



Technology capabilities catalog



Introduction

The Cognizant capabilities catalog is a comprehensive single source of truth resource that highlights our core technology capabilities that accelerate digital transformation, drive business outcomes and deliver industry offerings that foster client growth.

The catalog is designed for:

- Sales
- Service line practitioners
- Global marketing
- Anyone with an interest in our capabilities

Cognizant capabilities represent the following technology portfolios:

- Intuitive operations & automation
- Cloud
- Data and AI
- Enterprise platform services
- IoT
- Software
- Sustainability services

The catalog contains definitions, business outcomes, success stories, partners we collaborate with—and who to contact. The asset is searchable by:

- Business outcomes
- Technology portfolio

Your keen understanding of Cognizant capabilities is crucial to the powerful and transformational work we perform for and with our clients, work that helps them operate with insight and speed to confidently navigate uncertainty and stay competitive.

Please note: V1 of this catalog is for internal use only. It is dynamic and changes will be made periodically. The ability to understand our capabilities via industry and partners will be in the forthcoming V2.

Table of contents

Technology portfolios

- Cloud
- Data & AI
- Enterprise platform services
- Intuitive Operations & Automation
- IoT
- Software
- Sustainability services

Technology capabilities by business outcomes

- Increasing efficiencies
- Enhancing experience
- ESG impact
- Regulatory compliance
- Creating business value





Cloud

Cognizant industry-led cloud services design, build, optimize and discreetly run multi-cloud environments that support business strategies and integrate seamlessly with your larger technology ecosystem. No matter where you are on your journey, we can help craft a cloud foundation that engineers your modern business, spurs innovation, scales up digital transformation efforts, and underpins sustainability commitments.

- [Cloud advisory](#) ➤
- [Cloud DevOps](#) ➤
- [Cloud foundation](#) ➤
- [Cloud management](#) ➤
- [Cloud migration](#) ➤
- [Cloud Operate](#) ➤
- [Infrastructure managed services](#) ➤
- [Cognizant WorkNEXT™ Digital Workplace Services](#) ➤
- [Cognizant security services](#) ➤
- [Cognizant Skygrade™](#) ➤

Cloud advisory

Designing the future-ready business

The cloud advisory offering helps businesses on their cloud journey from day one. From building a cloud strategy—a roadmap to technology modernization—through proof of concept, enablement and optimization, the advisory service ensures the focus is not just on solutions but on building the talent and teams needed to support them.

Driving business outcomes with cloud advisory

Speed time-to-market with modern IT operating practices that embrace cloud-native capabilities	Deliver enhanced user experience and customer satisfaction through new platforms and interfaces	Reduce carbon footprint through infrastructure elimination; leverage cloud vendors' sustainability goals	Achieve regulatory compliance by leveraging cloud providers' capabilities, policies and procedures	Shift focus from deliverables to outcomes; deliver cloud as investment, not cost, center

What we do for you

	Design a strategy to navigate the cloud landscape	Cloud consulting Cloud business groups Large-scale migrations from lift and shift to re-architecting
	Large-scale migrations from lift and shift to re-architecting	Cloud consulting Cloud business groups

Driving success with our partners



Who to contact

[Alex Smith](#), Cloud Offering Leader

Cloud DevOps

Delivering cloud transformation with speed

Cognizant cloud DevOps services provide tools and resources to support the implementation of DevOps practices in a cloud computing environment. The DevOps software development methodology emphasizes collaboration, automation and continuous delivery to help organizations achieve faster and more reliable software releases.

Driving business outcomes with cloud DevOps



Enable faster and more frequent software releases



Respond to changing customer needs faster



Optimize and streamline IT infrastructure, increasing energy efficiency



Implement automation, testing and monitoring tools to ensure compliance with security regulations



Promotes a culture of innovation, enabling organizations to speed time-to-market

Where we have made an impact

A consumer goods company needed to transform its DevOps processes to improve efficiency and experiences. We were able to deliver a modern digital foundation that **reduced build time by 71%** and enabled implementation of new features in weeks versus months.

What we do for you



Deliver reliable infrastructure automation at scale

Cloud consulting and CIS advisory services |
Cloud business groups



Leverage cloud services to deliver software with agility

Infra automation | Application build, migration and modernization | DevOps for COTS applications | Tools maintenance and support | Legacy services

Who to contact

[Alex Smith](#), Cloud Offering Leader

Cloud foundation

A secure and scalable cloud foundation

Cognizant's cloud foundation services help organizations establish a strong and reliable cloud infrastructure by providing essential building blocks such as landing zones; network configuration; security protocols; identity and access management; compliance and governance policies; and automation tools.

Driving business outcomes with cloud foundation



Simplify cloud discovery and onboarding with a landing zone to get started



Gain access to tools and resources to perform jobs more efficiently



Optimize access to applications and services, resulting in improved social impact



Enable robust security protocols and access controls that help organizations to protect their data



Build a platform that fosters experimentation with new technologies and business models

Where we have made an impact

A global life sciences company needed better access to more than 150TB of data sitting on rigid legacy systems. We migrated that data to the cloud and provided the right tools to **improve access times by 50% and save \$10 million over three years.** [Link](#)

What we do for you



Achieve operational resilience by reducing unplanned outages

Consulting | Operating model | Cloud strategy



Improve agility by addressing baseline service management future

Hyperscaler CIS teams | Architecture and engineering | Security and compliance | QEA testing | Cloud readiness assessment

Who to contact

[Alex Smith](#), Cloud Offering Leader

Cloud management

Efficient cloud-environment management

Cloud management provides a range of solutions and services that enable customers to manage their cloud environment with full observability, automation, cost management and AI operations. This offering combines a number of platform options, tools and professional services that customers can leverage to deploy their own platform or leverage Cognizant IP solutions and shared services.

Driving business outcomes with cloud management



Achieve better governance, speed and quality with multicloud provisioning



Increase agility, unlock self-help services, enhance productivity and leverage existing assets



Reduce environmental footprint with improved IT operations efficiency and sustainability



Ensure compliance over your entire hybrid and multicloud network.



Accelerate value with a resilient cloud environment that fosters innovation

Where we have made an impact

Oxford University Press wanted to enhance end-to-end application performance visibility and accelerate its digital transformation. We helped the company optimize its customer-facing applications and multicloud spend. As a result, Oxford University Press **reduced its global carbon footprint**, helping it reach its sustainability goals. The company also **increased productivity and saved a total of £1.7M in costs.** [Read more](#)

What we do for you



Enable multicloud management through a single control pane

Consulting | Architecture | Engineering | Cloud operations |
Cloud infrastructure provisioning | Support



Empower business with effortless cloud management

Cloud architecture | Infrastructure engineering |
Cloud automation

Who to contact

[Alex Smith](#), Cloud Offering Leader

Cloud migration

Make your cloud-driven transformation a reality

Cognizant's cloud migration and modernization services help businesses maximize the value of cloud by accelerating their transformation to unlock its full potential. Whether migration is a lift-and-shift stepping stone to longer-term modernization or a complete transformation to cloud native and containerization, these services deliver outcomes that enable businesses to focus less on IT and more on innovation, investment opportunities and growth.

Driving business outcomes with cloud migration



Achieve cost efficiencies through cloud resources that scale to match workload demands



Gain opportunities for enhanced user experiences and mobility



Reduce carbon footprint through elimination of on-premises infrastructure



Achieve regulatory compliance through leveraging cloud providers' investments



Speed delivery with increased security, reliability and stability in production

Where we have made an impact

With more than 150TB of data sitting on rigid legacy systems, a global life sciences company needed better access to its data. We were able to migrate that data to the cloud and provide the right tools to **improve access times by 50% and save \$10M over 3 years.**

LG Corporation wanted to shift 90 percent of its infrastructure to the cloud by 2024. With Cognizant, it embarked on an ambitious project to migrate 70 applications in 70 days, including designing, constructing and rolling out highly secure native AWS landing zones that **enabled the migration of 72 applications live onto AWS Cloud.** [Link](#)

What we do for you



Accelerate cloud migration to deliver business agility

Cloud migration strategy aligning to business drivers | Cloud assessment based on 6Rs | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Deliver technology modernization

Infrastructure modernization | Assessment and migration accelerators | Agile implementation methodologies | Agile, DevOps-ready cloud infrastructure

Who to contact

[Alex Smith](#), Cloud Offering Leader

Cloud Operate

Managed cloud services

Cloud Operate defines right operational procedures and practices for the public cloud era. Our service manages delivery, tuning, optimization and performance of cloud workloads, including:

- Operating and delivering day-to-day service management activities and leveraging provisioning catalogs and runbook automation for common tasks
- Interfacing with existing service management functions to manage the lifecycle of requests, incidents and changes on the cloud platform
- Interfacing with security to ensure compliance with security requirements

Driving business outcomes with Cloud Operate



Optimize use of internal resources and streamline processes to maximize value



Deliver AI-driven end-user experiences with faster resolution times



Create positive economic, environmental and social impacts



Meet and improve security and compliance requirements



Enable areas in the enterprise ecosystem to be faster, more efficient and more flexible

What we do for you



Enable a secure, discreet cloud

Consulting – IT Operating Model | Automation, FinOps | Security | AI service desk



Implement combined leading ITSM and ITOM tooling

Infrastructure (CIS) | Security | ServiceNow | CMP

Who to contact

[Alex Smith](#), Cloud Offering Leader

Infrastructure managed services

Modernizing infrastructure for the future-ready business

Cognizant infrastructure managed services (IMS) provides comprehensive IT infrastructure operations services for critical applications hosted on modern private/hybrid clouds or traditional or proprietary environments. IMS also offers end-to-end transformation services from legacy to a modern IT infrastructure through differentiated IP and frameworks and ready solutions for industry-specific and generic business outcomes.

Driving business outcomes with Cognizant infrastructure managed services



Streamline digitalization by implementing modern IT infrastructure and operations



Enhance customer experience through proven migration frameworks and strategic partnerships



Meet sustainability objectives by increasing efficiency and implementing proactive strategies



Achieve optimal target design and operating models by integrating governance and compliance



Unlock ready-to-deploy solutions for industry-specific or horizontally focused technology needs

Where we have made an impact

After a series of acquisitions left their IT fragmented and inefficient, Gannett, a US media powerhouse, turned to Cognizant to help streamline their IT systems and processes to grow its digital business. It realized an **over 50% reduction in day-one IT spend** through right-shoring and automation. [Link](#)

Faced with a potential loss of customers due to outdated systems, Centrica, a leading European provider of energy and energy services, engaged Cognizant to update their applications and systems to bring them into the digital age. [Link](#)

What we do for you



Transform and modernize your IT infrastructure

Advisory and consulting services for infrastructure modernization and DC transformation | Application dependency mapping for hybrid cloud fitment analysis | Migration wave planning | Hybrid cloud adoption roadmap creation | Network transformation: assessment and advisory | Security and compliance assessment and recommendations for infrastructure and cloud



Enable an agile system for deploying mission-critical business applications

Infrastructure operations and managed services for private cloud and hybrid and multicloud environments | Infrastructure operations and managed services for edge and IoT environments | Datacenter transformation and consolidation | Tactical managed services | Migration services with application portfolio rationalization | SD-WAN services | Tools consolidation, monitoring and automation services | Infrastructure automation and continuous shift-left services | DevOps-based automation for hybrid cloud environments | Managed services and transformation services for legacy environments | Disaster recovery, data protection and archival services

Who to contact

[Gary Valentz](#), Global Offering Leader

Cognizant WorkNEXT™ Digital Workplace Services

Accelerating customers' journey to the Future of Work

Cognizant WorkNEXT™ offerings propel your traditional working environment forward to the modern workplace, enabled with Future of Work solutions, including modern technologies for self-heal and adaptive self-service with faster user onboarding and workplace intelligence. Cognizant's strong capabilities in AI/ML, analytics, cloud, collaboration, integration and automation help clients increase productivity, enhance experiences and improve outcomes. [Read more](#)

Driving business outcomes with Cognizant WorkNEXT™ Digital Workplace Services



Enrich user experience with personalized and contextual IT solutions



Enhance employee engagement across the hybrid workplace with modern collaboration that helps productivity



Improve efficiency of modern workplace systems through proactive self-heal and automation



Accelerate time-to-market with workplace intelligence-driven solutions



Minimize your carbon footprint with remote IT support enabled by modern technologies

Where we have made an impact

When the COVID-19 pandemic proved the demand for a remote workforce, a leading retail and consumer goods provider needed to transform its workforce to ensure a seamless customer experience. We were able to **deliver a secure virtual desktop solution in weeks.** [Link](#)

When a Norwegian energy supplier faced challenges supporting 22,000 employees with a traditional IT service desk, Cognizant implemented an AI-powered virtual assistant that **increased user satisfaction by 60% and increased employee productivity.** [Link](#)

What we do for you



Reshape employee experiences to increase engagement and enhance experience

Digital support services | Digital collaboration services | Enterprise device services | Future of Work solutions



Help clients adopt best-in-class technology

AI-enabled and AR-powered support services | Proactive self-heal and intuitive self-help | Virtualization solutions on cloud | Modern workplace management with Microsoft 365 | Smart office, embedded with security technologies | Zero-touch provisioning of SW/HW | Workplace automation and intelligence

Who to contact

[Srinivasa Narayanan](#), Global Capability Leader

Cognizant security services

Protecting and securing your digital frontiers

Cognizant security services eliminate security blind spots and accelerate innovation, transformation and growth for customers. We combine deep domain and industry expertise with a future-focused approach that fosters confidence in our customers so they can move faster, be bolder and succeed. [Read more](#)

Driving business outcomes with Cognizant security services



Improve cybersecurity maturity leading to increased revenue and market share



Strengthen security posture leading to improved customer trust and loyalty



Meet regulatory compliance requirements with mature cybersecurity program



Proactively identify and mitigate potential security threats

What we do for you



Build a secure environment for innovation

Cyber risk assessment | Security consulting and advisory | Managed cyber security services | DevSecOps | Cloud security | Cyber resilience
Secure and drive technology investment and adoption



Secure and drive technology investment and adoption

Identity and access management | Cloud security | Governance risk and compliance | XDR | Integrated threat management | Application security | Data security

Who to contact

[Pawan Gupta](#), Cyber Security Offerings leader

Cognizant Skygrade™

Achieve comprehensive cloud transformation

Cognizant Skygrade™ is a multihybrid cloud and edge management platform designed to help firms transition to modern cloud-native architectures and streamline their cloud management operations. The platform addresses the full lifecycle of cloud transformation and operates seamlessly across multicloud environments, simplifying complex cloud management and enabling clients to operate as cloud-native businesses. The Cognizant Skygrade platform offers a comprehensive, scalable and consistent solution that simplifies modernization, migration and management of your cloud platforms and applications. With Cognizant Skygrade, we accelerate your time to value, improve performance, optimize costs and reduce complexity across the entire cloud lifecycle while driving secure and faster application modernization.

Drawing on years of practical industry vertical experience and deep understanding of client business objectives, we apply a forward-thinking mindset with proven tools and accelerators for all critical aspects of cloud transformation. Cognizant Skygrade empowers enterprises to eliminate cloud friction and refocus teams on critical innovation work to gain a competitive edge.

Driving business outcomes with Cognizant Skygrade



Manage and optimize cloud spend



Improve performance and reliability for greater resilience



Continually optimize, run and govern cloud estates confidently, driving ESG initiatives



Manage performance, uptime, security posture and compliance



Transition legacy to modern cloud-native services to realize agility, scale, resilience and innovation

Who to contact

[Dustin Kangas](#), Practice Lead, Innovation and Emerging Technology



Data & AI

Cognizant harnesses the power of data and AI, driving faster, predictive and proactive decisioning to deliver better experiences and increase business value while ensuring compliance with data privacy and ethics laws.

- [**Artificial intelligence** ➤](#)
- [**Business intelligence and visualization** ➤](#)
- [**Cognizant Neuro® AI** ➤](#)
- [**Data modernization and data management** ➤](#)

Artificial intelligence

Let AI do the work for you

We break down the barriers to fast, scaled AI to deliver a smarter, more modern, intelligent business quickly, so you can stop building and start making the right business decisions to outpace the competition. We help our clients build a full AI operating model with the specific technology, process and people capabilities required to deliver industrial-scale AI solutions.

Driving business outcomes with artificial intelligence

Reduce cost with automation and augmentation of business decisioning processes	Maximize customer loyalty with segment-specific and personalized offerings	Reduce carbon impact with optimization of inventory, transportation and production planning	Prove accountability between AI models and business/customer outcomes	Maximize customer value with personalized pricing models and customer lifetime value insights

Where we have made an impact

We helped a digital advertising agency use AI-based solutions and integrate advanced analytics into its existing manual process to improve campaign manager **productivity by 50%** while **increasing click-through rates by 10%**. [Link](#)

Our cloud-based data analytics solution for a global mining company **reduced annual capital cost by \$30 million** by eliminating the need for manual assignment in the transport of ore and streamlining other inefficiencies. [Link](#)

What we do for you

	Drive business impact with a comprehensive AI program	AI strategy and advisory Use case discovery Use case validation and transformation roadmaps Business case development AI upskilling for business stakeholders
	Optimize delivery efficiency with a modern AI tech stack	Cloud modernization App modernization Industry cloud build out Cloud native development IoT and Edge

Who to contact

[Huw Kwon](#), VP, Global AI Strategy, [Dr. Mykola Hayvanovych](#), AVP, Global AI Leader

Business intelligence and visualization

Drive fast, accurate and fact-based decisions

We elevate business intelligence beyond KPIs and dashboards to a world of outcome-oriented decisions by connecting data with AI-augmented business intelligence. With hyperpersonalized intelligence, clients will have real-time predictive insights and prescriptive guidance available anywhere, anytime and on any device to drive their business forward with precision and confidence.

Driving business outcomes with business intelligence



Provide intuitive reports and dashboards augmented with AI



Personalize UX with a standard interface design, governance usage tracking and KPI recommendation



Advance sustainability and ESG reporting



Provide a single source of truth with intuitive reports and dashboards



Generate dashboards and KPIs with streamlined content and actionable self-service capabilities

Where we have made an impact

Using an agile automation solution, we radically transformed a leading software company's manual renewal reporting model, resulting in **\$10 million in revenue** from increased bookings over the following two years and an **80% reduction in renewal effort**. [Link](#)

What we do for you



Deliver modern, contextual and hyperpersonalized BI solutions

BI strategy and advisory | KPI and report identification and prioritization | Transformation roadmaps | Business case development



Design and build modern BI solutions

Outcome-oriented decisions by connecting data with AI-augmented BI | Real-time predictive insights with hyperpersonalized intelligence | Prescriptive guidance available anywhere, anytime, on any device

Who to contact

[Preetam Roy](#), Portfolio Delivery Lead, AIA

Cognizant Neuro® AI

The foundation of an AI-native enterprise

Cognizant Neuro® AI is a generative AI platform that provides a practical and secure way for businesses to take full advantage of the benefits of generative AI. The platform allows clients to understand, consume and customize generative AI models to drive business outcomes in a flexible, secure, scalable and responsible way. It offers a comprehensive approach to accelerating the adoption of generative AI, enabling clients to minimize risks by nimbly guiding them through the process of identifying company-specific use cases, and operationalizing AI, data engineering, and continuous improvement.

Cognizant Neuro® AI includes a library of reusable generative AI models and agents, development tooling, and control components including API and access management, versioning, and auditing.

Driving business outcomes with Cognizant Neuro® AI



Speed time to market, pivot in an ever-changing market, and increase efficiency and agility



Increase loyalty, boost customer retention and enable consistent revenue



Build customer trust with reliable governance, visibility, control and compliance posture



Ensure more revenue for business value with reimagined and digitized business processes

Driving success with our partners



Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering for further details.

Data modernization and data management

Build the foundation for business transformation

Create a modernized data architecture to meet the demands for digital transformation, innovation and scalability. Prepare, optimize and manage data assets securely, efficiently and cost effectively. [Read more](#)

Driving business outcomes with data modernization and data management

				
Drive business efficiencies by delivering products and services 30-60% faster	Improve customer experience by connecting data silos with the right quality and maturity	Understand sustainability impact by connecting and measuring ESG data	Become a sustainable and data-compliant business	Make data accessible to leverage AI and BI, improve decisioning and create value

Where we have made an impact

With a combination of our streamlined AI-ready data model and cloud-based platform infrastructure, we enabled a global convenience store chain to **implement intelligent analytics** to address business challenges and enable initiatives and decision-making. [Link](#)

By integrating manual and legacy systems, we delivered a digital platform to a leading European airport to predict demand in real time, minimizing delays and maximizing utilization while **saving \$4.5 million per year**. [Link](#)

What we do for you

 Connect data to drive business value	Data strategy aligning to business drivers Business and data mapping Architectural and technology roadmap Operating model Change management Implementation roadmap
 Deliver a robust and scalable data ecosystem	Cloud data modernization Master data management Customer data platform Data privacy Data governance and quality Data monetization Data marketplace Smart operations DataOps

Who to contact

[Subash Wali](#), Sr. Director and Capability Lead



Enterprise platform services

Cognizant's enterprise platforms services and solutions, focus on ensuring our clients achieve the business outcomes they are looking for through our modernization and innovation expertise and capabilities. Cognizant enterprise platforms services helps clients modernize, streamline and optimize their most critical business processes efficiently across their enterprise—improving time to market, production, reducing costs, time and labor, and improving customer experience and revenue.

- [Customer service transformation](#) ➤
- [Enterprise AI](#) ➤
- [Enterprise platform integration](#) ➤
- [Finance | ERP | ERM](#) ➤
- [Human capital management](#) ➤
- [Supply-chain management](#) ➤

Customer service transformation

Deliver dynamic, personalized customer experiences

Cognizant customer service transformation is a comprehensive approach that helps organizations deliver personalized, streamlined and effective experiences that meet ever-evolving customer expectations. Now, businesses can cater to each customer through their trusted channels and create memorable brand interactions at each step. [Read more](#)

Driving business outcomes with customer service transformation

				
Reduce cost and improve customer value with omnichannel, hyper-personalized customer journeys	Strengthen customer relationships by using data to deliver compelling experiences	Implement digitalization and automation to create a more sustainable and ethical business model	Avoid regulatory penalties with strategies that prioritize transparency, privacy and data security	Drive business value by improving customer satisfaction and loyalty

Where we have made an impact

One of the largest U.S. private broadband companies needed a digital transformation strategy to streamline its customer service and modernize call center processes. We modernized its contact center with omnichannel and self-service capabilities, leading to **\$800K saved in OPEX costs.** [Link](#)

Siemens Healthineers wanted to improve its customer service center operation and engaged Cognizant to move ahead with a plan to harmonize its customer experience. We migrated the existing operation to Genesys Cloud CX and **completed the transformation in eight months with 100% SLA adherence.** [Link](#)

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services

Enterprise AI

Unlock intelligence-based decision-making

Enterprise AI is a comprehensive service offering designed to overcome obstacles preventing organizations from turning data into insights and making intelligence-based decisions. Powered by prove tools and accelerators, enterprise AI helps you move models from pilot to production and deliver measurable and reliable business outcomes in months, not years.

Successful organizations make the right decisions at the right time—and the fastest, most trusted business decisions are informed by data and AI. To realize the full value of modern decisioning, organizations need to prioritize AI initiatives, then move beyond the test lab to scale and embed AI throughout the enterprise.

Cognizant knows how and where to create AI value. Leveraging native services from our hyperscaler partners, our methodologies address your enterprise-wide AI challenges while unique evolutionary-AI decision-making technologies continuously improve results, discovering effective strategies automatically and prescribing the best possible decision for multiple objectives. [Read more](#)

Driving business outcomes with enterprise AI



Increase efficiencies with automation, predictive analytics and personalization



Gain insights into customer behavior and realize streamlined business processes



Reduce energy consumption, optimize resource usage and enhance sustainability reporting



Minimize risk, improve efficiency and stay compliant with changing regulations



Increase productivity, decision-making and customer experience while enabling new revenue streams

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services

Enterprise platform integration

Becoming a composable enterprise

Cognizant designs, builds, implements and runs enterprise integration platforms that include built-in, reusable, standard APIs for most industry and enterprise applications—helping you become a composable enterprise. This approach delivers cost and complexity reductions while enabling digital transformation programs; improving speed-to-market; enabling real-time access to data connecting edge and IoT devices; and ensuring data quality, security and compliance.

We help customers engineer a modern business to realize the benefits of their digital and smart solution transformations by removing the integration barriers of legacy and newer digital systems and by transitioning to an enterprise integration platform that becomes the foundation for supporting rapid business changes. [Read more](#)

Driving business outcomes with enterprise platform integration



Connect, transform and empower business systems with information to create adaptive experiences



Improve processes, collaboration and accuracy of insights, leading to better CX



Reduce environmental impact and improve sustainability by enabling better resource management



Gain comprehensive, integrated views of business operations to support regulatory compliance



Enhance value by combining the power of applications with the right data at the right time

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services

Finance | Enterprise resource planning | Enterprise performance management

Transforming the finance landscape

Cognizant understands complex finance environments. Our integrated transformation methodology, platform-anchored and cross-platform solutions, business advisory and consulting services leverage best-in-class tools and accelerators to solve clients' most critical business challenges and drive the outcomes most desired.

Inconsistent markets. Changing regional regulatory and statutory requirements. Rapid technology developments. Each of these factors requires finance to continually assess and redesign business strategy to remain competitive.

Our strategic alliances with key financial management software vendors enable cost-effective solutions and faster time to value across industries, regions and operating models.

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services

Human capital management

A roadmap for digital HR transformation

The combination of our human capital management (HCM) domain expertise and digital HR offerings gives our client a structured roadmap for end-to-end digital HR transformation. We leverage innovative solutions to create a compelling employee experience, realize efficiency gains and drive business value.

By leveraging our long-standing technology partnerships, we offer strong capabilities in leading HR platforms to provide best-of-breed digital HCM solutions. Today's enterprises seek solutions focused on equal parts technology, innovation, business maturity and an organizational change-management strategy. HCM plays a crucial role in an organization's ability to fully optimize its talent and people processes.

As a series of drivers comes together to create a disruptive change in the talent landscape, Cognizant works with our clients across domains to provide tailored HCM solutions and value additions that align with their business objectives. Our mature Oracle HCM processes make it easier and less expensive to take advantage of the benefits of moving HCM to the cloud.

We offer a complete set of HR business solutions augmented by the skills of HCM experts across cloud applications and Taleo, PeopleSoft and Oracle E-Business Suite applications. Our HCM Center of Excellence leverages HR business process expertise and industry-leading practices across human resources, benefits, compensation, payroll, time and labor, talent management, learning management and recruiting/onboarding.

[Read more](#)

Driving business outcomes with human capital management



Optimize workforce potential through comprehensive management of the entire employee lifecycle



Provide employees with necessary skills, knowledge and opportunities to improve their performance



Ensure that HCM practices align with regulatory requirements



Optimize HCM practices, improving the bottom line and increasing productivity

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services

Supply-chain management

Gain speed and flexibility without added risk

The Cognizant supply-chain management service enables our clients to create high-performance solutions enabled by next-generation digital technologies. These technologies modernize their supply chain while enabling them to gain speed and flexibility to respond to new challenges and opportunities at a reduced operational cost.

Digitizing any supply chain is critical to being competitive and relevant in any industry. In the digital era, delivering value to an enterprise means looking beyond traditional supply-chain processes. After all, digital natives have trained customers to expect more from their consumer experiences. The new mandates are: modify value chains, fulfill dynamic customer needs, create unique CX and establish symbiotic supplier/partner relationships. [Read more](#)

Driving business outcomes with supply-chain management



Modernize your supply chain, lower operational costs and respond to new opportunities



Streamline processes and enhance collaboration to better serve—and delight—your customers



Implement sustainable and socially responsible practices throughout the supply chain



Invest in technologies for transparency and traceability to support compliance



Find or build the right solutions to add value and agility with confidence

Who to contact

[Rob Vatter](#), EVP and Leader, Enterprise Platform Services



Intuitive operations & automation

Cognizant business process and automation services help clients build and run modern operations that are fast, cost-efficient and human-centric, so they can quickly adapt, evolve and thrive amid rapid change. By combining technologies like automation and AI with industry-specific process expertise and unique digital-disruptor plays, we help your enterprise adapt, act with speed and efficiency and drive sustained profitable growth.

- Omnichannel customer care ➤
- Cognizant Neuro® Business Processes ➤
- Modern finance and accounting ➤
- Marketing operations ➤
- Intelligent process automation ➤
- Revenue scaling business services ➤
- Employee experience enterprise services ➤

Omnichannel customer care

Modern customer care, intuitive experiences

Harness cutting-edge technology, data, analytics and talent to drive meaningful experiences across human and digital channels.

Driving business outcomes with omnichannel customer care



25% faster call handling time and enhanced customer experience



30% faster time to market with a marketing content strategy that delivers 50% cost savings



15% higher revenue with an intelligent order management system for retail and consumer goods



80% automated call resolution and 1,200 weekly conversations with 90% accuracy



94% lower labor costs, reduced time for new loan approval and improved borrower experience

Where we have made an impact

We used natural language processing and intelligent chatbots to help an airline client **automate 1,200 weekly customer conversations**, reach a **customer conversation containment rate of 80%** with a virtual assistant and **achieve 90% chat program accuracy**. [Link](#)

We helped a utility client replace an outdated customer portal with a new platform, leading to **25% faster call handling** and widespread client adoption, **200,000 paperless billing opt-ins**, **95,000 outage alert signups**, and **34,000 automatic payment signups**. [Link](#)

What we do for you



Make every customer interaction count across all channels

User experience | Omnichannel customer care strategy | Staff augmentation | Intelligent automation



Implement robust omnichannel platform environments

Conversational AI and visual IVR | Advanced analytics | NLP | IDP | Automation

Who to contact

[Seshagiri Danyamraju](#), VP, CDO Portfolio Leader

Cognizant Neuro® Business Processes

Accelerate automation ROI

Cognizant Neuro® Business Processes is an automation fabric that weaves together clients' existing automation capabilities and technology with Cognizant solutions, delivering integration and orchestration along enterprise-wide processes. It is technology agnostic and easy to use, resulting in simplified, AI-infused, efficient and adaptive operations that deliver exceptional experiences for modern businesses. [Read more](#)

Driving business outcomes with Cognizant Neuro® Business Processes



94% lower labor costs, reduced time for new loan approval and improved borrower experience



600% faster claims processing, \$40M saved annually and boosted capacity by 43M+ claims per year



80% automated call resolution and 1,200 weekly conversations with 90% chat program accuracy



15% higher revenue per order with an intelligent order management system



\$900M cost savings over 7 years with automated claims processing and IPA

Where we have made an impact

Our transportation client met efficiency and cost goals after a merger with strategic RPA implementation. This led to a **30% increase in efficiency** by scaling automation, **50k+ hours saved annually** and **40% less time spent** on customer disputes. [Link](#)

Our health plan client tackled compliance, membership and customer service challenges with IT transformation and intelligent automation. Projects **reduced SG&A expenses by \$900M, reduced claims inventory 15X and sped claims processing 4X.** [Link](#)

What we do for you



Experience game-changing returns from simplifying processes

Operations transformation | Human-centric automation | Process design | Technology integration | Advanced analytics



Drive exponential growth through modern operations models

Intelligent automation | Conversational AI | Customer experience management | IT transformation

Who to contact

Modern finance and accounting

Generate new business value

Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights engines. [Read more](#)

Driving business outcomes with modern finance and accounting operations



30% improvement in efficiency by scaling automation across 50+ subprocesses and 150,000 transactions



40% increased productivity, 50% reduced costs and over \$45M in savings



60% reduction in TCO, 300% increase in PO reconciliation and 80% cut in overall finance costs



\$10M reduced revenue leakage and better management of equipment tracking and availability



25% productivity improvement and 50% lower operations costs

Where we have made an impact

Our life sciences client **cut operations costs by 50%** by redesigning financial processes and integrating operations across multiple ERP instances after a series of mergers. The client also **saved \$45M in operational costs and reduced TCO by 50%**. [Link](#)

We helped Inmarsat combine disparate billing systems into a single scalable platform. The solution enabled **\$4 million annual savings, reduced legacy rate plans by 70% and decreased time spent on pricing updates by 80%**. [Link](#)

What we do for you



Orchestrate value realization

Digital F&A program design and implementation | M&A integration | Revenue cycle management | Experience design



Accelerate ROI by modernizing key F&A processes

ERP synchronization and integration | Financial digital transformation | F&A talent augmentation | Smart analytics

Who to contact

[Thomas Klein](#), VP, BPS Market Leader

Marketing operations

Speed, efficiency, analytics—increase marketing investment ROI

Increase your ad and social media impact, generate greater returns on marketing investments and reach better audiences through our next-gen campaign management, advertising and social media solutions. [Read more](#)

Driving business outcomes with Cognizant marketing operations



50% advertising productivity gains, 85% increased accuracy and 10% more click-through rates



30% faster time to market and 50% cost savings with a marketing content strategy



20% faster sales lead response and 100% compliance



70% lower client acquisition costs and quality assurance scores of 96%



90% faster sales quotes with intelligent process automation to increase sales team productivity

Where we have made an impact

Our media and entertainment client used automation to improve advertising click-through and conversion rates and implement dynamic content. This led to **50% productivity gains, 85% accuracy of deep learning algorithm** and a **10% increase in click-through rates.** [Link](#)

Our life sciences client increased marketing campaign visibility and control with a scalable digital content factory. This led to **50% cost savings, 30% faster time to market** and consistently messaged, higher quality assets. [Link](#)

What we do for you



Operate with agility and intelligence



Evolve marketing operations for greater program ROI

Marketing content strategy | Marketing operations optimization | Customer analysis

Advanced analytics | Marketing audit and compliance | Cross-channel operations | Piracy protection | Conversational AI/chatbots | Sales analysis automation

Who to contact

[Vineet Malhotra](#), Marketing Operations, AVP, Business Development

Intelligent process automation

Turn automation advantage into human advantage

Yesterday's operating model won't deliver tomorrow's wins. Connect your processes, people and insights across the enterprise with intelligent process automation (IPA) for breakthrough performance at lower costs. [Read more](#)

Driving business outcomes with intelligent process automation



90% faster sales quotes and increased sales team productivity



\$900M cost reduction over 7 years with claims processing automation and back-office transformation



\$20M savings in order processing by using process automation and IPA



20% lower costs per policy, \$20M savings and \$56.7M gained through transformation



70% increase in processing speed, 96% product safety and efficacy compliance, and 99% accuracy rate

Where we have made an impact

Our health plan client was struggling with compliance, member attrition and service metrics. The company implemented intelligent automation and **saved \$900M, reduced SG&A costs, lowered claims inventory by 15X and reduced outstanding claims by 4X.** [Link](#)

Our insurance customer implemented an enterprise-wide automation strategy to streamline and digitally transform claims functions and member experience. This led to **\$40M savings per year, 8X ROI through cloud-based automation and 600% faster claims processing.** [Link](#)

What we do for you



Design operating models for the future, today

Automation frameworks | Modern operations business design | Change management



Reimagine processes with human and digital intelligence

Intelligent automation | Enterprise-wide digital operations | Process orchestration | Staff augmentation

Who to contact

[Mariesa Coughanour](#), AVP Projects, Enterprise Automation [Girish Pai](#), VP of Projects, Enterprise Automation

Revenue scaling business services

Business operations to accelerate scale

Innovate and enable digital disruptors to build and scale revenue streams at superhuman speed. Our experts partner with you to overcome operational hurdles and remove blind spots, transform opportunities into mature business processes, test and launch new locations and offerings, secure your brand's integrity, and maintain your growth trajectory without adding new costs. [Read more](#)

Driving business outcomes with business ops to accelerate scale



10% higher click-through rates with advanced analytics for online advertising



50% increase in productivity with online marketing modernization and cross-channel promotion



95%+ service levels with a 0% call abandon rate and 40% reduction in hold times



15% higher revenues with an intelligent order management system to transform order processes



Average 2-minute customer turnaround time on social media posts

Where we have made an impact

We helped a medical technology company with end-to-end customer experience transformation to consolidate globally dispersed customer service centers. This led to **2,200+ agents onboarded**, **30% reduced licensure costs** and **99.9% service availability** with **100% SLA adherence**. [Link](#)

A digital payments provider wanted to speed product development. We designed and staffed a user experience design hub that included hiring and training. The hub achieved **35% faster time to market** and **scaled to release 25 new products in 24 months**. [Link](#)

What we do for you



Pivot with confidence

Agile operations | Process orchestration and design | Co-innovation | Staff augmentation



Speed toward your full potential

Location intelligence services | Map data management services | ML-powered labeling and annotation services | Autonomous vehicles | Digital trust and safety | Digital content intelligence | KYC/risk management | Marketing and digital advertising management | Sales operations and support services

Who to contact

[Vikram Ahuja](#), AVP – Business Development, DBO – Tech Markets

Employee experience enterprise services

Deliver modern employee experiences

Future-proof your business by embracing intuitive HR operations that deliver personalized employee experiences at scale. We help HR organizations build modern operations that delight employees with personalized experiences that improve productivity and deliver greater value to the business. Our industry-leading advisory, business process, technology and outsourced HR services help businesses support the entire hire-to-retire journey at scale, globally. We provide cutting-edge automation technologies, including our industry-leading automation fabric, Cognizant Neuro® Business Processes, to achieve maximum productivity and ROI from HR automation. Let us help you achieve your employee retention goals and create a work environment that is purpose-led, diverse and inclusive.

Driving business outcomes with employee experience enterprise services



40% cost reduction



90% reduction in average handling time (AVT)



50% manual effort reduction



>99% reduction in time serving GDPR requests

What we do for you



Modern HR operations with personalized experiences

HR automation and digitization | Recruiting and onboarding transformation | Talent management as a service | Persona-based learning as a service | Total rewards programs as a service | Workforce management as a service | Compliance as a service



Modern HR operations

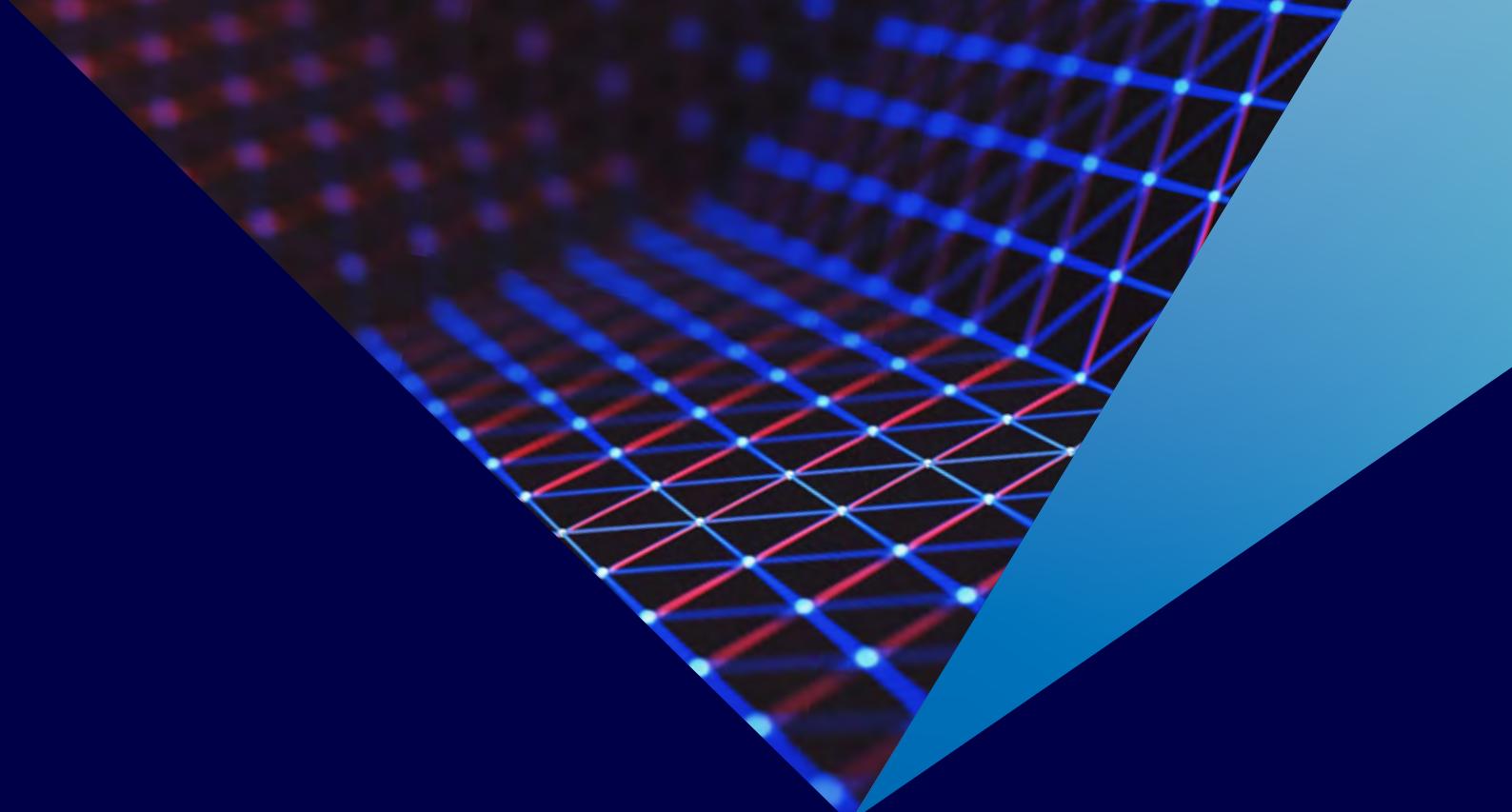
HR outsourcing services | HR automation and digitization services | Talent management as a service | Can-X as a service | Learning as a service | Total rewards as a service | Workforce management as a service | Compliance as a service

Driving success with our partners



Who to contact

V



IoT

At Cognizant, we engineer IoT-enabled, intelligent enterprises that harness the power of connectivity between people, technology, and processes to rethink value creation, deliver new experiences, and power collaboration.

- Smart products ➤
- Connected mobility ➤
- Intelligent operations ➤
- Industrial orchestration systems ➤

Smart products

Solutions to enable digital transformation across verticals

We help clients globally to accelerate their digital transformation journey, driving business outcomes through the selective use of innovative technologies and implementations. [Read more](#)

Driving business outcomes with smart products



Enhance operational efficiencies through robust design, integration, testing, deployment and support capabilities



Accelerate embedded solutions, leveraging designs and implementation expertise for new products and solutions.



Optimize tools, products and processes, bridging digital and physical worlds with interconnected platforms.



Capitalize on secure, low latency connectivity with edge computing for innovative industry-specific use cases.



Maximize security, scalability and efficiency by leveraging edge computing and device-based generative AI implementations

Where we have made an impact

A retailer's legacy systems and equipment failures caused \$300M annually in food waste. We created a device to retrieve sensor data and a platform for global equipment monitoring and predictive maintenance, **saving \$18M and reducing by 89% work-order lead time.** [Link](#)

What we do for you



Accelerate digital transformation, leveraging technology to optimize business outcomes

Digital thread | IoT technology strategy | Planning | Transformation | Roadmaps | Implementation



We make technology work for the business. Develop, engineer and test IoT solutions at scale

Innovation and new solution testing | Best in class and global labs for future solution development | 5G experience centers in India and North America | Joint customer and industry specific connectivity solution creation

Who to contact

[Diego Gastaldi](#), Global Offering Leader, Smart Products

Connected mobility

Connected autonomous shared and electric mobility solutions

Cognizant connected mobility solutions help create and modernize environments for software-defined vehicles (SDVs) so automakers and aligned industries can scale up their connected, electric, shared and autonomous vehicle development and validation. [Read more](#)

Driving business outcomes with connected mobility



Improve cost efficiencies in vehicle development with tools, accelerators and right-shored teams



Foster brand loyalty with an exceptional customer experience via cockpit and mobile apps



Reduce the carbon footprint with accelerated electric vehicle development



Ease regulatory compliance with thorough safety and cybersecurity analysis and development



Enhance business value by increasing the speed to market and SDV innovation

Where we have made an impact

An equipment rental firm needed to improve data capture, performance and revenue. We used an IoT and logistics model, telematics and sensor data to **increase efficiency** and create a mobile tool for alerts and GPS asset tracking, **saving the client \$10M in revenue.** [Link](#)

What we do for you



Improve cost efficiencies and create revenue opportunities

Planning for product strategy, software, validation and other development activities | Transformation for compliance with regulatory and other standards such as ISO 26262 and AUTOSAR



Engineer, deliver and validate software

Architecture | Design | Engineering | Implementation | Testing | Validation

Who to contact

[Joerg Ohlsen](#), Global Offering Leader, Connected Mobility

Intelligent operations

Transform production systems and utility operations

Intelligent operations helps organizations improve their manufacturing and distribution operations. Our services and solutions span a wide spectrum of industries—from discrete and process manufacturing and utilities to energy companies. We leverage Industry 4.0 technologies to provide real-time visibility, intelligence and self-optimization into operations, enabling clients to improve overall efficiency, improve sustainability and create business value. [Read more](#)

Driving business outcomes for intelligent operations

				
Improve shop-floor and warehouse productivity and efficiencies	Derive and gain actionable insights for significant operational efficiency improvements	Drive sustainability efforts by operations optimization, monitoring and predictive maintenance	Ensure regulatory and GxP compliance across industries	Accelerate value realization from Industry 4.0 technologies by transforming operations

Where we have made an impact

Post-acquisition, a global pharmaceuticals firm found complex legacy systems and high costs. The Cognizant OnePlant accelerator transformed their manufacturing—including full training and change management protocols—and resulted in over **4,000 working hours saved**. [Link](#)

What we do for you

 Transform manufacturing and warehouse operations through Industry 4.0 solutions	Manufacturing 4.0 Pharma 4.0 Energy 4.0 Water 4.0 Utilities 4.0 Maturity assessment, roadmap and product-fit Manufacturing operations systems implementation Data integration Monitoring and edge control User experience IT and OT support services
 Digitalize end-to-end manufacturing operations processes	Operational technology SCADA and HMI Data historian Edge LIMS MES QMS EAM Manufacturing intelligence and integration Serialization IT/OT convergence IIoT Engineering analytics Environmental health and safety OT cybersecurity Digital twinning Asset management Track and trace GIS Industry 4.0 advisory ADAM Outage management

Who to contact

[Sharath Prasad](#), Global Offering Leader, Intelligent Operations

Industrial orchestration systems

Better, faster decision-making for industrial enterprise

Industrial orchestration systems define industrial enterprise's new core, unifying business intelligence and operational intelligence. Business strategy is synchronized with operational execution in real time to enable closed-loop business control across an enterprise. We specialize in designing and developing systems that enable our clients to make better, faster decisions. We deliver value at the intersection of clients' enterprise systems, operational systems and people/processes through orchestration and automated decision-making within a site or line of business, across their network of facilities. To achieve these goals, we often build or extend the following systems:

- **Orchestration layer.** Unify business intelligence and operational intelligence to enable better, faster decisions
- **Real-time operational intelligence.** Make real-time/real-world IoT data available as the existing BI solutions (data lakes, or industrial historians, for example) are not always sufficient
- **Custom enterprise IIoT platforms.** Move beyond the limitations of off-the-shelf platforms and build on top of the learnings of past PoCs and pilots to reach enterprise-grade quality or scale
- **Global connectivity and device management.** Deliver a global solution to unify your device, fleet and facility connectivity needs

Driving business outcomes with industrial orchestration systems

Use real-time operational intelligence to improve efficiency and add value to the bottom line	Alleviate labor constraints on growth, enabling better customer engagement	Reduce wastage in production, transportation and storage	Add visibility and traceability across previously siloed operational data systems	Realize the value of IIoT at scale and differentiate from competitors

What we do for you

	Enable industrial enterprises to make better decisions, faster	IIoT strategy and execution Industrial digital transformation Strategy-to-execution frameworks Digital capabilities roadmaps
	Bring physical world data into the digital enterprise	Design, architect and build complex enterprise systems of intelligence for the industrial enterprise

Driving success with our partners



Who to contact

[Peter Bourne](#), AVP, IoT, or [Eddie Goherman](#), Sr. Director, IoT, for further details.

Software

Software and Platform Engineering (SPE) is an integrated service line offering end-to-end capabilities to help clients differentiate through digital product development and application innovation and transformation, to deliver exceptional experiences and products with impeccable quality while shifting dollars from run to change. The SPE practice areas are: Digital Experience, Digital Engineering, Application Development and Management, and Quality Engineering and Assurance.

- [Application development](#) 
- [Application management](#) 
- [Application modernization](#) 
- [Cognizant Neuro® IT Operations](#) 
- [Content and marketing services](#) 
- [Core application assurance](#) 
- [Customer and employee experience](#) 
- [Omnichannel commerce](#) 
- [Delivery modernization](#) 
- [Next-generation application assurance](#) 
- [Platform engineering](#) 
- [Product engineering](#) 

Application development

“First time right” rapid application development

Application development is all about designing and building new and legacy custom applications (including bespoke software development), APIs and cross-platform experiences. In contrast to our product engineering capability, application development maximizes development for environments with known and stable requirements. We employ a product-centric approach using [Cognizant Neuro® AI](#), [Cognizant Skygrade™](#), our cloud management platform, and [Cognizant LEAP™](#), our Lifecycle Engineering Acceleration Platform, to improve time to market, business relevance and customer experiences. [Read more](#)

Driving business outcomes with smart application development

Enhance end user experience and gain 2-3X accelerated time to market with app development	Up to 40% cost reduction with debt-free apps and up to 35% less defects with modern engineering principles and QE&A	Improve business efficiency, streamline experiences, reduce waste and digitize core business use cases	Improve regulatory compliance and reduce up to 10% in risks and release variance	Create value by maximizing the use of AI across build lifecycles

Where we have made an impact

We implemented real-time service integration for a property and insurance provider in the Middle East, optimizing performance, improving customer reach and resulting in an **increase from \$1,500 to ~\$100,000 average premium size per day.** [Link](#)

We partnered with a communications service provider to deliver a mobile app that now serves as its primary channel for customer engagement. The client saw **150% growth in use of the app** for recharges and payments. [Link](#)

What we do for you

	Build business-centric applications for risk-free innovation	Shared services setup and operation Service management Demand, supply and capacity management
	Develop AI/ML-driven rapid applications	AI-led application development Software engineering Data engineering Quality engineering

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Application management

Self-funded modernization through platform-driven application management

Our application management (AM) offering encompasses management and support services for cloud and on-premises applications with operational and specialist services at several levels and major/minor enhancements. We help clients achieve hyperindustrialization of AM, reducing operational expenditure by up to 50%. Driven by a debt management framework and intelligent automation, we help clients incrementally fund modernization initiatives. AM uses an AI/ML-based, platform-driven industrialized approach backed by our suite of frameworks—including [Cognizant AppLens™](#), [Cognizant Neuro® IT Operations](#), and [Cognizant Business Outcomes and Experience Dashboard](#)—and is underpinned by our proprietary zero-maintenance strategy.

[Read more](#)

Driving business outcomes with platform-led application management



Reduce TCO up to 50% with intelligent automation and debt elimination



Enhance end user experience and business relevance through our transformation levers



Reduce environmental footprint through streamlined application and consolidated infrastructure



Improve regulatory compliance and reduce risks



Maximize business value through simplified IT landscape and leveraging synergies

Where we have made an impact

We developed and implemented cloud-based intelligent process automation, augmenting a US health insurer's workforce with **2,000+ bots to enhance member experiences**, meet regulatory compliance and **save \$40 million per year**. [Link](#)

We worked with a leading European communications service provider to implement a “one-team, one-product owner, one-backlog” approach across application development to speed time to market and realize a **97% reduction in build and deploy efforts**. [Link](#)

What we do for you



Platform-led application management for self-funded modernization



Industrialization at scale to design and delivery for zero maintenance

Debt management framework | Intelligent automation | Zero maintenance strategy | Cognizant business experience | Dashboard solution

IT service management | IT operations | Application maintenance | Performance measurement

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Application modernization

Accelerate digital with predictable outcomes

Application modernization enables organizations to update legacy applications to modern, scalable and cloud-native technology stacks through a managed model focused on ecosystem value, cost efficiency and speed. We use a two-pronged (business- and application-led) approach. The offering is driven by our suite of platforms including [Cognizant Modernization Acceleration Platform](#) (CMAP), Cognizant Cloud Acceleration Platform (CCAP) and [Cognizant Skygrade](#)™ to modernize application landscapes with up to 3X improvement in the time to value.

Driving business outcomes with application modernization

				
Reduce application spend by 10-30% with end-to-end cloud migration	Modernize enterprise technology stack, enhance CX and improve time to value up to 2-3X	Reduce ecological footprint with streamlined cloud adoption and consolidation of app estate	Enhance regulatory compliance and reduction risks by 60% compared to conventional approaches	Boost business innovation and align client enterprise modernization with business goals

Where we have made an impact

We partnered with AWS to help Venerable create a modern cloud-based environment from a complex array of legacy applications to meet its growth objectives and customers' changing expectations, resulting in **savings of more than \$1 million per month**. [Link](#)

We helped Inmarsat design and implement a OneIT solution and scalable platform to address the significant gaps in systems and business processes, resulting in **\$4M in annual savings** and **improved efficiency for revenue posting each month by 85%**. [Link](#)

What we do for you

 Increase business agility with dual-pronged app modernization strategy	Legacy discovery Solution architecture Migration planning Cost optimization Reimagined service design Business analysis Product management
 Build a resilient, future-ready business	Target platform implementation Code migration, replatforming and refactoring Parallel run and transition management Solution architecture Engineering leadership Software engineering Data engineering Site reliability engineering UX/UI development

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Cognizant Neuro® IT Operations

An intelligent approach to IT operations

The Cognizant Neuro® IT Operations platform uses AI-powered, automated tools—complemented by human expertise—to accelerate innovation delivery and enable clients to succeed in the next wave of digital transformation. With continuous learning and growth, the platform helps enterprises run more intelligently and securely by detecting and responding to issues before they impact our clients. Enterprises with large and growing technology estates, including combinations of legacy and modern applications, are often faced with increasing run costs and high demand on talent to keep IT operations running effectively. As risks to service availability and uptime increase, there's little room to focus on what truly drives business value—innovation.

Cognizant Neuro® IT Operations makes modern IT tasks run smoothly and efficiently. The platform is securely built on leading-edge technology to deliver an end-to-end, single pane view of observability with AI, workflow and automation tools that improve resilience, conquers complexity and gives full visibility and control over IT operations. The platform is designed to integrate seamlessly within an enterprise's IT environment while offering a rich repository of tools, including pre-trained models, configurations and automation widgets around common processes.

Driving business outcomes with Cognizant Neuro® IT Operations



Move from a headcount model to variable pay-per-use that fits business needs



Detect and resolve issues before they impact user communities—and accelerate innovation delivery



Integrate estate and partner ecosystem to cut operations risks and boost business value



Simplify, modernize and automate to create cost efficiencies that can fund value acceleration

Driving success with our partners



Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Content and marketing services

Fuel exceptional experiences

Our content and marketing services enable clients to create and produce targeted and relevant content orchestrated via data, insights, processes and MarTech. It fuels seamless omnichannel customer experiences, which drive conversion/sales and builds loyalty. We listen to our clients, employees and customers to gain insights to create the ‘wow’ moments in their customers’ journeys.

Driving business outcomes with content and marketing services



Speed time to market, cut costs and reduce inefficiencies with AI-powered automation tools



Enhance customer engagement and experience with personalized content through preferred channels



Improve brand reputation and support ESG goals with relevant, timely and compelling content



Meet evolving customer and employee expectations while complying with relevant regulations



Increase brand value by connecting audiences through relevant, timely and compelling content

Where we have made an impact

We helped a luxury car company build an AI-driven platform to provide tailored offerings through the right channels at the right time. The solution identified **50% more prospects** with a **40% expected increase in repurchase** conversion rate over 3 years. [Link](#)

The Aston Martin F1™ team aimed to engage more fans and implement FIA cost cap measures. We **reduced the time to create reports** compliant with regulations and used fan data to tailor digital channels for **higher email open and click-through rates**. [Link](#)

What we do for you



Change minds, behaviors and lives for business leaders

Brand and customer strategy | Content strategy | Personalization strategy | Marketing strategy | Modular content design | Creative content origination | Copywriting and editorial | Content production | Audio/video production | Visual media production | Campaign management | Marketing operations | SEO/SEM



Change minds, behaviors and lives for technology leaders

Content management | Content authoring and publishing | Marketing automation | Lead management and lead scoring | MarTech assessments and optimization | MarTech architecture blueprint | Channel and content optimization | Accessibility

Who to contact

[John McVay](#), Head of Digital Experience Solutions, Americas

Core application assurance

Protect the core while focusing on E2E compliance and quality

Our core application assurance capability engineers quality assurance and testing in complex IT landscapes. Through this, clients realize end-to-end quality, resilience and compliance while maximizing the use of automation and AI for higher efficiency. We enable enterprises to become more scalable and flexible, improve their brand experience and respond to change with agility. This capability focuses on protecting and modernizing core systems and business processes. Enterprises need to adopt a quality assurance and testing approach that assures the end-to-end business process and delivers agility, resilience and compliance while optimizing and enabling a smooth transformation of their complex core IT infrastructure. As business and IT environments go digital and grow in complexity, our state-of-the-art quality assurance solution—powered by Cognizant IP and a robust technology partner ecosystem—helps clients assure IT delivers the expected value to customers. We deliver quality and speed, which enables you to accelerate business and technology transformation.

Driving business outcomes with core application assurance



Drive operational efficiency and cut total QA and quality issue costs



Provide compelling experiences with stable and compliant business processes



Reduce waste by bringing assurance at the first step of software lifecycle



Regulatory compliance with [Basel II](#), [GxP](#), FDA, [GDPR](#), [MDR](#) and [ISO 20022](#) migration



Speed to market, innovation, monetization and business agility with end-to-end compliance

What we do for you



Assure quality and compliance of core business processes

Test management | Test strategy | Test consultancy | Test automation | Domain-specific QA | Migration assurance | User acceptance testing



Ensure quality and resilience for the core IT landscape

Test data management | Test environment management | Digital QA

Driving success with our partners



Who to contact

[Marco Kortman](#), AVP, QE&A Capability Strategy Leader for further details.

Customer and employee experience

Helping businesses across industries win with exceptional experiences

Cognizant helps clients create experiences that change minds, behaviors and lives. We connect data to design, systems to stories and people to personal experiences by putting human-centered design at the core. We unearth moments that matter most in customer and employee journeys and transform high-value interactions into personalized experiences that drive business results.

Driving business outcomes with customer and employee experience

Deliver personalized experiences to drive increased loyalty and higher retention rates	Create personalized experiences across critical touchpoints and boost customer loyalty	Align experiences with customers' values and strengthen brand reputation	Ensure data privacy protection and regulatory compliance	Leverage a deep understanding of people's lives to create new value for customers and employees

Where we have made an impact

We helped our client create a simplified, personalized, modern intranet platform for over 30,000 staff members and consultants. We also migrated 1,100+ sites to cloud, **saving \$1.2M annually and increasing CSAT scores from 70% to 90%**. [Link](#)

Siemens Healthineers wanted to create a consistent customer experience. We deployed Genesys Cloud CX services for 2,200+ agents, with benefits including **shorter onboarding time, intelligent call routing and a more resilient IT infrastructure.** [Link](#)

What we do for you

	Change minds, behaviors and lives for business leaders	Experience strategy/insights Personas and journey mapping Experience blueprinting Voice of the customer Future scanning/foresight Experience design Prototyping Accessibility Service design
	Change minds, behaviors and lives for technology leaders	Roadmapping Front-end/UI development Rapid prototyping MarTech optimization Experience led engineering

Who to contact

[John McVay](#), Head of Digital Experience Solutions, Americas

Omnichannel commerce

The future of commerce, powered by intuition

Designing and building a modern digital architecture to meet ever-changing customer expectations is a critical investment that requires an experienced partner. We help companies orchestrate and optimize their omnichannel commerce needs by engineering intuitive experiences that inspire customer loyalty and deliver value to the bottom line.

Driving business outcomes with omnichannel commerce



Streamline processes and reduce operational costs with end-to-end supply chain visibility



Boost customer loyalty with personalized experiences fueled by data-driven insights



Personalize shopping experiences that optimize resource utilization and minimize waste



Adhere to industry standards and best practices and safeguard customer data



Optimize CX, streamline operations, drive long-term growth and increase revenue and efficiency

Where we have made an impact

We developed a hyperpersonalized web experience for a luxury retailer that enabled their clients to customize online experiences for each product quickly and easily. This led to a **25% increase in product sales and 3X higher conversion rate.** [Link](#)

What we do for you



Streamline the buyer journey across channels

Unified commerce strategy and roadmap | Personalization and customer insights | User personas and journey mapping | Omnichannel strategy | Direct-to-consumer strategy | Brand launch strategy | Commerce website UX and design/redesign



Orchestrate the commerce ecosystem

Modernize digital experience platforms | E-commerce platform assessment and consulting | Commerce platform upgrades | Cross channel integration | Commerce insights (merchandising and marketing) | Managed commerce operations

Who to contact

[John McVay](#), Head of Digital Experience Solutions, Americas

Delivery modernization

Increase ROI through productivity and focus

A product-centric, agile approach to effective digital delivery connects teams to users and business objectives so they can intelligently develop and refine solutions without being locked into assumptions of process and scope. Automation enables continuous delivery and performance transparency while removing effort spent on documentation, testing, environments, etc.

Driving business outcomes with delivery modernization

				
Drive efficiencies with strategically located, product-centric teams	Prioritize customer satisfaction and deliver modern software experiences	Deliver adaptable, user-oriented software that reduces waste and promotes sustainability	Adapt to regulatory changes and create a more flexible digital business	Prioritize business value and ensure accountability with product-centric teams

Where we have made an impact

Legacy tools, waterfall development, manual processes and siloed teams inhibited innovation for Severn Trent Water. We accelerated app releases from **12 to 4 weeks**, helped new projects **start up to 75% sooner** and **freed up 20% more time** to innovate. [Link](#)

What we do for you

 Transform the effectiveness and productivity of technology delivery	Delivery operating model Scaled agile delivery model Demand, supply, capacity and service management Location, sourcing and ways of working Shared services, enablement and coaching Talent proposition Project to product
 Create a productive and efficient work environment for teams	Delivery automation Knowledge management Performance measurement

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Next-generation application assurance

Elevate quality in an integrated digital and physical world

A modern enterprise must quickly pivot its business processes to support new digital models and experiences. With our next-gen capability, your business can spur innovation. The capabilities focus on continuous testing for cloud platforms and connected devices for the best experience. Our next-generation application assurance capability helps enterprises succeed in the digital and physical world by building quality assurance into their entire IT landscape. It helps our clients enable faster time to market and time to value, create superior customer experiences and realize a more seamless adoption of new technologies. We provide this service through our robust quality assurance IP, deep domain experience and partnerships with leading technology providers. The result is a zero-touch, first time right approach entirely delivered through a continuous testing platform. Next-generation application assurance boosts customer satisfaction, increases trust, and enables a more compelling brand experience with consistently high quality in software.

Driving business outcomes with core application assurance



Increase business agility with continuous automation and testing, leading to cost reduction



Boost brand loyalty by consistently creating high-quality customer experiences



Reduce waste, monitor and test to optimize use of sources by following a first-time right approach



Regulatory compliance for non-functional requirements and AI



Deliver quality at speed with agile methodologies and innovative continuous automated testing platforms

What we do for you



Elevate quality in an integrated digital and physical world

Test management | Test strategy | Test consultancy | Customer experience assurance | Continuous automation and testing | SMART verification and validation



Deliver quality at speed for digital and physical IT

Digital QA | Cloud platform assurance | Robotic test automation | Continuous automation and testing

Driving success with our partners



Who to contact

[Marco Kortman](#), AVP, QE&A Capability Strategy Leader for further details.

Platform engineering

Build economies of scale through shared foundations

Digital delivery at scale requires coherent and consistent use of underlying technology assets. Our platform engineering capability creates, evolves and operates core cloud-native systems and commercial off-the-shelf (COTS) software to provide organizations with a digital core. Platforms address problems once and create economies of scale for multiple products and lines of business.

Driving business outcomes with platform engineering

Combine cost benefits of COTS with smart strategies fit for client-specific contexts	Rapidly deploy solutions for specific employee and customer use cases, often within days	Offer sustainable and socially responsible options for digital business use cases	Develop a platform strategy that accelerates time to compliance and enables flexible adaptation	Enable feature teams to accelerate time to value flexibly with APIs and configuration

Where we have made an impact

We helped a US power utility improve CX and pricing systems by consolidating applications. We **cut the number of apps by 50%, saving ~\$1.5M**. The client expects to **reduce customer churn by \$1.4M annually** and **save up to \$23M** in annual operational costs [Link](#)

What we do for you

	Create the digital core for modern business	Product management Enterprise architecture Business analysis Service design Change management Release management Delivery management Coaching and enablement
	Build platforms for scale, resilience, efficiency and agility	API development Cloud platform design and development COTS product implementation DevOps implementation Engineering leadership Software engineering Data engineering Site reliability engineering

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering

Product engineering

Realize business results with custom software products

Our product engineering capability helps clients innovate, build and optimize digital products through a highly orchestrated continuous approach backed by talent, technology and methodologies with design and engineering perspectives integrated at every stage. This is modern software engineering, done right, to prioritize speed to outcomes above all else.

Driving business outcomes with product engineering



Deploy high quality software at speed by providing a lean, fully managed solution



Deliver exceptional UX with user-centric, evergreen software that adapts to changing needs



Improve employee efficiency and customer engagement while reducing waste



Ensure data security and privacy with fast, cost-efficient and high-quality software



Deliver faster business value with product-led engineering principles that prioritize agile methodology

Where we have made an impact

We helped An Post Money digitally transform to meet customer needs in the cashless economy. Our work led to a **25% increase in customer acquisition year-over-year** and **50% growth in digital onboarding** of new customers. [Link](#)

What we do for you



Accelerate time to value for custom software engineering

Product management | Business analysis | Service design | Change management | Release management | Delivery management | Coaching and enablement

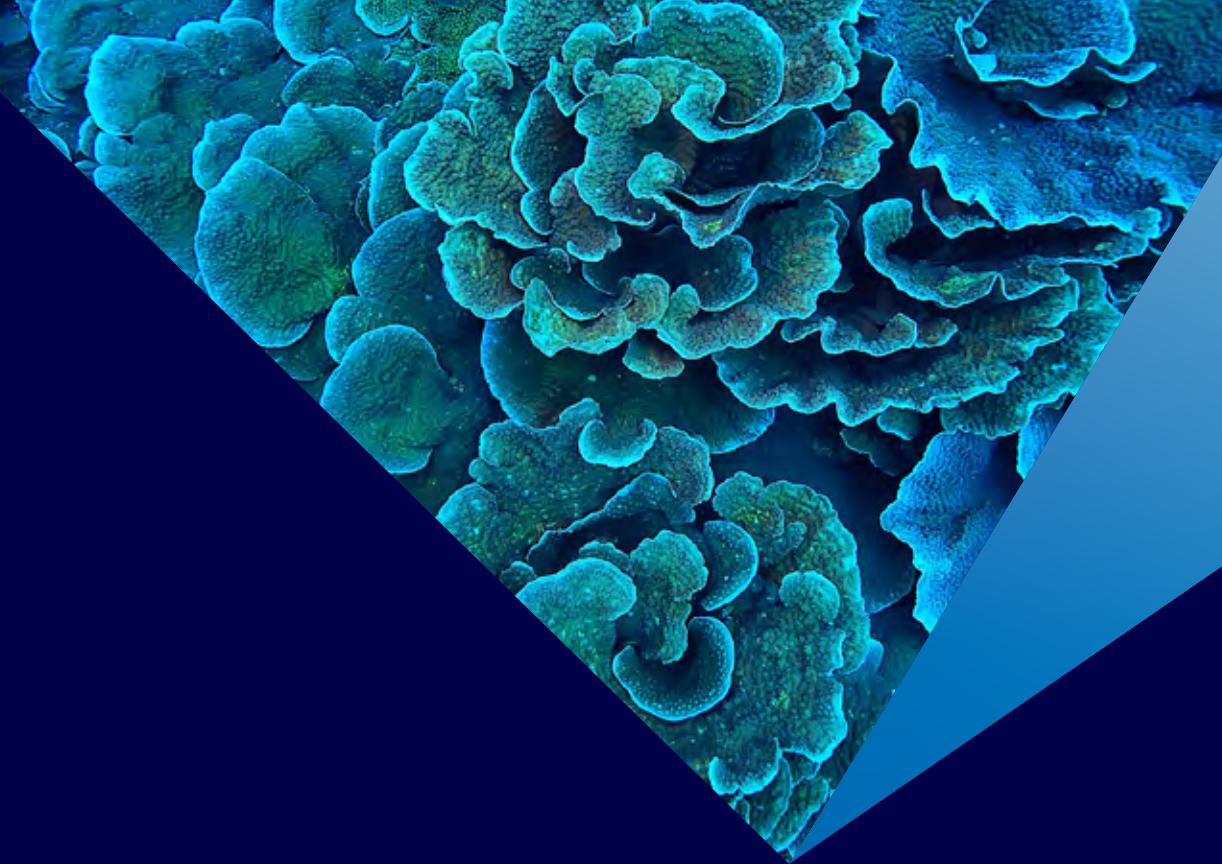


Deliver product-centric, agile software engineering at scale

Solution architecture | Engineering leadership | Software engineering | Data engineering | Site reliability engineering | UX/UI development

Who to contact

[Mike Turner](#), Global Offerings Lead, Modern Engineering



Sustainability services

From insights to implementation, Cognizant offers sustainability advisory services and solutions using a strong ecosystem of partners. We help organizations become planet stewards, reduce their environmental footprint and turn sustainability commitments into achievable milestones.

- [ESG reporting and data management](#) ➤
- [Net zero pathways](#) ➤
- [Sustainable IT](#) ➤
- [Sustainable manufacturing and operations](#) ➤
- [Sustainable products and circular economy](#) ➤

ESG reporting and data management

Scalable digital services for effective ESG reporting and data management

Data combined with operational and supply-chain information can provide a powerful lens to assess ESG business impact and opportunities. Cognizant helps companies build a scalable approach for ESG data using our five distinct services: data strategy and management, reporting tools, data automation and analytics, scenario planning and data-sharing platforms.

Driving business outcomes with ESG reporting and data management

				
Improve business impacts through aligning ESG, operational and supply-chain data management	Ensure auditable and reportable data, improving ESG reporting cycles	Understand sustainability impacts by connecting and measuring ESG data	Comply with regulatory requirements with region-specific, accurate reports	Enhance decisioning and value creation by leveraging accessible data with AI and advanced analytics

What we do for you

 Connect data to drive business value	Data strategy aligning to business drivers Business and data mapping Architectural and technology roadmap Operating model Change management Implementation roadmap Net zero
 Deliver a robust and scalable data ecosystem	Cloud data modernization Master data management Customer data platform Data privacy Data governance and quality Data monetization Data marketplace Smart operations DataOps Data ingestion Data transformation Consumption and emission data intelligence Sustainability drilldown analysis Metadata Emissions data Consumption data Scenario planning and forecasting

Who to contact

[Jenny Edwards](#), Principal Sustainability Advisor, Sustainability Services

Net zero pathways

Zeroing out human-caused emissions

Achieving net zero goals requires companies to move faster in the adoption of sustainable business practices. Cognizant helps businesses take the necessary steps using the comprehensive digital stack that includes machine learning, data mining, digital twins, IoT and robotic automation. We ensure environmental information is complete, accurate, verifiable and actionable across areas including carbon accounting; water stewardship; net zero scenarios and risk; energy management and auditing; and biodiversity impact assessment.

Driving business outcomes with net zero pathways



Reduce energy and material costs to improve profitability



Improve customer experience by connecting data silos with appropriate quality and maturity



Understand sustainability impact by connecting and measuring ESG data



Reduce factories' environmental footprints for compliance and net zero goals



Improve decisioning and value creation by leveraging accessible data with AI and BI

What we do for you



Connect data to drive business value

Data strategy alignment to business drivers | Business and data mapping | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Deliver a robust and scalable data ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Who to contact

[Matthew Clancy](#), Ph.D., Principal Sustainability Advisor, Sustainability Services

Sustainable IT

A targeted approach for net zero goals

While digital technologies are helping us to better tackle climate change, they carry their own environmental footprint. As demand for digital technology grows, IT organizations play a critical role in continuing to develop IT systems to meet business needs sustainably and decarbonize their own footprint. Our sustainable IT offering helps IT departments meet net zero goals with a targeted approach covering the people, process and technology framework.

Driving business outcomes with sustainable IT



Mitigate IT's environmental impact by reducing CO₂ emissions and managing e-waste properly



Achieve savings in energy and resource consumption



Anticipate and adapt to changes in the business ecosystem, driving business value



Ensure a scalable IT model which is modern and energy efficient



Showcase the added sustainability value of your enterprise transformation

What we do for you



Ensure a digital and sustainable business model

Greening of and greening by IT strategies | IT carbon footprint | Decarbonization roadmap | Communication strategy | Green processes and policies



Deliver a modern and sustainable IT ecosystem

Application modernization and rationalization | Cloud migration | Optimizing cloud computing | Power and cooling efficiency | Sustainable software engineering | Green website design | Data rationalization

Who to contact

[Christina Rieke](#), Senior Sustainability Advisor, Sustainability Services

Sustainable manufacturing and operations

Digital and sustainable manufacturing transformation

New and sustainable manufacturing practices can cut costs and waste, improve operational efficiency and be more competitive. To get there, companies must let go of legacy tools and systems that offer limited scope for sustainable manufacturing practices. Our sustainability offerings make a difference to clients' businesses with sustainable operations insight; manufacturing and operations scenario planning; and digital twinning.

Driving business outcomes with sustainable manufacturing and operations



Reduce energy and material costs to improve profitability



Improve customer experience by connecting data silos with appropriate quality and maturity



Lower the carbon footprint of insourcing raw material and components



Reduce factories' environmental footprints for compliance and net zero goals



Improve decisioning and value creation by leveraging accessible data with AI and BI

What we do for you



Connect data to drive business value

Aligning data strategy to business drivers | Business and data mapping | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Delivering a robust and scalable data ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Who to contact

[Alessandro Silvestro](#), Principal Industry 4.0 and Sustainability Advisor, Sustainability Services

Sustainable products and circular economy

Products for maximum value and environmental performance

Growing competition, climate change and supply-chain volatility call for new products and business models that drive better outcomes and reduce environmental impact. Cognizant couples IoT, lifecycle assessment (LCA) and product engineering capabilities to help clients with product environmental frameworks at scale, product-as-a-service, digital product passport and performance-as-a-service.

Driving business outcomes with sustainable products and circular economy

Achieve lower environmental footprints with more sustainable products and services	Retain the value of products, components and materials across the entire lifecycle	Measure and improve the environmental performance of products and services	Ensure proactive readiness for upcoming regulation on greenwashing and environmental claims	Compete in markets with high demand for more sustainable solutions

What we do for you

	Better compete in markets undergoing sustainability transition	Sustainability data strategy Lifecycle assessment Business and data mapping Architectural and technology roadmap Operating model for service-based business models Change management Implementation roadmap Circularity assessment Circular value proposition
	Deliver a scalable, data-driven, sustainable product ecosystem	Cloud data modernization Master data management Customer data platform Data privacy Data governance and quality Data monetization Data marketplace Smart operations DataOps

Who to contact

[Jan Konietzko](#), Ph.D., Circular Economy Expert, Sustainability Services

Technology capabilities by business outcomes

Business outcomes



Increasing efficiencies



We work with organizations to remove internal obstacles and inefficiencies that make business processes slow, cumbersome and error prone. Business outcomes include maximized operational efficiency, reduced costs, improved productivity and increased speed to market.



Enhancing experience



Transforming experiences requires processes and technology, embedded with data and insights, that can sense, learn and act instantly, as if on intuition. Business outcomes that enhance experiences center around CX, brand loyalty, EX, attrition, engagement, end-user experience and sales traction.



ESG impact



We recognize that clients are interdependent with the world's social and environmental systems and are committed to reducing our carbon footprint while helping others do the same. Along with reduced carbon footprint, business outcomes include sustainability; ESG benefits; and positive environmental impact.



Regulatory compliance



No matter the industry, becoming and staying compliant is costly and complicated, and companies must remain informed and on track in the face of ever-updating industry standards. Business outcomes focus on regulatory challenges, regulatory compliance, risk management, and safety and security.



Creating business value



Cognizant helps organizations turn data into a driver of growth and revenue, embedding it into strategy and business functions. Business outcomes include increased revenue, improved business agility, new revenue streams, flexible consumption, greater innovation and monetization.

Business outcomes

Increasing efficiencies

We work with organizations to remove internal obstacles and inefficiencies that make business processes slow, cumbersome and error prone. Business outcomes include maximized operational efficiency, reduced costs, improved productivity and increased speed to market.



Cloud

- Cloud advisory
- Cloud DevOps
- Cloud foundation
- Cloud management
- Cloud migration
- Cloud Operate
- Infrastructure managed services
- Cognizant WorkNEXT™
Digital Workplace Services
- Cognizant security services
- Cognizant Skygrade™

Software

- Application development
- Application management
- Application modernization
- Cognizant Neuro® IT operations
- Content and marketing services
- Core application assurance
- Customer and employee experience
- Omnichannel commerce
- Delivery modernization
- Next-generation application assurance
- Platform engineering
- Product engineering

Data & AI

- Artificial intelligence
- Business intelligence and visualization
- Cognizant Neuro® AI
- Data modernization and data management

Sustainability services

- ESG reporting and data management
- Net zero pathways
- Sustainable IT
- Sustainable manufacturing and operations
- Sustainable products and circular economy

Enterprise platform services

- Customer service transformation
- Enterprise AI
- Enterprise platform integration
- Human capital management
- Supply-chain management

IoT

- Smart products
- Connected mobility
- Intelligent operations
- Industrial orchestration systems

Business outcomes

Enhancing experience

Transforming experiences requires processes and technology, embedded with data and insights, that can sense, learn and act instantly, as if on intuition. Business outcomes that enhance experiences center around CX, brand loyalty, EX, attrition, engagement, end-user experience and sales traction.



Cloud

- Cloud advisory
- Cloud DevOps
- Cloud foundation
- Cloud management
- Cloud migration
- Cloud Operate
- Infrastructure managed services
- Cognizant WorkNEXT™
Digital Workplace Services
- Cognizant security services
- Cognizant Skygrade™

Software

- Application development
- Application management
- Application modernization
- Cognizant Neuro® IT operations
- Content and marketing services
- Core application assurance
- Customer and employee experience
- Omnichannel commerce
- Delivery modernization
- Next-generation application assurance
- Platform engineering
- Product engineering

Data & AI

- Artificial intelligence
- Business intelligence and visualization
- Cognizant Neuro® AI
- Data modernization and data management

Sustainability services

- ESG reporting and data management
- Net zero pathways
- Sustainable IT
- Sustainable manufacturing and operations

Enterprise platform services

- Customer service transformation
- Enterprise AI
- Enterprise platform integration
- Human capital management
- Supply-chain management

IoT

- Connected mobility
- Intelligent operations
- Industrial orchestration systems

Business outcomes

ESG impact

We recognize that clients are interdependent with the world's social and environmental systems and are committed to reducing our carbon footprint while helping others do the same. Along with reduced carbon footprint, business outcomes include sustainability; ESG benefits; and positive environmental impact.



Cloud

- Cloud advisory
- Cloud DevOps
- Cloud foundation
- Cloud management
- Cloud migration
- Cloud Operate
- Infrastructure managed services
- Cognizant WorkNEXT™
Digital Workplace Services
- Cognizant security services
- Cognizant Skygrade™

Software

- Application development
- Application management
- Application modernization
- Cognizant Neuro® IT operations
- Content and marketing services
- Core application assurance
- Customer and employee experience
- Omnichannel commerce
- Delivery modernization
- Next-generation application assurance
- Platform engineering
- Product engineering

Data & AI

- Artificial intelligence
- Business intelligence and visualization
- Cognizant Neuro® AI
- Data modernization and data management

Sustainability services

- ESG reporting and data management
- Net zero pathways
- Sustainable IT
- Sustainable manufacturing and operations
- Sustainable products and circular economy

Enterprise platform services

- Customer service transformation
- Enterprise AI
- Enterprise platform integration
- Supply-chain management

IoT

- Smart products
- Connected mobility
- Intelligent operations
- Industrial orchestration systems

Business outcomes

Regulatory compliance

No matter the industry, becoming and staying compliant is costly and complicated, and companies must remain informed and on track in the face of ever-updating industry standards. Business outcomes focus on regulatory challenges, regulatory compliance, risk management, and safety and security.



Cloud

- Cloud advisory
- Cloud DevOps
- Cloud foundation
- Cloud management
- Cloud migration
- Cloud Operate
- Infrastructure managed services
- Cognizant WorkNEXT™
Digital Workplace Services
- Cognizant security services
- Cognizant Skygrade™

Software

- Application development
- Application management
- Application modernization
- Cognizant Neuro® operations
- Content and marketing services
- Core application assurance
- Customer and employee experience
- Omnichannel commerce
- Delivery modernization
- Next-generation application assurance
- Platform engineering
- Product engineering

Data & AI

- Artificial intelligence
- Business intelligence and visualization
- Cognizant Neuro® AI
- Data modernization and data management

Sustainability services

- ESG reporting and data management
- Net zero pathways
- Sustainable IT
- Sustainable manufacturing and operations
- Sustainable products and circular economy

Enterprise platform services

- Customer service transformation
- Enterprise AI
- Enterprise platform integration
- Human capital management
- Supply-chain management

IoT

- Smart products
- Connected mobility
- Intelligent operations
- Industrial orchestration systems

Business outcomes

Creating business value

Cognizant helps organizations turn data into a driver of growth and revenue, embedding it into strategy and business functions. Business outcomes include increased revenue, improved business agility, new revenue streams, flexible consumption, greater innovation and monetization.



Cloud

- Cloud advisory
- Cloud DevOps
- Cloud foundation
- Cloud management
- Cloud migration
- Cloud Operate
- Infrastructure managed services
- Cognizant WorkNEXT™
Digital Workplace Services
- Cognizant security services
- Cognizant Skygrade™

Software

- Application development
- Application management
- Application modernization
- Cognizant Neuro® IT operations
- Content and marketing services
- Core application assurance
- Customer and employee experience
- Omnichannel commerce
- Delivery modernization
- Next-generation application assurance
- Platform engineering
- Product engineering

Data & AI

- Artificial intelligence
- Business intelligence and visualization
- Cognizant Neuro® AI
- Data modernization and data management

Sustainability services

- ESG reporting and data management
- Net zero pathways
- Sustainable IT
- Sustainable manufacturing and operations
- Sustainable products and circular economy

Enterprise platform services

- Customer service transformation
- Enterprise AI
- Enterprise platform integration
- Human capital management
- Supply-chain management

IoT

- Smart products
- Connected mobility
- Intelligent operations
- Industrial orchestration systems

Appendix

Cloud

Cloud DevOps

Delivering cloud transformation with speed

Cognizant cloud DevOps services provide tools and resources to support the implementation of DevOps practices in a cloud computing environment. The DevOps software development methodology emphasizes collaboration, automation and continuous delivery to help organizations achieve faster and more reliable software releases.

Cloud DevOps provides a range of professional and managed services for the setup and deployment of DevOps. This is a cross-service line solution and leverages consulting, software and platform engineering and Cognizant Infrastructure Services (CIS). It scopes and deploys a DevOps-based transformation and runs service for supporting client toolchains and pipelines and implementation of DevOps ways of working (e.g., pod and squad models).

Driving business outcomes with cloud DevOps



Enable faster and more frequent software releases



Respond to changing customer needs faster



Optimize and streamline IT infrastructure, increasing energy efficiency



Implement automation, testing and monitoring tools to ensure compliance with security regulations



Promotes a culture of innovation, enabling organizations to speed time-to-market

Where we have made an impact



Success Story

One of the world's largest consumer packaged-goods companies wanted to establish a simplified digital foundation to improve operational efficiency and deliver agile omni-channel experiences. It sought to improve time-to-market by reducing the timeline required to develop and deliver new features and apps.

We conducted a multifaceted due-diligence exercise across its architecture, engineering processes and operations to identify gaps and provide a roadmap to launch these new capabilities on a single digital foundation.

[Case study link](#)

Business benefits

- **Launched new features within weeks versus eight to 12 months** using DevOps automation
- **Reduced CI/CD configuration effort by 400%**, from 4–5 days to 30 minutes
- **Reduced build optimization time by 71%** (from 7 to 3 minutes) using containerization

Cloud DevOps

What we do for you



Deliver reliable infrastructure automation at scale

Cloud consulting and CIS advisory services |
Cloud business groups



Leverage cloud services to deliver software with agility

Infra automation | Application build, migration and modernization
| DevOps for COTS applications | Tools maintenance and support |
Legacy services

Driving success with our partners



Cloud foundation

Speed your public cloud migration

Cognizant's cloud foundation services help organizations establish a strong and reliable cloud infrastructure by providing essential building blocks such as landing zones; network configuration; security protocols; identity and access management; compliance and governance policies; and automation tools.

Cognizant delivers value to clients through this offering by leveraging its deep expertise in cloud technologies and extensive experience in delivering successful cloud transformations for its clients. Cloud foundation services provide a comprehensive approach to building a cloud landing zone that is tailored to the specific needs of each client. This includes conducting a detailed assessment of the client's current IT environment; defining public cloud architecture, standards and policies; implementing the cloud infrastructure; and providing ongoing support and maintenance.

Driving business outcomes with cloud foundation



Simplify cloud discovery and onboarding with a landing zone to get started



Gain access to tools and resources to perform jobs more efficiently



Optimize access to applications and services, resulting in improved social impact



Enable robust security protocols and access controls that help organizations to protect their data



Build a platform that fosters experimentation with new technologies and business models

Where we have made an impact



Success Story

A global life sciences company migrated to a cloud-based, adaptive data foundation to increase informational flexibility and lower costs. Over its 100 years, the company had accumulated a vast repository of global human health data that it uses to address questions and concerns, respond to legal inquiries and incorporate in ongoing research.

Faced with an expensive, legacy mainframe environment that inhibited free and fast access to its own data, the company chose to migrate more than 150TB of data to a new, globally accessible cloud platform.

[Case study link](#)

Business benefits

- **95% reduction** in external mainframe data-hosting costs
- **\$3.6 million saved** annually by migrating to the cloud
- **50% improvement** in data access and retrieval speeds

Cloud foundation

What we do for you



Achieve operational resilience by reducing unplanned outages

Consulting | Operating model | Cloud strategy



Improve agility by addressing baseline service management future

Hyperscaler CIS teams | Architecture and engineering | Security and compliance | QEA testing | Cloud readiness assessment

Driving success with our partners



Cloud management

Efficient cloud-environment management

Cloud management provides a range of solutions and services that enable customers to manage their cloud environment with full observability, automation, cost management and AI operations. This offering combines a number of platform options, tools and professional services that customers can leverage to deploy their own platform or leverage Cognizant IP solutions and shared services.

Cognizant offers a comprehensive set of cloud management options for customers. Comprised of our Skygrade™ and Neuro® IT Operations platforms, and complemented with additional capabilities for self-service, platform optimization and infrastructure automation give our clients full configurability and visibility across the entire cloud lifecycle.

Driving business outcomes with cloud management



Achieve better governance, speed and quality with multicloud provisioning



Increase agility, unlock self-help services, enhance productivity and leverage existing assets



Reduce environmental footprint with improved IT operations efficiency and sustainability



Ensure compliance over your entire hybrid and multicloud network.



Accelerate value with a resilient cloud environment that fosters innovation

Where we have made an impact



Success Story

Oxford University Press wanted to enhance end-to-end application performance visibility and accelerate its digital transformation. We helped the company optimize its customer-facing applications and multicloud spend. As a result, Oxford University Press reduced its global carbon footprint, helping it reach its sustainability goals. The company also increased productivity and saved a total of £1.7M in costs.

[Case study link](#)

Business benefits

- **£1.05M total costs saved** on multicloud
- **£277K saved** with observability tool consolidation
- **£238K saved** with availability solution consolidation

Cloud management

What we do for you



Enable multicloud management through a single control pane

Consulting | Architecture | Engineering | Cloud operations | Cloud infrastructure provisioning | Support



Empower business with effortless cloud management

Cloud architecture | Infrastructure engineering | Cloud automation

Driving success with our partners



Cloud migration

Make your cloud-driven transformation a reality

Cognizant's cloud migration and modernization services help businesses maximize the value of cloud by accelerating their transformation to unlock its full potential. Whether migration is a lift-and-shift stepping stone to longer-term modernization or a complete transformation to cloud native and containerization, these services deliver outcomes that enable businesses to focus less on IT and more on innovation, investment opportunities and growth. We base our cloud migration services on alternative approaches to meet our client's requirements, desired goals and roadmap to cloud adoption. Each approach provides frameworks, tools and automation to accelerate the modernization of business platforms and achieve desired outcomes with minimal disruption.

Our consultancy-based approach follows an iterative, data-driven framework that is business-aligned with a product mind set. This can quickly demonstrate tangible benefits and make a business case for further migration via proof of concept or lighthouse projects. Our application and business-driven approaches to modernization are based on an application portfolio assessment and tiered migration strategy and a top-down approach based on business process analysis, supported by our Cognizant Modernization Acceleration Platform (C-MAP) and Cognizant Cloud Adoption Platform (C-CAP). We offer infrastructure-driven migration for clients whose priority may be a datacenter exit or consolidation or for a short-term migration when the longer-term goal is for modernization to maximize cloud benefits.

Driving business outcomes with cloud migration



Achieve cost efficiencies through cloud resources that scale to match workload demands



Gain opportunities for enhanced user experiences and mobility



Reduce carbon footprint through elimination of on-premises infrastructure



Achieve regulatory compliance through leveraging cloud providers' investments



Achieve regulatory compliance through leveraging cloud providers' investments

Where we have made an impact



Success Story

LG Corporation wanted to shift 90 percent of its infrastructure to the cloud by 2024. Traditional ways of working and legacy datacenter operational processes and challenges constrained LG's ability to embrace public cloud and capitalize on the considerable business value that it delivers. With Cognizant, it embarked on an ambitious project to migrate 70 applications in 70 days, including designing, constructing and rolling out highly secure native AWS landing zones that enabled the migration of 72 applications live onto AWS Cloud.

[Case study link](#)

Business benefits

- A successful **rapid migration of 72 on-premises applications** to AWS' public cloud in 70 days
- A resilient market-ready cloud platform to **accelerate cloud adoption journeys** for LG Corporation and its customers

Cloud migration

What we do for you



Accelerate cloud migration to deliver business agility

Cloud migration strategy aligning to business drivers | Cloud assessment based on 6Rs | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Deliver technology modernization

Infrastructure modernization | Assessment and migration accelerators | Agile implementation methodologies | Agile, DevOps-ready cloud infrastructure

Driving success with our partners



Cloud Operate

Managed cloud services

Cloud Operate defines right operational procedures and practices for the public cloud era. Our service manages delivery, tuning, optimization and performance of cloud workloads, including:

- Operating and delivering day-to-day service management activities and leveraging provisioning catalogs and runbook automation for common tasks
- Interfacing with existing service management functions to manage the lifecycle of requests, incidents and changes on the cloud platform
- Interfacing with security to ensure compliance with security requirements

Cloud Operate uses the DevOps principles of continuous integration and continuous deployment (CI/CD) to create best practices for achieving high availability by refining and optimizing business processes that run in a public cloud. It defines and accelerates the cloud-native journey, helping to achieve the targeted goals in business while deploying, building, and delivering cloud services.

- Intelligent automation with cloud 360: Simplify automation of a broad range of everyday tasks including automation of fail over, backup, recovery, provisioning servers and storage, monitoring and reporting and security event remediation.
- Enriched interactive digital experience: Employ conversational AI/ML for personalized and meaningful communications, which increase collaboration and support business continuity
- Cloud scalability: Enable resource expansion on a more persistent level to meet static workload growth.
- Enhanced security: Unlock the strong security of hyperscaler cloud providers, who constantly monitor their infrastructure to help prevent data exfiltration with a zero-trust approach to security, end-to-end encryption, and automating security monitoring and remediation

Driving business outcomes with Cloud Operate



Optimize use of internal resources and streamline processes to maximize value



Deliver AI-driven end-user experiences with faster resolution times



Create positive economic, environmental and social impacts



Meet and improve security and compliance requirements



Enable areas in the enterprise ecosystem to be faster, more efficient and more flexible

Cloud Operate

What we do for you



Enable a secure,
discreet cloud

Consulting: T operating model | Automation, FinOps | Security |
AI service desk



Implement combined leading
ITSM and ITOM tooling

Infrastructure (CIS) | Security | ServiceNow | CMP

Driving success with our partners



Infrastructure managed services

Modernizing infrastructure for the future-ready business

Cognizant infrastructure managed services (IMS) provides comprehensive IT infrastructure operations services for critical applications hosted on modern private/hybrid clouds or traditional or proprietary environments. IMS also offers end-to-end transformation services from legacy to a modern IT infrastructure through differentiated IP and frameworks and ready solutions for industry-specific and generic business outcomes.

Cognizant IMS includes multiple capabilities and solutions to address a range of requirements, from a wide scope of total IT outsourcing to pointed datacenter-managed services and solutions. We provide comprehensive transformation capabilities from traditional to modern infrastructure solutions, including consulting, implementation, migration, ongoing operations and continuous improvements to achieve operational excellence. These include traditional compute, storage and networking capabilities, modern architectures such as hyperconverged/converged systems, hybrid cloud and edge hardware and software platforms and solutions. Our automation capabilities focus on continuous shift-left to achieve operational efficiencies and an AI/ML-driven predictive operations model through SmartOps. IMS also provides a hybrid - and multicloud-ready cloud management platform with Cloud 360 with a growing repository of automation scripts and reusable assets. We focus on creating differentiated solutions combining strong Cognizant skills and automation capabilities with OEM and partner solutions. Focused OEM partnerships lead to a competitive advantage in deals and an efficient and updated workforce, which in turn spurs innovation for customers to achieve their business outcomes.

Driving business outcomes with Cognizant infrastructure managed services



Streamline digitalization by implementing modern IT infrastructure and operations



Enhance customer experience through proven migration frameworks and strategic partnerships



Meet sustainability objectives by increasing efficiency and implementing proactive strategies



Achieve optimal target design and operating models by integrating governance and compliance



Unlock ready-to-deploy solutions for industry-specific or horizontally focused technology needs

Where we have made an impact



Success Story 1

Maintaining its leadership in the intensely competitive news publishing industry became the impetus for Gannett to find ways to streamline IT and reduce fragmented staffing. To address its technology challenges after a series of mergers and acquisitions, the mass media holding company engaged Cognizant to standardize its IT operations and implement efficiencies.

[Case study link](#)

Business benefits

- Over **50% reduction in day-one IT spend** through right-shoring and automation
- **Reduced IT spend** for year two and year three from the project baseline by an **additional 40% in total**
- **Improved SLAs** with reporting and industry best practices

Infrastructure managed services

Where we have made an impact



Success Story 2

Faced with a potential loss of customers due to outdated systems, Centrica, a leading European provider of energy and energy services, engaged Cognizant to update their applications and systems to bring them into the digital age.

The project entailed developing a fast-paced, large-scale hybrid cloud transformation program to meet critical business needs and ensuring zero impact to business operations.

[Case study link](#)

Business benefits

- Improved service reliability (**70% reduction in P1**)
- High available architecture
- DevOps- and POD-based operating model
- **Greater than 35% savings** offered
- Integrated infra/apps managed services
- **High degree of automation (65%)**



Success Story 3

With Cognizant, Oxford University Press undertook a cloud transformation journey to reduce reliance on and risks of aging on-premises infrastructure and applications hosted in various countries.

[Case study link](#)

Business benefits

- Reduced datacenter footprint with **migration of 65% of apps to cloud**
- **Reduction of security and business continuity risk**
- **\$3 million per year spend savings** through FinOps

What we do for you



Transform and modernize your IT infrastructure

Advisory and consulting services for infrastructure modernization and DC transformation | Application dependency mapping for hybrid cloud fitment analysis | Migration wave planning | Hybrid cloud adoption roadmap creation | Network transformation: assessment and advisory | Security and compliance assessment and recommendations for infrastructure and cloud



Enable an agile system for deploying mission-critical business applications

Infrastructure operations and managed services for private cloud and hybrid and multicloud environments | Infrastructure operations and managed services for edge and IoT environments | Datacenter transformation and consolidation | Tactical managed services | Migration services with application portfolio rationalization | SD-WAN services | Tools consolidation, monitoring and automation services | Infrastructure automation and continuous shift-left services | DevOps-based automation for hybrid cloud environments | Managed services and transformation services for legacy environments | Disaster recovery, data protection and archival services

Infrastructure managed services

Driving success with our partners



Cognizant WorkNEXT™ Digital Workplace Services

Accelerating customers' journey to the Future of Work

Cognizant WorkNEXT™ offerings propel your traditional working environment forward to the modern workplace, enabled with Future of Work solutions, including modern technologies for self-heal and adaptive self-service with faster user onboarding and workplace intelligence. Cognizant's strong capabilities in AI/ML, analytics, cloud, collaboration, integration and automation help clients increase productivity, enhance experiences and improve outcomes.

Our workplace solutions help you efficiently address the key imperatives, including workplace experience, user engagement, user productivity, workplace safety and security with workplace Intelligence platforms that are crucial in attracting and retaining talent.

Driving business outcomes with Cognizant WorkNEXT™ Digital Workplace Services



Enrich user experience with personalized and contextual IT solutions



Enhance employee engagement across the hybrid workplace with modern collaboration that helps productivity



Improve efficiency of modern workplace systems through proactive self-heal and automation



Accelerate time-to-market with workplace intelligence-driven solutions



Minimize your carbon footprint with remote IT support enabled by modern technologies

Where we have made an impact



Success Story 1

One of the leading players in the retail and consumer goods sector wanted to redefine its existing workplace platform to enable a modern digital workplace. Implementing Microsoft's cloud-based Windows Virtual Desktop solution and an enterprise mobile management platform enabled our client to ensure business continuity, productivity and employee experience during the COVID-19 crisis.

[Case study link](#)

Business benefits

- **70% CapEx savings** achieved post-digital workplace transformation
- **Shortest possible time (five weeks) taken to implement a virtual desktop infrastructure environment** with anywhere, anytime access

Cognizant WorkNEXT™ Digital Workplace Services

Where we have made an impact



Success Story 2

A Norwegian energy player faced challenges with its traditional IT service desk. We implemented an AI-powered virtual assistant (VA) for the client, enhancing the user experience and productivity with faster resolution, promoting self-help solutions and enabling auto-escalation of tickets.

[Case study link](#)

Business benefits

- **100% of chat channel queries handled** via VA
- **58% of user queries resolved**
- **36% of emails deflected** to VA and live chat



Success Story 3

One of the world's largest sources of financial and technical assistance for developing countries wanted to redesign its intranet to provide a modern, simplified platform for users. The intranet redesign, part of a larger digital workplace initiative, creates a more personalized experience using Cognizant's modernization capabilities, AI and machine learning.

[Case study link](#)

Business benefits

- **1,100+ total sites migrated** to the cloud with the modernization initiative
- **\$1.2 million in annual savings** due to reduced cloud remediation costs
- **20% increase in customer satisfaction scores**, from 70% to 90%

What we do for you



Reshape employee experiences to increase engagement and enhance experience

Digital support services | Digital collaboration services | Enterprise device services | Future of Work solutions



Help clients adopt best-in-class technology

AI-enabled and AR-powered support services | Proactive self-heal and intuitive self-help | Virtualization solutions on cloud | Modern workplace management with Microsoft 365 | Smart office, embedded with security technologies | Zero-touch provisioning of SW/HW | Workplace automation and intelligence

Cognizant WorkNEXT™ Digital Workplace Services

Driving success with our partners



Cognizant security services

Protecting and securing your digital frontiers

Cognizant security services eliminate security blind spots and accelerate innovation, transformation and growth for customers. We combine deep domain and industry expertise with a future-focused approach that fosters confidence in our customers so they can move faster, be bolder and succeed.

Our comprehensive cybersecurity capabilities include:

- **Identity and access management:** End-to-end protection of an identity's lifecycle (system and human) for legitimate users through best-of-breed identity and access solutions in the market
- **Governance, risk and compliance:** Protect your brand reputation by identifying risk, automating tools and establishing policies to maintain compliance
- **Integrated threat and vulnerability management:** Mitigate risk and improve resilience by testing for and managing vulnerabilities across networks, systems and applications
- **Data protection and privacy:** Protect your most vital data and ensure confidential integrity and availability
- **Cloud security:** Transform your security operations to protect your business across public and hybrid cloud environments

Driving business outcomes with Cognizant security services



Improve cybersecurity maturity leading to increased revenue and market share



Strengthen security posture leading to improved customer trust and loyalty



Meet regulatory compliance requirements with mature cybersecurity program



Proactively identify and mitigate potential security threats

What we do for you



Build a secure environment for innovation

Cyber risk assessment | Security consulting and advisory | Managed cyber security services | DevSecOps | Cloud security | Cyber resilience
Secure and drive technology investment and adoption



Secure and drive technology investment and adoption

Identity and access management | Cloud security | Governance risk and compliance | XDR | Integrated threat management | Application security | Data security

Cognizant security services

Driving success with our partners



Data and AI

Artificial intelligence

Let AI do the work for you

We break down the barriers to fast, scaled AI to deliver a smarter, more modern, intelligent business quickly, so you can stop building and start making the right business decisions to outpace the competition. We help our clients build a full AI operating model with the specific technology, process and people capabilities required to deliver industrial-scale AI solutions.

We deliver business value from a focused set of high-impact AI use cases so we can help enterprises rapidly mature and enhance their AI capabilities. We help you build a full AI operating model across technology, process and people capabilities that are required to deliver scaled AI solutions. Cognizant brings accelerators and assets to help clients design and build AI solutions at scale, utilizing areas such as MLOps, feature engineering and model monitoring and maintenance.

The only way to compete in the modern business landscape is to drive informed and measurable decision-making through scaled intelligence. When AI becomes the foundation for your business, it takes over everyday tasks and decisions, freeing up strategic resources to drive real business impact.

Driving business outcomes with artificial intelligence



Reduce cost with automation and augmentation of business decisioning processes



Maximize customer loyalty with segment-specific and personalized offerings



Reduce carbon impact with optimization of inventory, transportation and production planning



Prove accountability between AI models and business/customer outcomes



Maximize customer value with personalized pricing models and customer lifetime value insights

Where we have made an impact



Success Story 1

A digital advertising agency struggled to improve click-through and conversion rates for the ad extensions created for customers. Our AI-based solutions and integration of advanced analytics into the agency's existing manual process helped the company improve campaign manager productivity while increasing ad extension effectiveness by 10%.

[Case study link](#)

Business benefits

- **50% productivity** gains
- **85% accuracy** of deep learning algorithm
- **10% increase** in click-through rates

Artificial intelligence

Where we have made an impact

Success Story 2

A global mining company with more than a dozen mines on three continents faced financial hurdles caused by the delays in transporting ore, among other inefficiencies. Our cloud-based data analytics solution eliminated the need for manual assignment, increasing efficiency and capital cost savings for the client.

[Case study link](#)

Business benefits

- **Increased annual throughput by 8%** at the pilot site
- **Reduced annual capital cost by \$30 million**
- **Saved 24 hours per site** per week in manual equipment management time

Success Story 3

We provided an analytics platform informed by AI to an industry leading P&C insurer to improve customer service, help supervisors monitor call quality and help CSRs understand customer sentiment during insurance claims calls. Our solution allows the client to audit property insurance and claims-specific dialogue between its customers and CSRs.

[Case study link](#)

Business benefits

- **35-40% time saved** per month for supervisors
- **8,000 monthly calls analyzed**
- **80-90% accuracy** of dialogue auditing

What we do for you



Drive business impact with a comprehensive AI program

AI strategy and advisory | Use case discovery | Use case validation and transformation roadmaps | Business case development | AI upskilling for business stakeholders



Optimize delivery efficiency with a modern AI tech stack

Cloud modernization | App modernization | Industry cloud build out | Cloud native development | IoT and Edge

Driving success with our partners

 Google Cloud

 Microsoft

 aws

 data
iku

 DataRobot

 Snorkel

 PLAINSIGHT™

Business intelligence and visualization

Drive fast, accurate and fact-based decisions

We elevate business intelligence beyond KPIs and dashboards to a world of outcome-oriented decisions by connecting data with AI-augmented business intelligence. With hyperpersonalized intelligence, clients will have real-time predictive insights and prescriptive guidance available anywhere, anytime and on any device to drive their business forward with precision and confidence.

Business leaders in the modern enterprise need to make decisions based on data-derived insights. To enable fast, accurate and fact-based decisions, organizations need to move beyond the descriptive and diagnostic information of traditional reporting to predictive and prescriptive insights to improve results.

Driving business outcomes with business intelligence



Provide intuitive reports and dashboards augmented with AI



Personalize UX with a standard interface design, governance usage tracking and KPI recommendation



Advance sustainability and ESG reporting



Provide a single source of truth with intuitive reports and dashboards



Generate dashboards and KPIs with streamlined content and actionable self-service capabilities

Where we have made an impact



Success Story 1

A leading software company was losing renewal and retention opportunities with its manual reporting that tracked expiring licenses for different products and services used by its corporate customers. We radically transformed the company's reporting model using an agile automation solution that saved the software giant millions of dollars.

[Case study link](#)

Business benefits

- **80% reduction** in renewal effort
- **\$10 million in revenue** from increased booking over the following two years
- **\$3 million in savings** due to reduced efforts

Business intelligence and visualization

What we do for you



Deliver modern, contextual and hyperpersonalized BI solutions

BI strategy and advisory | KPI and report identification and prioritization | Transformation roadmaps | Business case development



Design and build modern BI solutions

Outcome-oriented decisions by connecting data with AI-augmented BI | Real-time predictive insights with hyperpersonalized intelligence | Prescriptive guidance available anywhere, anytime, on any device

Driving success with our partners



Data modernization and data management

Build the foundation for business transformation

Create a modernized data architecture to meet the demands for digital transformation, innovation and scalability. Prepare, optimize and manage data assets securely, efficiently and cost effectively.

Cognizant data modernization takes a holistic enterprise-wide approach—modernizing technology, process and people development in service of identifying and activating new opportunities by connecting data silos across the enterprise. We modernize legacy data ecosystems on cloud to build the foundations of digital transformation, innovation and scalability by leveraging our vast experience, proven IP assets and strong partnerships.

Driving business outcomes with data modernization and data management



Drive business efficiencies by delivering products and services 30-60% faster



Improve customer experience by connecting data silos with the right quality and maturity



Understand sustainability impact by connecting and measuring ESG data



Become a sustainable and data-compliant business



Make data accessible to leverage AI and BI, improve decisioning and create value

Where we have made an impact



Success Story 1

A leading global convenience store chain needed to create a new data architecture and management foundation while modernizing its technology platform to improve access to sales data, better manage its supply chain and implement robust analytics for predictive decision-making. Our streamlined AI-ready data model and cloud-based platform infrastructure helped the company implement intelligent analytics to address prevailing challenges and enable new initiatives.

[Case study link](#)

Business benefits

- **Zero downtime** due to infrastructure upgrades
- **Migrated 16TB** to a hybrid cloud platform
- **40% reduction** in infrastructure and software licensing costs

Data modernization and data management

Where we have made an impact



Success Story 2

A leading European airport needed to improve efficiency and customer satisfaction to retain its position as one of the world's most successful air hubs. By integrating manual and legacy systems, Cognizant delivered a digital platform that predicts today's demand in real time to minimize delays and maximize utilization while identifying future opportunities for additional improvements.

[Case study link](#)

Business benefits

- **\$4.5 million savings** per year due to increased efficiencies
- **40% increase** in peak check-in desk throughput
- **5% reduction** in passenger delays, equivalent to 4 minutes per passenger



Success Story 3

TGS, one of the world's largest providers of 2D, 3D and other forms of subsurface data for oil and gas companies, needed a better way for customers to access the seismic data necessary to make accurate decisions on where to drill, both onshore and offshore. TGS now speeds access to insights via an online information ecosystem powered by a cloud-based big data analytics solution we implemented.

[Case study link](#)

Business benefits

- **95% less time** spent pinpointing optimal locations to drill
- **5 hours to deliver** information to customers, down from 5 days
- **4.5B records migrated** to the public cloud via AWS

What we do for you



Connect data to drive business value

Data strategy aligning to business drivers | Business and data mapping | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Deliver a robust and scalable data ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Data modernization and data management

Driving success with our partners



Informatica



onetrust



DataKitchen

Enterprise platform services

Customer service transformation

Deliver dynamic, personalized customer experiences

Cognizant customer service transformation is a comprehensive approach that helps organizations deliver personalized, streamlined and effective experiences that meet ever-evolving customer expectations. Now, businesses can cater to each customer through their trusted channels and create memorable brand interactions at each step.

Customer service is transforming rapidly, thanks to expanding digital technologies, AI-driven self-service and the adoption of cloud. Contact centers have evolved into experience centers that deliver pro-active, hyper-personalized services. New technologies have heightened the focus on retaining customers, improving loyalty and growing business value. This shift is a signal to organizations industrywide that they must embrace digital to engage customers and stay ahead of the competition.

We help our clients create contact centers to remodel traditional customer journeys, select the right platforms and infuse next-gen technologies to drive better business outcomes. By orchestrating the right software, platforms and data, organizations can create omnichannel interactions that drive proactive customer service and business value. [Read more](#)

Driving business outcomes with customer service transformation



Reduce cost and improve customer value with omnichannel, hyper-personalized customer journeys



Strengthen customer relationships by using data to deliver compelling experiences



Implement digitalization and automation to create a more sustainable and ethical business model



Avoid regulatory penalties with strategies that prioritize transparency, privacy and data security



Drive business value by improving customer satisfaction and loyalty

Where we have made an impact



Success Story 1

One of the largest U.S. private broadband companies needed a digital transformation strategy to streamline its customer service and modernize call center processes. We modernized its contact center with omnichannel and self-service capabilities.

[Case study link](#)

Business benefits

- **\$800k saved** in OPEX costs
- **44.6% self-service containment rate** reached
- **8% of voice calls deflected** to digital channels

Customer service transformation



Success Story 2

Siemens Healthineers wanted to improve its customer service center operation and engaged Cognizant to move ahead with a plan to harmonize its customer experience. We migrated the existing operation to Genesys Cloud CX and completed the transformation in eight months.

[Case study link](#)

Business benefits

- **2,200+ agents onboarded**
- **30% reduction** in licensure costs
- **99.9% availability** of services achieved, with **100% SLA adherence**

Driving success with our partners



Intuitive Operations & Automation

Omnichannel customer care

Modern customer care, intuitive experiences

Harness cutting-edge technology, data, analytics and talent to drive meaningful experiences across human and digital channels.

We develop, implement and run customized omnichannel customer care solutions that transform disconnected customer service models to deliver great experiences. We use technology (like conversational AI and visual IVR), advanced analytics and resourceful talent to drive meaningful experiences across all channels and help businesses grow.

Driving business outcomes with omnichannel customer care



25% faster call handling time and enhanced customer experience



30% faster time to market with a marketing content strategy that delivers 50% cost savings



15% higher revenue with an intelligent order management system for retail and consumer goods



80% automated call resolution and 1,200 weekly conversations with 90% accuracy



94% lower labor costs, reduced time for new loan approval and improved borrower experience

Where we have made an impact



Success Story 1

Our airline client used natural language processing to map conversation flows and implement an intelligent chatbot solution to improve customer communications around its loyalty program.

[Case study link](#)

Business benefits

- **Automated 1,200 weekly conversations** with a software agent
- **Achieved 80% containment rate** with a virtual assistant
- Reached **90% chat program accuracy**



Success Story 2

Our utility client replaced a slow and unwieldy customer interface process with an advanced technology platform that provided customers with a consistent experience across web and mobile channels.

[Case study link](#)

Business benefits

- **25% faster** customer call handling time
- **200,000 customers** created online profiles and transitioned to paperless billing
- **95,000 customers signed up** for outage alerts
- **34,000 customers signed up** for automatic payments

Omnichannel customer care



Success Story 3

Our food services client, Papa John's, revised its phone and online ordering process with an intelligent order management system for retail and consumer goods.

[Case study link](#)

Business benefits

- **50% improvement** in in-restaurant metrics
- **15% increase in revenue** per order
- **95% customer satisfaction score** for services delivered with new order solution

What we do for you



Make every customer interaction count across all channels

User experience | Omnichannel customer care strategy | Staff augmentation | Intelligent automation



Implement robust omnichannel platform environments

Conversational AI and visual IVR | Advanced analytics | NLP | IDP | Automation

Cognizant Neuro® Business Processes

Accelerate automation ROI

Cognizant Neuro® Business Processes is an automation fabric that weaves together clients' existing automation capabilities and technology with Cognizant solutions, delivering integration and orchestration along enterprise-wide processes. It is technology agnostic and easy to use, resulting in simplified, AI-infused, efficient and adaptive operations that deliver exceptional experiences for modern businesses. To succeed in the experience age, companies have invested in designing meaningful, intuitive customer journeys. Yet the processes supporting these journeys are complex and siloed, causing choppy, frustrating experiences and significant cost inefficiencies.

Working closely with clients, we developed Cognizant Neuro® Business Processes to help businesses deliver better experiences with game-changing returns.

Driving business outcomes with Cognizant Neuro® Business Processes



94% lower labor costs, reduced time for new loan approval and improved borrower experience



600% faster claims processing, \$40M saved annually and boosted capacity by 43M+ claims per year



80% automated call resolution and 1,200 weekly conversations with 90% chat program accuracy



15% higher revenue per order with an intelligent order management system



\$900M cost savings over 7 years with automated claims processing and IPA

Where we have made an impact



Success Story 1

Our transportation and logistics client wanted to meet new efficiency and cost reduction goals after a global merger. Strategically implementing RPA across finance and front-office areas, the company streamlined processes and communications with dramatic results.

[Case study link](#)

Business benefits

- **30% improvement in efficiency** by scaling automation across 50+ subprocesses and 150k transactions
- **50k+ person-hours saved** across functions per annum, improving productivity
- **40% less time spent** handling customer disputes/invoice investigations, beating industry benchmark of 13 days
- **100% accuracy achieved** across 375+ daily transactions

Cognizant Neuro® Business Processes

Where we have made an impact



Success Story 2

Our health plan client successfully battled compliance issues, declining memberships and waning customer service metrics with an IT transformation program featuring intelligent automation.

[Case study link](#)

Business benefits

- **Achieved \$900 million in savings** over seven years by reducing SG&A expenses
- **Reduced claims inventory by 15X** and reduced days in house by 4X for pending claims
- **Sped up time to roll out new products** to under one year



Success Story 3

Our manufacturing client used process automation alongside integrated automation with SAP and RPA bots to streamline fulfillment, strengthen financial reporting and evolve customer care.

[Case study link](#)

Business benefits

- **\$20M savings**
- More than **90% process improvement**
- **4X return on investment**

What we do for you



Experience game-changing returns from simplifying processes

Operations transformation | Human-centric automation | Process design | Technology integration | Advanced analytics



Drive exponential growth through modern operations models

Intelligent automation | Conversational AI | Customer experience management | IT transformation

Modern finance and accounting

Generate new business value

Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights engines.

Leading finance and accounting (F&A) organizations achieve business outcomes amid disruption through adaptive solutions tailored to the business. They enable monetization of technology investments and insight-driven decision-making across the financial ecosystem.

A modern digital finance and accounting organization is enriched through intelligent decision-making, automation of business processes and highly experienced global F&A talent delivering the agility, scalability and resilience required for success. These new digital services require an end-to-end digital F&A solution that automates business processes, enables rapid integration of new M&A, scales to support new work locations, uses analytics and insights to understand financial performance, and drives business decisions.

Driving business outcomes with modern finance and accounting operations

30% improvement in efficiency by scaling automation across 50+ subprocesses and 150,000 transactions	40% increased productivity, 50% reduced costs and over \$45M in savings	60% reduction in TCO, 300% increase in PO reconciliation and 80% cut in overall finance costs	\$10M reduced revenue leakage and better management of equipment tracking and availability	25% productivity improvement and 50% lower operations costs

Where we have made an impact



Success Story 1

Our life sciences client cut operations costs by 50% by redesigning financial processes and integrating operations across multiple ERP instances after a series of mergers.

[Case study link](#)

Business benefits

- **\$45M in operational savings** earned
- **50% reduction** in total cost of operations
- **30% improvement** in month-end process
- **40% gains** in productivity
- **5 businesses integrated** into systems of engagement

Modern finance and accounting

Where we have made an impact

Success Story 2

Our global telecommunications client, Inmarsat, combined disparate billing systems into a single scalable platform for dramatic improvements in agility, CX and operational efficiency.

[Case study link](#)

Business benefits

- **Saved \$4 million** annually
- **Reduced legacy rate plans** by 70%
- **Spent 80% less time** on pricing updates
- **Reduced daily sales outstanding** to 5 days



Success Story 3

Our medical device sciences client implemented a revenue cycle management (RCM) program to improve revenue and collection ratios and reduce days sales outstanding for manufactured goods.

[Case study link](#)

Business benefits

- **Net revenue increased by \$11.3 million** in one year
- Unposted collections dropped from **\$2 million to \$46,000**
- Cash posting automation went from **0% to 56%**

What we do for you



Orchestrate value realization

Digital F&A program design and implementation | M&A integration |
Revenue cycle management | Experience design



Accelerate ROI by modernizing key F&A processes

ERP synchronization and integration | Financial digital transformation |
F&A talent augmentation | Smart analytics

Marketing operations

Speed, efficiency, analytics—increase marketing investment ROI

Increase your ad and social media impact, generate greater returns on marketing investments and reach better audiences through our next-gen campaign management, advertising and social media solutions.

Today's marketing teams need to reach audiences in the right context, and across channels. Doing so effectively requires agility and foresight driven by the power of data and analytics. Modern marketing organizations use intuitive processes, automation, AI and analytics to quickly test, iterate and scale their integrated marketing efforts. These organizations deliver tangible results, increasing brand trust and preference while meaningfully impacting revenue.

Driving business outcomes with Cognizant marketing operations



50% advertising productivity gains, 85% increased accuracy and 10% more click-through rates



30% faster time to market and 50% cost savings with a marketing content strategy



20% faster sales lead response and 100% compliance



70% lower client acquisition costs and quality assurance scores of 96%



90% faster sales quotes with intelligent process automation to increase sales team productivity

Where we have made an impact



Success Story 1

Our client in the media and entertainment industry needed to improve click-through and conversion rates for the ad extensions it created for customers and replace manual processes with automation to keep pace with dynamic web content.

[Case study link](#)

Business benefits

- **50% productivity gains**
- **85% accuracy** of deep learning algorithm
- **10% increase in click-through rates**



Success Story 2

Our life sciences client wanted greater visibility and control across marketing campaigns, so the company implemented a scalable digital content factory that brought assets to market faster and with greater brand consistency.

[Case study link](#)

Business benefits

- **50% cost savings** through faster turnaround time and production
- **30% faster time to market** for websites and delivery channels
- **Increased messaging consistency** and quality of assets

Marketing operations

Where we have made an impact



Success Story 3

Our multinational pharmaceutical client needed to centralize email marketing efforts to comply with the [CAN-SPAM Act](#). We helped the company implement an email marketing automation platform that quickly meet its goals.

[Case study link](#)

Business benefits

- **100% compliance** achieved within 18 weeks
- **20% improved response time**, boosting customer satisfaction
- **Reduced maintenance and costs** by consolidating multiple marketing platforms

What we do for you



Operate with agility and intelligence

Marketing content strategy | Marketing operations optimization | Customer analysis



Evolve marketing operations for greater program ROI

Advanced analytics | Marketing audit and compliance | Cross-channel operations | Piracy protection | Conversational AI/chatbots | Sales analysis automation

Intelligent process automation

Turn automation advantage into human advantage

Yesterday's operating model won't deliver tomorrow's wins. Connect your processes, people and insights across the enterprise with intelligent process automation (IPA) for breakthrough performance at lower costs.

Our experts partner with you to design new ways of working that maximize the potential of automation. Together, we reimagine processes with human and digital intelligence to accelerate transformation and help your business sense the future.

Driving business outcomes with intelligent process automation



90% faster sales quotes and increased sales team productivity



\$900M cost reduction over 7 years with claims processing automation and back-office transformation



\$20M savings in order processing by using process automation and IPA



20% lower costs per policy, \$20M savings and \$56.7M gained through transformation



70% increase in processing speed, 96% product safety and efficacy compliance, and 99% accuracy rate

Where we have made an impact



Success Story 1

Our health plan client battled compliance issues, declining memberships and waning customer service metrics with intelligent automation.

[Case study link](#)

Business benefits

- **\$900 million saved** over seven years by reducing selling, general and administrative expenses
- **Lowered claims inventory** by 15X and reduced days in house by 4X for pending claims
- **Speed time to roll out** new products to under one year



Success Story 2

Our insurance customer sought to streamline its claims functionality with an enterprise-wide automation strategy that also digitally transformed numerous functions and improved member experience.

[Case study link](#)

Business benefits

- **\$40M saved** per year by processing 43+ million claims per year
- **8X ROI** through cloud-based automation
- **600% faster** claims processing

Intelligent process automation

Where we have made an impact



Success Story 3

Our transportation and logistics client strategically implemented RPA across core finance and accounting, front-office and other business areas to meet efficiency and cost reduction goals after a global merger.

[Case study link](#)

Business benefits

- **30% improvement** in efficiency by scaling automation across 50+ subprocesses and 150k transactions
- **50k+ person-hours saved** across functions per annum, improving productivity
- **40% less time spent** handling customer disputes/invoice investigations, beating industry benchmark of 13 days
- **100% accuracy achieved** across 375+ daily transactions

What we do for you



Operate with agility and intelligence

Automation frameworks | Modern operations Business design | Change management



Evolve marketing operations for greater program ROI

Intelligent automation | Enterprise-wide digital operations | Process orchestration | Staff augmentation

Revenue scaling business services

Business operations to accelerate scale

Innovate and enable digital disruptors to build and scale revenue streams at superhuman speed. Our experts partner with you to overcome operational hurdles and remove blind spots, transform opportunities into mature business processes, test and launch new locations and offerings, secure your brand's integrity, and maintain your growth trajectory without adding new costs. Operational agility empowers businesses to outperform the competition. You've already disrupted the market with your game-changing approach. We can help you optimize costs while scaling, so you can keep a competitive edge far into the future.

Driving business outcomes with business ops to accelerate scale



10% higher click-through rates with advanced analytics for online advertising



50% increase in productivity with online marketing modernization and cross-channel promotion



95%+ service levels with a 0% call abandon rate and 40% reduction in hold times



15% higher revenues with an intelligent order management system to transform order processes



Average 2-minute customer turnaround time on social media posts

Where we have made an impact



Success Story 1

Our medical technology client sought to consolidate its globally dispersed customer service centers to eliminate fragmentation across 20 technology solutions and 15,000 daily inquiries. We helped the client with end-to-end CX transformation powered by a unified omnichannel desktop that harmonized customer experience without negatively impacting the business.

[Case study link](#)

Business benefits

- **2,200+ agents onboarded**
- **30% reduced licensure costs**
- **99.9% availability of services** achieved, with **100% SLA adherence**



Success Story 2

A global digital payments provider wanted to speed product development with a new UX design hub supporting merchant and consumer applications. We partnered with the client to design and then staff the hub.

[Case study link](#)

Business benefits

- **30-day ramp-up** of the hub, including hiring and training of designers
- **Achieved 35% faster** time to market
- **Scaled to release 25** new products in 24 months

Revenue scaling business services

Where we have made an impact

Success Story 3

A digital advertising agency wanted to improve online ad results for its customers by automating advertising updates to keep pace with dynamic website changes. Using AI-based solutions and by integrating advanced analytics, the agency created a solution that could be used across multiple NLP use cases.

Business benefits

- **50% productivity gains**
- **10% increase in click-through rates**
- **85% accuracy** of the deep learning algorithm across **375+ daily transactions**

[Case study link](#)

What we do for you



Pivot with confidence

Agile operations | Process orchestration and design | Co-innovation | Staff augmentation



Speed toward your full potential

Location intelligence services | Map data management services | ML-powered labeling and annotation services | Autonomous vehicles | Digital trust and safety | Digital content intelligence | KYC/risk management | Marketing and digital advertising management | Sales operations and support services

IoT

Smart products

Solutions to enable digital transformation across verticals

We help clients globally to accelerate their digital transformation journey, driving business outcomes through the selective use of innovative technologies and implementations. From the creation of products and solutions to the definition of the underlying Digital Thread platforms, we work with customers across the full product life cycle. We provide and implement solutions that improve manufacturing, logistics and cargo traceability, to offer a one-stop-shop engagement for all services from product concept, to design, implementation, testing, production, distribution and support. Additionally, we work with top industry leaders in the creation and deployment of best-in-class connectivity solutions to enable reliable, low-latency, high-security, Private 5G platforms to transform experiences in industrial and distribution settings, bridging the IT-OT-divide. We leverage Edge Compute to enable innovative use cases for the respective operations.

Our customers are leaders in their respective spaces around the globe, primarily across the MLEU, CMT, LS, and RCGTH verticals. Our projects normally start with an advisory phase, scaling up to broad and deep partnerships on implementations that typically last through quarters and years. This provides a level of proximity with the customer that allows for expansion to incremental business.

Driving business outcomes with smart products



Enhance operational efficiencies through robust design, integration, testing, deployment and support capabilities



Accelerate embedded solutions, leveraging designs and implementation expertise for new products and solutions.



Optimize tools, products and processes, bridging digital and physical worlds with interconnected platforms.



Capitalize on secure, low latency connectivity with edge computing for innovative industry-specific use cases.



Maximize security, scalability and efficiency by leveraging edge computing and device-based generative AI implementations

Where we have made an impact



Success Story

A large retail chain was losing nearly \$300 million annually to wasted or spoiled food due to its legacy refrigeration system. The alarms from the system controllers were taking five to six hours to reach the operations team, and a lack of an early-warning mechanism compounded the issue. Cognizant recommended a device that would interact directly with the controllers, retrieving a set of prioritized sensor information on a periodic basis. We then designed a platform using IoT technology to log, monitor and predict the alarms and failures at all the retailer's U.S. stores based on data retrieved from various controllers.

[Case study link](#)

Business benefits

- **\$18M saved** annually
- **89% reduction** in work-order lead time
- **87% order automation**

Smart products

What we do for you



Accelerate digital transformation, leveraging technology to optimize business outcomes



We make technology work for the business. Develop, engineer and test IoT solutions at scale

Digital thread | IoT technology strategy | Planning | Transformation | Roadmaps | Implementation

Innovation and new solution testing | Best in class and global labs for future solution development | 5G experience centers in India and North America | Joint customer and industry specific connectivity solution creation

Driving success with our partners

Qualcomm

 Microsoft

 Azure

 aws

 **DASSAULT SYSTEMES**

 Google Cloud

 syncron

 ptc

 **mendix**

 **SIEMENS**

Connected mobility

Connected autonomous shared and electric mobility solutions

Cognizant connected mobility solutions help create and modernize enablement environments for software-defined vehicles (SDVs) so automakers and tier-1 suppliers can scale up their connected, electric and autonomous vehicle development and validation. Trusted by companies worldwide, Cognizant connected mobility has a history of delivering intelligent, connected mobility platforms, solutions and services. Our solutions focus on enabling the design, development and validation of next-generation vehicles, including connected, electric and autonomous software-defined vehicles (SDVs). Our work encompasses domain-controller system definition, software architecture, development and validation at various levels in both virtual and real-world environments. Additionally, we provide after-sales solutions and mobility solutions to enhance the overall customer experience.

In addition, we offer a range of vehicle solutions, including over-the-air updates, fleet management and vehicle connectivity (V2X) solutions for the automotive and transportation industry. Leveraging our wide range of automotive technology assets, accelerators and expertise in complex systems engineering, we connect these solutions seamlessly to provide an end-to-end approach that ensures optimized performance and superior customer experience.

Driving business outcomes with connected mobility



Improve cost efficiencies in vehicle development with tools, accelerators and right-shored teams



Foster brand loyalty with an exceptional customer experience via cockpit and mobile apps



Reduce the carbon footprint with accelerated electric vehicle development



Ease regulatory compliance with thorough safety and cybersecurity analysis and development



Enhance business value by increasing the speed to market and SDV innovation

Where we have made an impact



Success Story

A leading global equipment rental company trailed its competition in adoption of digital strategies for operations and customer-facing services. They were experiencing performance impediments and revenue leaks due to inefficient data capture in the field and lacked both a clear approach to digital innovation and the ability to derive insights from telemetry data. Cognizant used an IoT and logistics model, telematics and sensor data to increase efficiency and create a mobile tool for alerts and GPS asset tracking, transforming the company's business processes and improving customer experience.

[Case study link](#)

Business benefits

- **\$10 million** in revenue saved
- **33,000 assets** integrated
- **Thousands of hours saved** annually

Connected mobility

What we do for you



Improve cost efficiencies and
create revenue opportunities

Planning for product strategy, software, validation and other
development activities | Transformation for compliance with
regulatory and other standards such as ISO 26262 and AUTOSAR



Engineer, deliver and validate
software

Architecture | Design | Engineering | Implementation |
Testing | Validation

Driving success with our partners



Intelligent operations

Transform production systems and utility operations

Intelligent operations helps organizations improve their manufacturing and distribution operations. Our services and solutions span a wide spectrum of industries—from discrete and process manufacturing and utilities to energy companies. We leverage Industry 4.0 technologies to provide real-time visibility, intelligence and self-optimization into operations, enabling clients to improve overall efficiency, improve sustainability and create business value. Cognizant brings an industry-leading approach to clients by combining more than 20 years of experience in the manufacturing domain and in systems integration, product engineering, industrial automation, IoT and analytics and AI. We blend principles of Industry 4.0 with advanced digital technologies to enable processes, systems and people through our service offerings, from consulting to design implementation, optimization and support for the entire manufacturing and supply-chain domains.

Our 8,000+ domain consultants, industry experts and technology architects work closely with our clients to develop fit-for-purpose solutions, help implement them and ensure that business value is derived after implementation. Cognizant invests consistently in building solutions and expanding capabilities through M&A that aid in end-to-end service delivery for clients transforming their operations.

Driving business outcomes for intelligent operations

Improve shop-floor and warehouse productivity and efficiencies	Derive and gain actionable insights for significant operational efficiency improvements	Drive sustainability efforts by operations optimization, monitoring and predictive maintenance	Ensure regulatory and GxP compliance across industries	Accelerate value realization from Industry 4.0 technologies by transforming operations

Where we have made an impact



Success Story

After an acquisition, a global pharmaceuticals company faced the challenge of streamlining varied manufacturing processes and systems. Disparate and legacy applications had to be replaced with a unified, flexible manufacturing system so the company could accommodate its specific production process and lower operations costs. The company partnered with Cognizant to lead a smart factory transformation program. With the Cognizant OnePlant framework, it was able to unify its processes and systems and to chart a road map to improve operational efficiencies.

[Case study link](#)

Business benefits

- Over **4,000 working hours saved**
- **20% increased throughput**
- **30 sites** with integrated MES and ERP

Intelligent operations

What we do for you



Transform manufacturing and warehouse operations through Industry 4.0 solutions

Manufacturing 4.0 | Pharma 4.0 | Energy 4.0 | Water 4.0 | Utilities 4.0 | Maturity assessment, roadmap and product-fit | Manufacturing operations systems implementation | Data integration | Monitoring and edge control | User experience | IT and OT support services



Digitalize end-to-end manufacturing operations processes

Operational technology | SCADA and HMI | Data historian | Edge | LIMS | MES | QMS | EAM | Manufacturing intelligence and integration | Serialization | IT/OT convergence | IIoT | Engineering analytics | Environmental health and safety | OT cybersecurity | Digital twinning | Asset management | Track and trace | GIS | Industry 4.0 advisory | ADAM | Outage management

Driving success with our partners



```

    EXPORTSYMBOL(groupsalloc);
    void groups_free(struct group_info *group_info)
    {
        if (groupinfo->blocks[0] != group_info->small_block) {
            int i;
            for (i = 0; i < group_info->nblocks; i++)
                freepage((unsigned long)groupinfo->blocks[i]);
            freepage((unsigned long)groupinfo->blocks[i]);
        }
        kfree(groupinfo);
    }
    EXPORTSYMBOL(groupsfree);
}

/* export the groupinfo to a user-space array */
const struct group_info *groups_to_user(gid_t _user *groupList,
                                         const struct group_info *group_info)
static inline groups_to_user(gid_t _user *groupList,
{
    const struct group_info *group_info)

    int i;
    {
        unsigned int count = groupinfo->nblocks;
        int i;
        unsigned int count = groupinfo->nblocks;
        for (i = 0; i < group_info->nblocks; i++) {
            unsigned int cpcount = min(NGROUPSPERBLOCK, count);
            for (i = 0; i < group_info->nblocks; i++) {
                unsigned int len = cpcount * sizeof(*groupList);
                unsigned int cpcount = min(NGROUPSPERBLOCK, count);
                unsigned int len = cpcount * sizeof(*groupList);
                if (copyto_user(groupList, group_info->blocks[i], len))
                    return -EFAULT;
                if (copyto_user(groupList, group_info->blocks[i], len))
}

```

Software

Application development

“First time right” rapid application development

Application development is all about designing and building brownfield and greenfield custom applications (including bespoke software development), APIs and cross-platform experiences. In contrast to our product engineering capability, application development maximizes development for environments with known and stable requirements. We employ a product-centric approach with Cognizant LEAP™ to improve time to market, business relevance and customer experiences.

Application development empowers leading enterprises to stay ahead of the curve by building business-centric, tailored application portfolios with cutting-edge technologies that are both nimble and future-proof. Orchestrated through our smart engineering platform using institutionalized modern engineering principles, product minds and low code solutions, we engineer modern businesses through:

- Platform-driven smart development to create business-centric applications through rapid development, orchestrated with Cognizant LEAP™
- Cloud-native development to sustain digital momentum through a cloud-first, configuration-driven approach to developing applications with a flexible architecture
- Citizen development to achieve digital immunity enabled by digitization of tribal knowledge and pod-based delivery

Driving business outcomes with smart application development



Enhance end user experience and gain 2-3X accelerated time to market with app development



Up to 40% cost reduction with debt-free apps and up to 35% less defects with modern engineering principles and QE&A



Improve business efficiency, streamline experiences, reduce waste and digitize core business use cases



Improve regulatory compliance and reduce up to 10% in risks and release variance



Create value by maximizing the use of AI across build lifecycles

Where we have made an impact



Success Story 1

A large property and casualty insurance provider in the Middle East saw limited growth in its motor insurance business, with an average of just 10+ policies sold per day at an average premium value of \$1,500. The implementation of real-time service integration and subsequent performance optimization helped the client improve its customer reach and increase revenue in the region.

[Case study link](#)

Business benefits

- **\$1,500 to ~\$100,000 boosted average premium size per day**
- **Increased average number of policies** issued per day from **10+ to 600+ policies**
- **Less than 1.5-second** request to response throughput enabled

Application development

Where we have made an impact

Success Story 2

We helped a major communications service provider enable modern customer experiences by positioning its mobile app as the primary channel for customer engagement. The app provides everything from self-service and payment capabilities to promotions.

[Case study link](#)

Business benefits

- **150% growth in use of the app** for recharges and payments
- **4.5 rating for the mobile app** in the Google Play Store
- **Less than 2-second average customer log-in time**, reduced from 8 seconds

What we do for you



Build business-centric applications
for risk-free innovation

Shared services setup and operation | Service management |
Demand, supply and capacity management



Develop AI/ML-driven rapid
applications

AI-led application development | Software engineering | Data
engineering | Quality engineering

Driving success with our partners



Application management

Self-funded modernization through platform-driven application management

Our application management (AM) offering encompasses management and support services for cloud and on-premises applications with operational and specialist services at several levels and major/minor enhancements. We help clients achieve hyperindustrialization of AM, reducing operational expenditure by up to 50%. Driven by a debt management framework and intelligent automation, we help clients incrementally fund modernization initiatives. AM uses an AI/ML-based, platform-driven industrialized approach backed by our suite of frameworks—including [Cognizant AppLens™](#), [Cognizant Neuro® IT Operations](#), and [Cognizant Business Outcomes and Experience Dashboard](#)—and is underpinned by our proprietary zero-maintenance strategy.

We help clients manage discretionary and non-discretionary spending by reducing the system's debts, delivering improved business outcomes and successfully reducing application maintenance spend by up to 50%. This is done by balancing the portfolio maturity with operational agility and stability, thus making the application portfolio "fit for use" and "fit for purpose". Platform-led application management with Cognizant AppLens™ and Cognizant Neuro® IT Operations ensures sustenance of high application performance at the lowest cost. We use debt and automation management as a service to minimize application debt, maximize automation and substantially reduce cost across the portfolio. Site reliability engineering (SRE) transformation and other modern engineering principles helps enterprises enhance agility, speed and reliability.

Driving business outcomes with platform-led application management



Reduce TCO up to 50% with intelligent automation and debt elimination



Enhance end user experience and business relevance through our transformation levers



Reduce environmental footprint through streamlined application and consolidated infrastructure



Improve regulatory compliance and reduce risks



Maximize business value through simplified IT landscape and leveraging synergies

Where we have made an impact



Success Story 1

A major US health insurer wanted to implement an enterprise-wide automation strategy to digitally transform its numerous business functions, including how the insurer processed approximately 100,000 health insurance claims per day. We developed and implemented cloud-based intelligent process automation, effectively augmenting the client's workforce with more than 2,000 bots. This helped enhance member experiences and meet regulatory compliance processes as well as lower costs.

[Case study link](#)

Business benefits

- **\$40M saved per year** by processing 43M+ claims per year
- **8X ROI** through cloud-based automation
- **600% faster claims processing**

Application management

Where we have made an impact

Success Story 2

A leading European communications service provider wanted to address challenges related to total cost of ownership (TCO) and time to market and improve net promoter score (NPS). A “one-team, one-product owner, one-backlog” approach across application development and maintenance provided a strong foundation to ensure continuous improvement.

[Case study link](#)

Business benefits

- **65% zero-defect** deliveries to UAT and production
- **97% reduction** in build and deploy efforts
- **80% improvement** in test automation
- **99.9% improvement** in system uptime

What we do for you



Platform-led application management for self-funded modernization



Industrialization at scale to design and delivery for zero maintenance

Debt management framework | Intelligent automation | Zero maintenance strategy | Cognizant business experience | Dashboard solution

IT service management | IT operations | Application maintenance | Performance measurement

Driving success with our partners



AppDynamics



Application modernization

Accelerate digital with predictable outcomes

Application modernization enables organizations to update legacy applications to modern, scalable and cloud-native technology stacks through a managed model focused on ecosystem value, cost efficiency and speed. We use a two-pronged (business- and application-led) approach. The offering is driven by our suite of platforms including [Cognizant Modernization Acceleration Platform](#) (CMAP), Cognizant Cloud Acceleration Platform (CCAP) and [Cognizant Skygrade™](#) to modernize application landscapes with up to 3X improvement in the time to value. Our application modernization capability transforms application landscapes into agile, cloud-enabled, outcome-focused ecosystems, giving clients the ability to launch new businesses and modernize core parts with minimal disruption and maximum velocity. Our unique dual-focus approach toward modernization (with application- and business-led perspectives) ensures a digital-ready application portfolio that delivers superior business outcomes for clients through:

- Application-led cloud migration, a platform-driven approach to cloud migration that makes applications digital-ready while ensuring business agility and elastic scalability
- Legacy modernization to help clients migrate to a cost-effective modern platform, using a fully automated, tools-based approach
- Technology stack modernization to upgrade technology cost-effectively and migrate applications with automated assessments and remediation
- Business-led modernization to unlock the future value for the business and improve speed to market using our digital footprint diagnostics

Driving business outcomes with application modernization

Reduce application spend by 10-30% with end-to-end cloud migration	Modernize enterprise technology stack, enhance CX and improve time to value up to 2-3X	Reduce ecological footprint with streamlined cloud adoption and consolidation of app estate	Enhance regulatory compliance and reduction risks by 60% compared to conventional approaches	Boost business innovation and align client enterprise modernization with business goals

Where we have made an impact



Success Story 1

Venerable wanted to modernize a core legacy application to meet its growth objectives and customers' rising expectations while accelerating time to market. We worked with AWS and Venerable to create a modern cloud-based environment from a complex array of legacy applications. The project achieved Venerable's goal to align with its cloud-first strategy.

[Case study link](#)

Business benefits

- **Avoidance** of more than **\$1 million a month in operating payments**
- **Dual-code maintenance capability** (i.e., COBOL and Java) as enabled by Heirloom
- A functionally equivalent and stable cloud application that was **delivered on schedule and under budget**

Application modernization

Where we have made an impact

Success Story 2

Inmarsat discovered inefficiencies in its internal and external processes after years of growth through numerous acquisitions. The significant gaps in systems and business processes limited Inmarsat's commercial competitiveness. We implemented a four-phase OneIT solution that included discovery, design, build and business migration, and we simplified disparate billing capabilities into a single, standard and scalable platform.

Business benefits

- **\$4M in annual savings**, reduced legacy rate plans by **70%**
- **Improved efficiency** for revenue posting each month **by 85%**
- **Increased business performance by 50%**

[Case study link](#)

What we do for you



Increase business agility with dual-pronged app modernization strategy

Legacy discovery | Solution architecture | Migration planning | Cost optimization | Reimagined service design | Business analysis | Product management



Build a resilient, future-ready business

Target platform implementation | Code migration, replatforming and refactoring | Parallel run and transition management | Solution architecture | Engineering leadership | Software engineering | Data engineering | Site reliability engineering | UX/UI development

Driving success with our partners



Content and marketing services

Fuel exceptional experiences

Our content and marketing services enable clients to create and produce targeted and relevant content orchestrated via data, insights, processes and MarTech. It fuels seamless omnichannel customer experiences, which drive conversion/sales and builds loyalty. We listen to our clients, employees and customers to gain insights to create the ‘wow’ moments in their customers’ journeys.

Every brand interaction with a customer or employee is an opportunity to develop a relationship. Those opportunities are won or lost depending on a company’s ability to connect with its audiences through relevant, timely and compelling content. Making connections that last requires personalized content and determining the channels where customers want to receive those messages. To scale this, enterprises must successfully orchestrate people, creativity, data, insights and technology while optimizing content creation and delivery through a global operating model. We take a human-centric approach to help companies define the strategies necessary to meet evolving customer and employee expectations. We build and run the content and digital experience platforms our creative studios use to produce and distribute campaigns and content at scale. They’re powered by proprietary AI automation tools that eliminate inefficiencies and improve time to market.

Driving business outcomes with content and marketing services



Speed time to market, cut costs and reduce inefficiencies with AI-powered automation tools



Enhance customer engagement and experience with personalized content through preferred channels



Improve brand reputation and support ESG goals with relevant, timely and compelling content



Meet evolving customer and employee expectations while complying with relevant regulations



Increase brand value by connecting audiences through relevant, timely and compelling content

Where we have made an impact



Success Story 1

We helped a luxury car company build a personalized marketing platform to provide tailored offerings through the right channels at the right time. The cloud-based solution consolidates data and uses machine learning and artificial intelligence to identify the next best offer automatically, which is then extended through the best channel based on customer preferences.

[Case study link](#)

Business benefits

- **50% more sales** prospects generated in the first year
- **40% expected increase** in repurchase conversion rate over three years
- **Doubled email open rate to 45%** and email click-through rate to 20%

Content and marketing services

Where we have made an impact



Success Story 2

Our partnership with the Aston Martin F1™ team presents a winning combination of racing knowledge and technology expertise. AMF1 aims to engage more fans, implement the new FIA cost cap measures and fulfill its vision of a championship podium.

[Case study link](#)

Business benefits

- **Developed detailed reporting** compliant with F1 cost cap regulations
- **Reduced time** to prepare FIA report
- **Increased operational capability** and efficiency
- **Increased fan insight**, enabling highly tailored content and experiences



Success Story 3

A pharma company faced rising content production costs and brand inconsistency. Our digital content factory model centralized control. We also migrated marketing websites to AEM, leading to 50% cost savings and 30% faster time to market.

[Case study link](#)

Business benefits

- **50% cost savings** with faster turnaround time and production
- **30% faster time to market** for websites and delivery channels
- **Increased messaging consistency** and quality of assets

What we do for you



Change minds, behaviors and lives
for business leaders

Brand and customer strategy | Content strategy | Personalization strategy | Marketing strategy | Modular content design | Creative content origination | Copywriting and editorial | Content production | Audio/video production | Visual media production | Campaign management | Marketing operations | SEO/SEM



Change minds, behaviors and lives for technology leaders

Content management | Content authoring and publishing | Marketing automation | Lead management and lead scoring | MarTech assessments and optimization | MarTech architecture blueprint | Channel and content optimization | Accessibility

Content and marketing services

Driving success with our partners



Customer and employee experience

Helping businesses across industries win with exceptional experiences

Cognizant helps clients create experiences that change minds, behaviors and lives. We connect data to design, systems to stories and people to personal experiences by putting human-centered design at the core. We unearth moments that matter most in customer and employee journeys and transform high-value interactions into personalized experiences that drive business results.

Experience is everything if you want to turn customers and employees into loyal brand champions. To deliver experiences that differentiate, businesses need to keep up with continuously evolving expectations. How? By staying on top of customer data and market context to understand what drives human behavior. This understanding allows businesses to engage in meaningful interactions with customers and employees alike. Empowered employees will support exceptional customer experiences.

Our approach to customer and employee experience helps you understand the context of people's lives. We uncover actionable insights and deliver highly personalized experiences across the touchpoints that matter most.

Driving business outcomes with customer and employee experience



Deliver personalized experiences to drive increased loyalty and higher retention rates



Create personalized experiences across critical touchpoints and boost customer loyalty



Align experiences with customers' values and strengthen brand reputation



Ensure data privacy protection and regulatory compliance



Leverage a deep understanding of people's lives to create new value for customers and employees

Where we have made an impact



Success Story 1

We helped a large organization redesign its intranet to create a modern and simplified platform for over 30,000 staff members and consultants to access corporate information and collaborate with each other.

The new platform provides a more personalized and engaging experience for users, with plans to incorporate podcasts, videos and AI to further enhance experiences.

[Case study link](#)

Business benefits

- **1,100+ total sites migrated** to the cloud, with the modernization initiative
- **\$1.2M in annual savings** due to reduced cloud remediation costs
- **20% increase in customer satisfaction scores**, from 70% to 90%

Customer and employee experience

Where we have made an impact



Success Story 2

Siemens Healthineers wanted to create a consistent end-to-end customer experience, using AI and virtual agent capabilities to push self-service. We deployed Genesys Cloud CX services and onboarded over 2,200 agents. The end-to-end transformation provided a global unified omnichannel desktop and enabled shorter onboarding timelines, intelligent call routing and a more resilient IT infrastructure. The new system also reduces future operational costs and offers new levels of digitization.

[Case study link](#)



Success Story 3

The English Football Association (the FA) partnered with Cognizant to modernize its digital engagement by embedding digital innovation into its core infrastructure. Our multidisciplinary team used a human-centered approach to deliver targeted content to the FA's audiences and participants through detailed data segmentation analyses, enabling interactive engagement with participants.

[Case study link](#)

Business benefits

- **2,200+ agents** onboarded
- **30% reduction** in licensure costs
- **99.9% availability of services** achieved, with 100% SLA adherence

Business benefits

- **94% customer satisfaction** rating within 12 months
- **25% increase in youth registration** for England Supporters Club and ticket sales
- **60,000+ new enrollees** for Wildcats, an initiative to encourage young girls to join football clubs

What we do for you



Change minds, behaviors and lives
for business leaders

Experience strategy/insights | Personas and journey mapping |
Experience blueprinting | Voice of the customer | Future scanning/
foresight | Experience design | Prototyping | Accessibility | Service design



Change minds, behaviors and
lives for technology leaders

Roadmapping | Front-end/UI development | Rapid prototyping | MarTech
optimization | Experience led engineering

Customer and employee experience

Driving success with our partners



ACQUIA



dereed



sumtotalTM



opentextTM

SAP SuccessFactors

Omnichannel commerce

The future of commerce, powered by intuition

Designing and building a modern digital architecture to meet ever-changing customer expectations is a critical investment that requires an experienced partner. We help companies orchestrate and optimize their omnichannel commerce needs by engineering intuitive experiences that inspire customer loyalty and deliver value to the bottom line. Global companies from across all industries seek out Cognizant to design, implement and optimize intuitive experiences built on modern omnichannel architectures and platforms. We focus on increasing the lifetime value of customers using insight, AI-driven personalization and innovation.

E-commerce now emphasizes more personalized shopping experiences, with customized products and flexible delivery methods and an increasing blend of physical and digital channels. We offer a suite of services to enable customers with a seamless, frictionless, highly available and immersive end-to-end digital trading experience driven by “rich-right-relevant” content and personalized intelligence. Cognizant designs, builds and runs intuitive commerce solutions driven by relevant content and AI-enabled hyperpersonalization across the commerce ecosystem to help clients retain their current customers, acquire new customers and develop lifetime relationships beyond the transaction.

Driving business outcomes with omnichannel commerce



Streamline processes and reduce operational costs with end-to-end supply chain visibility



Boost customer loyalty with personalized experiences fueled by data-driven insights



Personalize shopping experiences that optimize resource utilization and minimize waste



Adhere to industry standards and best practices and safeguard customer data



Optimize CX, streamline operations, drive long-term growth and increase revenue and efficiency

Where we have made an impact



Success Story

We helped a leading US luxury retailer create a personalized shopping experience using digital channels by developing a hyperpersonalized web experience that enables clients to customize the online experience of each product quickly and easily.

[Case study link](#)

Business benefits

- **25% increase** in product sales
- **\$130 higher average order value** for personalized products
- **3X higher conversion** for personalized shopping experiences

Omnichannel commerce

What we do for you



Streamline the buyer journey across channels

Unified commerce strategy and roadmap | Personalization and customer insights | User personas and journey mapping | Omnichannel strategy | Direct-to-consumer strategy | Brand launch strategy | Commerce website UX and design/redesign



Orchestrate the commerce ecosystem

Modernize digital experience platforms | E-commerce platform assessment and consulting | Commerce platform upgrades | Cross channel integration | Commerce insights (merchandising and marketing) | Managed commerce operations

Driving success with our partners



Delivery modernization

Increase ROI through productivity and focus

A product-centric, agile approach to effective digital delivery connects teams to users and business objectives so they can intelligently develop and refine solutions without being locked into assumptions of process and scope. Automation enables continuous delivery and performance transparency while removing effort spent on documentation, testing, environments, etc. In large scale environments, we optimize resource location, shared service and team structures to allow the best balance across business impact, contextual awareness and cost efficiency.

Delivery modernization transforms our client's approach to implementation, building human-centricity, product alignment and outcome culture into the core of the organization. Using a consulting-led approach, we work together with the client to define the target delivery model. The model is tested and refined through lighthouse projects and then scaled with coaching, communities and shared services. Areas of focus include culture change, agile governance and prioritization, product-based organization structures, budgeting and financial management, skills and capability, performance measurement, shared expert capabilities, release process, architecture evolution and delivery automation.

Driving business outcomes with delivery modernization



Drive efficiencies with strategically located, product-centric teams



Prioritize customer satisfaction and deliver modern software experiences



Deliver adaptable, user-oriented software that reduces waste and promotes sustainability



Adapt to regulatory changes and create a more flexible digital business



Prioritize business value and ensure accountability with product-centric teams

Where we have made an impact



Success Story

Severn Trent Water is one of the UK's largest water services, with 4.3 million water connections serving 8 million customers. Legacy tools, waterfall development, manual processes and siloed teams inhibited STW's innovation. We partnered with the company to introduce the culture, processes and technology it needed to thrive in a competitive environment.

[Case study link](#)

Business benefits

- **300% acceleration** in application releases
- **Up to 75% sooner start for new projects**
- **40% improvement** in first time right ratio
- **20% more time** freed up for innovation
- **Projected 1M** active customers by 2025

Delivery modernization

What we do for you



Transform the effectiveness and productivity of technology delivery

Delivery operating model | Scaled agile delivery model | Demand, supply, capacity and service management | Location, sourcing and ways of working | Shared services, enablement and coaching | Talent proposition | Project to product



Create a productive and efficient work environment for teams

Delivery automation | Knowledge management | Performance measurement

Driving success with our partners



Continuous Assurance



AppDynamics



Platform engineering

Build economies of scale through shared foundations

Digital delivery at scale requires coherent and consistent use of underlying technology assets. Our platform engineering capability creates, evolves and operates core cloud-native systems and commercial off-the-shelf (COTS) software to provide organizations with a digital core. Platforms address problems once and create economies of scale for multiple products and lines of business. Our platform engineering capability is flexible, with APIs and configuration to enable feature teams to accelerate time to value. It also addresses the implementation of foundational capabilities for successful and productive software engineering, including:

- Environment as a service—bringing together hyperscaler and best-of-breed providers to enable the provision of technology environments on demand, with elastic scale and intelligent features
- Core platform services—we implement the frameworks and enable services for productive application development across user experience, integration, process automation, AI and analytics, and data management
- Commercial and SaaS platforms—implementation of commercial solutions within a modern engineering framework to support customer experience, employee experience and digital core realization

Driving business outcomes with platform engineering



Combine cost benefits of COTS with smart strategies fit for client-specific contexts



Rapidly deploy solutions for specific employee and customer use cases, often within days



Offer sustainable and socially responsible options for digital business use cases



Develop a platform strategy that accelerates time to compliance and enables flexible adaptation



Enable feature teams to accelerate time to value flexibly with APIs and configuration

Where we have made an impact



Success Story

We partnered with a major US power utility to enhance its pricing systems and improve CX by consolidating applications and building a new content management system on the Sitecore platform. This improved pricing functionality, leading to increased accuracy and flexibility to launch new products.

[Case study link](#)

Business benefits

- **50% reduction** in number of applications across the retail utility value chain
- **~\$1.5 million saved** on overall project costs due to the Amplify program
- **\$1.4 million per year expected reduction** in customer churn due to the new CMS
- **Up to \$23 million potential** annual operational savings

Platform engineering

What we do for you



Create the digital core for modern business

Product management | Enterprise architecture | Business analysis | Service design | Change management | Release management | Delivery management | Coaching and enablement



Build platforms for scale, resilience, efficiency and agility

API development | Cloud platform design and development | COTS product implementation | DevOps implementation | Engineering leadership | Software engineering | Data engineering | Site reliability engineering

Driving success with our partners

Acquia

 Microsoft

 Google

 SITECORE®

opentext™

 amazon

 Hyland

Product engineering

Realize business results with custom software products

Our product engineering capability helps clients innovate, build and optimize digital products through a highly orchestrated continuous approach backed by talent, technology and methodologies with design and engineering perspectives integrated at every stage. This is modern software engineering, done right, to prioritize speed to outcomes above all else.

We build innovative digital products that create brand love, market power and higher cash flows—delivering a superior return on investment and human capital. Our product engineering approach spans the full lifecycle of digital product development from concept to scale. We codesign market-changing, human-centric software products. Through various workshops, we align stakeholders and visualize solutions that meet the human needs of users. We bring technologists to the table from day one to codesign practical solutions that are ready to build.

Clients partner with us to rapidly build future-proof software that drives business value. Self-managed, highly skilled and cross-functional product teams (pods) are formed to deliver custom, user-centric software. We unlock continuous product improvement, agility and team connectivity at scale through ongoing delivery and product maturity assessments, consulting, training and more. The goal is not just to build products, but to build organizations fit to become product-led.

Driving business outcomes with product engineering



Deploy high quality software at speed by providing a lean, fully managed solution



Deliver exceptional UX with user-centric, evergreen software that adapts to changing needs



Improve employee efficiency and customer engagement while reducing waste



Ensure data security and privacy with fast, cost-efficient and high-quality software



Deliver faster business value with product-led engineering principles that prioritize agile methodology

Where we have made an impact



Success Story

We partnered with An Post Money to digitally transform its business to compete with fintech challengers in the Irish financial services market. This involved building a new digital ecosystem, creating differentiated products and experiences and developing a new banking platform for current and youth accounts. The platform helps the client develop new innovative products and services, while the digital ecosystem enables it to engage and retain customers.

[Case study link](#)

Business benefits

- **25% increase in year-over-year customer acquisition**
- **50% growth in digital onboarding** of new customers
- **Projected 1M active customers** by 2025

Product engineering

What we do for you



Accelerate time to value for custom software engineering

Product management | Business analysis | Service design | Change management | Release management | Delivery management | Coaching and enablement



Deliver product-centric, agile software engineering at scale

Solution architecture | Engineering leadership | Software engineering | Data engineering | Site reliability engineering | UX/UI development

Driving success with our partners



Sustainability services

ESG reporting and data management

Scalable digital services for effective ESG reporting and data management

Data combined with operational and supply-chain information can provide a powerful lens to assess ESG business impact and opportunities. Cognizant helps companies build a scalable approach for ESG data using our five distinct services: data strategy and management, reporting tools, data automation and analytics, scenario planning and data-sharing platforms. Cognizant ESG reporting and data management services deliver a set of people, products, accelerators, frameworks, methods and alliances that help build a compliant, accessible and valuable data foundation to activate decisioning for businesses. Improving ESG reporting automation and deploying data management strategies increase operations and supply-chain resiliency.

Our solutions benefit customers by creating an effective and efficient reporting process; providing accurate, detailed and timely reports; and embedding sustainability management business processes that are forward-looking and proactive. We work with our partners to build scenario what-if capabilities into our solutions and integrate ESG data into financial and manufacturing data management. We automate operational processes and build a responsive data architecture, leveraging multicloud operating environments with Microsoft, SAP, AWS, Azure and Google Cloud Platform.

Driving business outcomes with ESG reporting and data management

				
Improve business impacts through aligning ESG, operational and supply-chain data management	Ensure auditable and reportable data, improving ESG reporting cycles	Understand sustainability impacts by connecting and measuring ESG data	Comply with regulatory requirements with region-specific, accurate reports	Enhance decisioning and value creation by leveraging accessible data with AI and advanced analytics

What we do for you

 Connect data to drive business value	Data strategy aligning to business drivers Business and data mapping Architectural and technology roadmap Operating model Change management Implementation roadmap Net zero
 Deliver a robust and scalable data ecosystem	Cloud data modernization Master data management Customer data platform Data privacy Data governance and quality Data monetization Data marketplace Smart operations DataOps Data ingestion Data transformation Consumption and emission data intelligence Sustainability drilldown analysis Metadata Emissions data Consumption data Scenario planning and forecasting

ESG reporting and data management

Driving success with our partners



Net zero pathways

Zeroing out human-caused emissions

Achieving net zero goals requires companies to move faster in the adoption of sustainable business practices. Cognizant helps businesses take the necessary steps using the comprehensive digital stack that includes machine learning, data mining, digital twins, IoT and robotic automation. We ensure environmental information is complete, accurate, verifiable and actionable across areas including carbon accounting; water stewardship; net zero scenarios and risk; energy management and auditing; and biodiversity impact assessment. The net zero pathways offering delivers a set of people, products, accelerators, frameworks, methods and alliances that help build a compliant, accessible and valuable data foundation to activate decisioning for businesses. Implementing net zero has significant cost, security and enterprise benefits, including enhanced operational excellence, employee engagement, brand impact and cost reductions.

Net zero offerings are delivered across three main pillars of activities:

- Reducing emissions from operations
- Collaborating with the value chain
- Integrating sustainability into business decisions

We automate operational processes and build a responsive data architecture, leveraging multicloud operating environments with Microsoft, AWS, Azure and Google Cloud Platform.

Driving business outcomes with net zero pathways



Reduce energy and material costs to improve profitability



Improve customer experience by connecting data silos with appropriate quality and maturity



Understand sustainability impact by connecting and measuring ESG data



Reduce factories' environmental footprints for compliance and net zero goals



Improve decisioning and value creation by leveraging accessible data with AI and BI

What we do for you



Connect data to drive business value

Data strategy alignment to business drivers | Business and data mapping | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Deliver a robust and scalable data ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Net zero pathways

Driving success with our partners



Sustainable IT

A targeted approach for net zero goals

While digital technologies are helping us to better tackle climate change, they carry their own environmental footprint. As demand for digital technology grows, IT organizations play a critical role in continuing to develop IT systems to meet business needs sustainably and decarbonize their own footprint. Our sustainable IT offering helps IT departments meet net zero goals with a targeted approach covering the people, process and technology framework. We support our customers in building a sustainable IT operating model by ensuring a 360-degree assessment of the IT ecosystem and applying our sustainable IT framework that includes:

- Technology: We optimize the energy efficiency of IT services by leveraging the potential of cloud, optimizing operations and modernizing the software architecture stack
- Processes: We improve operations by bringing sustainability to core workflows like IT asset management and data management
- People: We empower the IT function to think and work sustainably by increasing awareness and knowledge and creating leadership accountability

The initiatives are supported by continuous measuring and monitoring to establish a CO2 emission baseline and track-and-trace decarbonization efforts. We offer our customers an end-to-end portfolio of key in-house capabilities on IT enterprise assessment, strategy consulting, sustainability and climate science, data architecture and analytics, and cloud migration to ensure effective roadmap advisory and implementation.

Driving business outcomes with sustainable IT



Mitigate IT's environmental impact by reducing CO2 emissions and managing e-waste properly



Achieve savings in energy and resource consumption



Anticipate and adapt to changes in the business ecosystem, driving business value



Ensure a scalable IT model which is modern and energy efficient



Showcase the added sustainability value of your enterprise transformation

What we do for you



Ensure a digital and sustainable business model

Greening of and greening by IT strategies | IT carbon footprint | Decarbonization roadmap | Communication strategy | Green processes and policies



Deliver a modern and sustainable IT ecosystem

Application modernization and rationalization | Cloud migration | Optimizing cloud computing | Power and cooling efficiency | Sustainable software engineering | Green website design | Data rationalization

Sustainable IT

Driving success with our partners



Sustainable manufacturing and operations

Digital and sustainable manufacturing transformation

New and sustainable manufacturing practices can cut costs and waste, improve operational efficiency and be more competitive. To get there, companies must let go of legacy tools and systems that offer limited scope for sustainable manufacturing practices. Our sustainability offerings make a difference to clients' businesses with sustainable operations insight; manufacturing and operations scenario planning; and digital twinning.

The Cognizant sustainable manufacturing and operations offering delivers a set of people, products, accelerators, frameworks, methods and alliances that help build a compliant, accessible and valuable data foundation to activate decisioning for businesses. Our solutions enable organizations to get a holistic view with embedded sustainability, operational, financial and compliance metrics.

Because data is embraced across the business, it is agile and scalable and provides actionable insights to various stakeholders. Customers can see their operations through a sustainability lens using our dedicated intelligent dashboard while improving their performance management system. We automate operational processes and build a responsive data architecture, leveraging multicloud operating environments with Microsoft, AWS, Azure and Google Cloud Platform.

Driving business outcomes with sustainable manufacturing and operations



Reduce energy and material costs to improve profitability



Improve customer experience by connecting data silos with appropriate quality and maturity



Lower the carbon footprint of insourcing raw material and components



Reduce factories' environmental footprints for compliance and net zero goals



Improve decisioning and value creation by leveraging accessible data with AI and BI

What we do for you



Connect data to drive business value

Aligning data strategy to business drivers | Business and data mapping | Architectural and technology roadmap | Operating model | Change management | Implementation roadmap



Delivering a robust and scalable data ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Sustainable manufacturing and operations

Driving success with our partners



Sustainable products and circular economy

Products for maximum value and environmental performance

Growing competition, climate change and supply-chain volatility call for new products and business models that drive better outcomes and reduce environmental impact. Cognizant couples IoT, lifecycle assessment (LCA) and product engineering capabilities to help clients with product environmental frameworks at scale, product-as-a-service, digital product passport and performance-as-a-service.

Cognizant helps clients design sustainable products and move to a circular economy through lifecycle assessment at scale, incorporating environmental decision-making and circular economy principles into the workflows and tech stacks of engineers, purchasers, operations managers and maintenance and service teams.

This includes:

- Moving to better and more granular data on the environmental impacts of products along the lifecycle
- Adding service to extend product lifetimes
- Providing a better customer experience
- Adding to top-line and bottom-line growth.

Driving business outcomes with sustainable products and circular economy



Achieve lower environmental footprints with more sustainable products and services



Retain the value of products, components and materials across the entire lifecycle



Measure and improve the environmental performance of products and services



Ensure proactive readiness for upcoming regulation on greenwashing and environmental claims



Compete in markets with high demand for more sustainable solutions

What we do for you



Better compete in markets undergoing sustainability transition

Sustainability data strategy | Lifecycle assessment | Business and data mapping | Architectural and technology roadmap | Operating model for service-based business models | Change management | Implementation roadmap | Circularity assessment | Circular value proposition

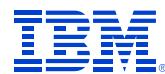


Deliver a scalable, data-driven, sustainable product ecosystem

Cloud data modernization | Master data management | Customer data platform | Data privacy | Data governance and quality | Data monetization | Data marketplace | Smart operations | DataOps

Sustainable products and circular economy

Driving success with our partners



For feedback and suggestions, please contact: **Bhavya Krishna, Suchita Vishnoi, Shareen Harvey**



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://www.linkedin.com/company/cognizant).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB
England
Tel: +44 (0) 020 7297 7600

India Operations Headquarters

5/535, Okkiam Thoraipakkam,
Old Mahabalipuram Road,
Chennai 600 096
Tel: 1-800-208-6999
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Fusionopolis Link, Level 5
NEXUS@One-North,
North Tower
Singapore 138542
Phone: +65 6812 4000