

CODE HALOS

DECODING BUSINESS MEANING

The new era of digital business is accelerating due to multiple factors. The continued maturation of social, mobile, analytics and cloud technologies is creating new expectations for how we all engage with companies and each other. Massive amounts of data are being produced by sensors embedded in products, devices and machines. Companies, brands, people, products and machines are now connected digitally in almost every time zone and in virtually every place.

We now live in a world where every noun - every consumer, product, device and brand - is enveloped by what we call a Code Halo™ of data. This data is becoming more valuable than the physical element it surrounds. At Cognizant, we have been pioneers in identifying the existence of Code Halos and deciphering their importance in digital business.

In 2014, our Center for the Future of Work literally “wrote the book” on the subject, ***Code Halos: How the Digital Lives of People, Things and Organizations are Changing the Rules of Business***. The book reveals how organizations can catalyze business with Code Halo thinking. A companion iPad app further illuminates the Crossroads Model, a five-step path to success, and explores how companies can make meaning and achieve market prosperity by embedding Code Halo principles into strategic planning and execution.

We are extremely pleased with the positive reaction our book has received from business and technology leaders. The Code Halo program has garnered multiple honors for content and design, including a USA Best Book Award for top general business book in 2014, two “Stevies” and a Hermes Creative Award, among others. We’re proud of our role in helping business and technology decision makers better understand that deriving business meaning from Code Halos is essential to unlocking value in this new digital age.

Code Halo™ is a trademark of Cognizant Technology Solutions.

