|  |  |
| --- | --- |
| **Project Information & Outcomes** | |
| **Company Name** | Insert company name |
| **Project Name** | Insert project name |
| **Industry/Geo** | Insert industry/geo |
| **Horizontals** | Insert horizontals |
| **Annual/Total Revenue** | Insert annual (include number of years in agreement) / total revenue |
| **Business Challenges**   * Include the relationship history between Cognizant and client * Describe current issues, market trends, and other factors impacting the customer’s business * Describe the cost/implications incurred if the client didn’t address the challenges | |
| * Insert business challenge information | |
| **Cognizant Solution**   * Describe what the customer aimed to accomplish with the product or solution * Include the positioning, projected outcomes, and value statements the client found relevant * Explain why the client selected Cognizant, rather than a competitor (see appendix A) * Describe the Cognizant solution/service, role of partners, and partner’s solutions leveraged * Include the duration of the project, summary of phases, and if it’s ongoing * Does the opportunity include a Cognizant solution/offering, if so call out by name, and key benefits | |
| * Insert solution information | |
| **Client Benefits**   * Describe what the solution/service accomplished, aligned to the client’s issues * Include a description, and the size of the users/customers affected by the solution * List quantifiable results/ROI and business outcomes (see appendix B) * Include what Cognizant did, that other companies would not have done, to achieve success | |
| * Insert client benefits information | |
| **Appendix** | |
| **A) Why Cognizant Examples** | |
| **Trusted Advisor** | Viewed as the best trusted advisory |
| **Relationship** | Existing relationship with senior leadership |
| **Skills** | Had the best display of skills and capabilities |
| **Cost** | Best value for the money |
| **Approach** | Best framework and execution approach |
| **B) Value Measure Examples** (i.e. revenue, cost savings, FTE savings, efficiency) | |
| **Business  Improvement** | * Market Penetration - (% increase in market share)/ Market expansion (new markets) * Channel Expansion - (addition of X channels) * Customer Segment Penetration or Expansion- (% share of segment) Product Optimization – (Improve Product Market Mix) * Pricing – (% increase in pricing) |
| **Operations  Improvement** | * Capacity Utilization - (% increase in capacity) * Lead Time Reduction -(% improvement in lead time) * Working Capital Improvement- (decrease working capital) * Cycle Time Improvement – (% of Cost) |
| **IT Strategy  Improvement** | * Return on IT Investment * TCO Reduction (% decrease in cost) * Vendor Consolidation (% decrease in cost) * Application/ Portfolio Rationalization (% reduction in cost) |
| **Program  Management** | * Program Outcome Adherence (% deviation from outcomes) * Schedule Adherence - (% deviation from deadline or schedule) * Cost Adherence (% deviation from planned cost structure) |
| **Org Change** | * Change Adoption (time to adopt - % of deviation from planned adoption time) |
| **Regulatory  Compliance** | * Enhanced Prevention/ Detection/ Response (% reduction in defects) * Compliance Cost Reduction (% cost) * Governance and quality mgmt. (% cost) |