

**What is the value proposition of this tool? Make a one page business case for implementing this tool**

**Business Case: Workforce Intelligence Platform for Cognizant & Belcan**

**Executive Summary**  
This Workforce Intelligence Platform empowers Cognizant and Belcan to fully leverage the talent, experience, and delivery capabilities of staff across both organizations. By centralizing and structuring role, resume, billing, and project data, the tool transforms unstructured information into actionable insights that drive better staffing decisions, faster contract bids, and more compelling client proposals.

**Value Proposition**

1. **Accelerate Staffing for Contracts & Proposals**
   * Rapidly identify experts by role, skills, location, and experience on demand.
   * Instantly locate candidates with relevant experience and certifications for any new bid, reducing manual search time from days to minutes.
2. **Cross-Organization Talent Alignment**
   * Standardize role definitions with metadata tags without touching individual titles, enabling seamless staff identification regardless of vertical, division, or acquired company.
   * Unlock collaboration and mobility between Cognizant and Belcan teams.
3. **Rich, Searchable Staff Expertise Database**
   * Convert resumes, LinkedIn profiles (opt-in), and internal project records into a structured, searchable database.
   * Automate extraction and updating of critical expertise fields: skills, certifications, clients, industries, project scope, and technologies.
4. **Advanced Project & Billing Analytics**
   * Integrate Workday payroll data to tie billable hours to specific projects, technologies, and client industries.
   * Retrieve billable hours, project scale, and team composition for strategic resource allocation and proposal statistics.
5. **Compelling Proposal Generation & Business Development**
   * Instantly produce data-driven proposal content: “We delivered 250,000 hours across 12 law enforcement computer vision projects with 800 senior Python engineers in Austin.”
   * Demonstrate organizational scale, regional capabilities, and relevant experience to win new business.
6. **Cost Savings & Productivity**
   * Reduce manual tracking, spreadsheet management, and ad hoc communications.
   * Free up business development, HR, and management staff to focus on value-added work.

**Key Benefits**

* **Faster Bids** – Respond to RFPs and contract opportunities in hours, not days.
* **Stronger Proposals** – Quantify experience and technical capabilities with real data.
* **Better Utilization** – Connect people to relevant work and clients across both organizations.
* **Competitive Edge** – Impress clients with tailored data on capabilities, location, and experience.
* **Streamlined Compliance** – Simplify audits and reporting with verifiable data.

**Investment Rationale**

Implementing this platform will position Cognizant and Belcan to win more contracts, maximize workforce value, and deliver with confidence in competitive markets such as government, law enforcement, and technology solutions. The tool integrates seamlessly with existing systems (Workday, resume database), respects employee privacy, and scales as both organizations grow and diversify.

**Recommendation:**  
Approve development and deployment as a strategic initiative to unlock workforce intelligence and accelerate business growth.