

LOOKING DIFFERENTLY AT DIGITAL

Nearly every company, across every industry, is striving hard to become more digital. Getting there requires an accomplished partner with a proven track record of delivering tangible digital business results. Moreover, it requires a pragmatic approach to building and expanding digital backbones powered by social, mobile, analytics and cloud technologies (the SMAC Stack), as well as sensors and intelligent process automation tools. We are helping clients create new business models and build the foundational infrastructure necessary to power digital success.

While digital is pivotal, today's business models are based on value chains that integrate both physical and virtual elements. In fact, some companies are already proving that the value of the "virtual" – information and digital interactions – can far outstrip traditional physical value propositions. This is possible because new technologies and nearly-pervasive connectivity have created an almost endless supply of valuable information and opportunities to connect businesses, products, people, organizations, machines, and devices. We are architecting new value chains, operating models and human-centric experiences that simplify digital interactions and transactions across existing and emerging ecosystems, helping our clients achieve new levels of business performance.

Capturing the digital high ground requires organizations to see every aspect of the business through the customer's eyes. It also requires an intimate understanding of how nearly every physical-world device can be instrumented in ways that generate massive volumes of potentially meaningful business data – revealing user behaviors, interests and desires. To lead in today's new digital era, businesses must extract value from ambient and behavioral data to design better products, improve user experiences, and inform strategic decision making. Making and applying meaning from digital data by employing advanced analytics informs business strategy and helps our clients seize first-mover advantage.

As business becomes more IT-intensive, organizations must become increasingly agile, and continuously innovate to keep pace with the dynamics of today's digital era. Cognizant is well positioned to help enterprises exceed customer expectations for new digital services and experiences that drive market differentiation and performance. We work with our clients every day to help them enhance efficiencies and productivity, while at the same time reimagining their businesses and building new capabilities to get the most from today's blended digital and physical worlds.

