presence, Internet sites are no longer distinct from "mobile". User experiences across online, offline, and on-the-go should be unique, delightful, and consistent across all touch points. Cognizant's Web and Mobile App Development team has deep architecture, development, implementation, and support capabilities, and brings cross-platform, multi-device, web and mobile experiences to life with a design-led development approach and significant server-side engineering expertise. Our team also helps clients bridge the power of web and mobility with emerging engagement technologies such as the Internet of Things, wearables, and virtual reality.

Offerings

Consulting, implementation and support services:

- Multi-device and omni-channel digital experiences
- Hybrid/Rich Internet Application-based solutions
- Single Page Applications (SPA)
- Native mobile application development (iOS, Android, and Windows)
- Mobile Application Development Platform (MADP)-based native & hybrid solutions
- Web UI refresh/migration
- End-to-end web application development with Open Source LAMP and MEAN Stacks
- A host of server-side frameworks and technologies to develop desktop-quality experience in browser-based apps

Best Sold With

- User interface and Cognizant Agency Services
- Cloud platform enablement
- Mobile Backend as a Service (MBaaS)
- Portals and Content Management
- Social collaboration platforms
- Internet of Things
- Web application projects
- Microsoft .Net projects
- Portals, Content, and Collaboration projects
- Cloud platform enablement

Learning and Content Services

Contact

DEP Business Development:
DAPNADEM@cognizant.com

BFS: Rajesh Ananthasubramanian
rajesh.ananthasubramanian@cognizant.com

HC & LS: James Driscoll
james.driscoll@cognizant.com

CIMET: SriramUpadhyayula
sriram.upadhyayula@cognizant.com

Insurance, P&R: BibhakerPandey
bibhaker.pandey@cognizant.com

Problems Solved

- How can you train employees to meet corporate skill needs for the future of the digital organization?
- How can you reduce the proliferation of disparate learning systems and cost of training?
- What's the best way to invest in your employees' future and improve engagement while reducing employee turnover?

Value Proposition

For human resources professionals, training departments, and managers that want to deliver engaging learning opportunities for their colleagues and employees, Cognizant's learning and content services can help create and deliver the custom learning programs you need.

Offerings

- Learning and content consulting services to help customers set process, choose products and roll-out large scale programs
- Learning technology implementations leveraging partnerships with leading LMS vendors such as Saba, SumTotal, CSOD, SuccessFactors, etc.
- Digitally-driven learning content solutions, including gamification, simulations, mobile learning, adaptive learning, social learning, etc.
- End-to-end learning administration which includes learning technology support, training administration, vendor coordination, and content management
- Documentation management with post-training performance support
- Digital content creation and management for customer engagement

Best Sold With

- Portals, content and collaboration
- Mobility solutions
- Web application development
- User interface and creative design

Cognizant Agency Services

Contact

David Chang
david.chang@cognizant.com

Sandeep Menon
sandeep.menon2@cognizant.com

Problems Solved

- How can you create brand awareness, drive customer acquisition, improve sales, and engender loyalty amongst your customers?
- How can you breathe life into a brand and extend a company's presence across new digital channels?
- How does a company extend its brand identity into new markets?

Value Proposition

For CMOs, CXOs, CDOs, digital marketing, and e-commerce executives, we create marketing and commerce experiences that blend the digital and physical worlds. Our solutions drive brand awareness, customer acquisition, sales, and loyalty. Our bold creative work and ability to deliver at scale as part of major omni-channel branding initiatives increases brand engagement and helps convert prospects to customers and customers to advocates.

Offerings

- Brand storytelling through consumer journeys and prototypes
- Marketing and commerce experience strategy and roadmap
- Digital health check - marketing and experience assessment
- Digital strategy and branding
- Creative and experience design, content and campaign execution
- eCommerce and enterprise application experience design
- Content development and production
- Marketing Cloud Solutions (Adobe and Salesforce)
- Marketing program management and execution
- Corporate identity design
- Illustrations, animations, and infographic design
- User research, testing, and insights development
- Usability testing and product UX, including gamification UI

Best Sold With

- Cognizant Digital Works Strategy and Design
- Cognizant Digital Works Technology
- Digital Engagement Practice solutions (design, content management, mobility, data science, digital asset management)
- Enterprise Application Services (CRM, e-Commerce analytics)

Internet of Things

Contact

Adithya Sastry
adithya.sastry@cognizant.com

Mary Murphy-Hoye
Mary.Murphy-Hoye@cognizant.com

Narayn Sridharan
narayn.sridharan@cognizant.com

Problems Solved

- How can companies get started with instrumentation, smart products, and smart processes to meet business goals?
- How can clients use data from instrumentation in the value chain for increased efficiency and effectiveness?
- How do product companies enter the "as-a-service" economy?
- How do organizations harness and monetize new data streams??

Value Proposition

For companies that want to explore the promise of the Internet of Things, Cognizant helps companies by strategizing how to build smart products and smart processes. With our industry know-how and analytics DNA, we drive game-changing breakthroughs in business model and operations strategy. We help clients join the "as-a-service" economy and assist in using data from the instrumentation of physical objects as an asset of the business model.

Key Offerings

- IoT Strategy Consulting: advisory and consulting services for platform strategy, organizational and systems impact, solution design, and security/compliance.
- Connected Ecosystem Development: collect and gain insights from millions of devices and build apps towards a connected ecosystem to uncover new business models and revenue streams
- Device Management: mechanisms to establish resilient & secure connectivity to these devices through communication protocols and gateways
- Data Management: end-to-end management of real-time and batch data about smart products, processes, and places
- Enterprise Integration: collaboration with key external systems for pushing and pulling data to provide well rounded services
- Service Enablement: services catalog for multi-stakeholders in the connected ecosystem

Best Sold With

- Cognizant Digital Works Strategy and Transformation
- Business Process Services
- Cloud Computing
- Vertical industry digital innovation services
- Data Analytics
- Manufacturing, Logistics, and Supply Chain Services
- Enterprise Risk and Security Solutions

Engineering and Manufacturing Solutions

Contact

Manoj Mathew

m.mathew@cognizant.com

Frank Antonysamy

frank.antonysamy@cognizant.com

Problems Solved

- How can manufacturers and other producers of goods enter the “as-a-service” economy with smart, connected products?
- How can “smart processes” transform the production value chain, across all industries?
- How can you sense, monitor, analyze, and predict consumer needs to deliver amazing experiences?

Value Proposition

For companies that want to transform their product development, manufacturing, and service lifecycles, Cognizant’s Engineering and Manufacturing Solutions revolutionize operations and business models. We leverage emerging technologies such as intelligent sensors, cloud, telematics, embedded analytics, and industrial IoT across industries to put customers at the center of the new digital business model. Our services in product lifecycle management, embedded hardware/software, control systems, and mechanical engineering bring smart products and smarter processes to life.

Key Offerings

- Embedded Hardware and Software: feasibility analysis, hardware engineering, firmware development, application porting, verification and validation, and compliance testing
- Connected Ecosystem Development: collect and gain insights from millions of devices and build apps towards a connected ecosystem to uncover new business models and revenue streams
- Product Lifecycle Management: consulting, implementation, migration, upgrade, and support services on major commercial PLM products including Teamcenter, Windchill, Enovia/MatrixOne, and Agile.
- Mechanical Engineering: services across the value chain (Create, Validate, Build, Support) that help clients design faster, reduce cycle times, and achieve greater ROI from product development initiatives.
- Controls and Operations Management: consulting, implementation, and support for COM systems that help clients achieve superior yields, improve lead times, reduce costs, and increase visibility in the manufacturing value chain.

Best Sold With

- Internet of Things implementation and support
- Product development and R & D transformation
- Manufacturing, logistics, and supply chain services
- Industry solutions from automotive to life sciences, telecom, industrial goods, food and beverages, retail, and energy and utilities.

Data Science Services

Contact

Jerry Smith
jerry.smith@cognizant.com

Sameer Dhanrajani
sameer.dhanrajani@cognizant.com

Problem Solved

- How do we solve analytically complex business problems leveraging various sources of internal and external data available in multiple (Structured/ Unstructured) formats?
- How do we enable clients with evidence based analytical rigor and robust data driven decision capabilities to operate and strategize more intelligently?
- How can we help clients add substantial enterprise value, by learning from data?

Value Proposition

Cognizant's Data Science group aims to be the "Enterprise-wide Decision Science partner of choice" for our clients. Our value proposition:

- Unique Data Science Ecosystem
- Scalability with best-in-class resources
- Deep experience in multiple tools and techniques
- Agile Delivery and Project Management framework
- Structured program and Accreditation on training and continuous learning
- Flexible engagement models: On Demand / COE / Embedded Data Science

Offerings

Horizontal Data Science service lines

- Data Science for Fraud for Insurance, Banking and Health Care industries
- Data Science for Retention deployed for multiple industries like insurance, communications, Technology, Banking cutting across customers, employees and products/ services
- Data Science for Cyber Security and IOT across multiple industries

Vertical specific Data Science offerings

- Data Science for Banking and Financial Services Industry offerings
- Data Science for Health Care Industry offerings
- Data Science for Insurance Industry offerings

Best Sold With

- Analytics and Information Management Services
- Cognizant Digital Works Strategy and Transformation
- CRM Implementation Services
- Internet of Things
- Enterprise Risk and Security Services
- Intelligent Process Automation Services

Automation

Contact

Matt Smith
matt.smith@cognizant.com

Vamsi Eswara
mohanvamsi.eswara@cognizant.com

Problem Solved

- How can companies use emerging intelligent process automation technologies to make their organizations more efficient?
- How can we re-think work and work processes, or use analytics to forecast and recommend process actions?
- How can we stage the enterprise for self-aware, autonomous, and adaptive future operations?

Value Proposition

For CIOs, COOs, IT Directors, and functional managers across the enterprise, Intelligent Process Automation (IPA) is the next wave of efficiency gain for how work gets done. Cognizant's IPA services leverage "machines that do, think, and learn" to improve the way companies operate. Cognizant's automation practice helps companies strategize, design, implement and manage these emerging automation solutions. Our automation experience, proven methodologies, and market knowledge and relationships help clients fully benefit from the promise of intelligent automation.

Offerings

- Automation Ideation: services to help clients identify innovative methods for executing traditional business processes. We re-imagine outcomes by applying process optimization, design thinking and intelligent automation to traditional business approaches and practices.
- Automation Integration: automation integration brings together proven and emerging automation technologies, time-tested methodologies, and deep vertical expertise to help clients define and realize business outcomes.
- Industry-specific "IPA as-a-Service" programs: across industries, certain processes are ripe for the optimization gains enabled by intelligent automation. Our preconfigured "IPA as-a-Service" solutions allow for rapid customization and faster time-to-market and are ideal for verticals with high-volume, mature processes such as banking and financial services, life sciences, healthcare, insurance, retail, and high-technology.

Best Sold With

- Vertical industry solutions, esp. Banking, Financial Services, Insurance, Life Sciences, Healthcare, Retail, and Technology
- Business Process Services
- Cognizant Digital Works Strategy and Transformation

Cloud Infrastructure Services

Contact

Raja Renganathan
 raja.renganathan@cognizant.com

Sai KrupaSagar
 sai.krupasagar@cognizant.com

Problems Solved

- How can companies lower IT risk and cost by leveraging cloud infrastructure?
- How can organizations future-proof IT applications using the cloud to gain flexibility, scalability, and meet emerging demand?
- How can a highly automated, software defined infrastructure in the cloud ensure agility, efficiency, and cost-effectiveness to help the business innovate with new capabilities such as mobility, social collaboration, and IoT analytics?

Value Proposition

For CIOs, VPs of Infrastructure, VPs of Applications, and IT Managers, Cognizant helps drive innovation in the business by delivering new cloud-powered infrastructure that is intelligent, flexible, and scalable. We help organizations unlock the full potential of their IT applications and build “future-ready” apps in the cloud that move them towards a lower risk, consumption-based model that can be fully managed by Cognizant and delivered as a service.

Offerings

Cognizant’s application cloud platform enablement portfolio includes transformation consulting, build and design, implementation, and managed services across the following key areas:

- Cloud-based application development or application migration to the cloud using IaaS and PaaS
- Mobile enablement, big data analytics, and IoT enablement using cloud platforms
- High Performance Computing (HPC) optimization using cloud
- Management of cloud infrastructure through automation using Cognizant-provided tools (such as Cloud360) or custom script libraries
- Apps or infrastructure workloads delivered as-a-service, fully managed service by Cognizant (“Apps-as-a-Service”, “Environments-as-a-Service”, “Disaster Recovery-as-a-Service”, etc.)

Best Sold With

- Infrastructure consulting
- Data center services
- Mobile, analytics, and IoT projects with cloud as the enabling platform
- Cloud migration services for existing IT apps
- Application development opportunities that use cloud IaaS/PaaS
- Digital transformation and web application redesign projects

Although not officially part of the Cognizant Digital Works Technology BU, Cloud Infrastructure Services is closely associated and provides a key capability for “Scale” in the solution model of Cognizant Digital Works.

Enterprise Risk and Security Solutions

Contact

Gautam Dev
gautam.dev@cognizant.com

Priya Madhavan
priya.madhavan@cognizant.com

Problems Solved

- How can you secure the enterprise in an environment where the threat surface is constantly increasing with the growth of networks, data, and systems?
- How can a company lock down their increasingly porous enterprise perimeter?
- How do you address the legacy of security point solutions that have increased technology complexity over time?

Value Proposition

For CIOs, CSOs, CROs, and IT security managers, we provide a comprehensive approach to information security management with digital identity at the center. Our industry-certified professionals leverage a strategic partner ecosystem and our own IP to deliver security services across all major verticals, often as part of other Cognizant implementation engagements to ensure that a comprehensive security architecture is baked in from the start.

Key Offerings

- Application and data security
- Governance, risk and compliance
- Identity and access management
- Integrated threat management
- Security assessments
- Security for the Internet of Things and the Digital SMAC stack

Best Sold With

- Vertical strengths: BFS, Life Sciences, Healthcare, and CPG
- Digital Transformation and SMAC
- Internet of Things
- Enterprise Information Management and Analytics
- Strategic Partner solutions: CA, Oracle, Microsoft, IBM, HP, RSA, Symantec, McAfee, SailPoint

ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing 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 219,300 employees as of September 30, 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 <http://www.cognizant.com> or follow us on Twitter: Cognizant.