

Intuition engineered. Business, accelerated.

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Empowering better, faster decision-making with data and AI

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Generative AI Data management Data modernization Business intelligence and visualization Artificial intelligence Data strategy Business growth requires better decision making. Trusted intelligence with data and AI enables you to outpace dynamic markets and anticipate change—as if on intuition. Delivering on the promises of data and AI Offerings A more effective approach to AI governance Recently published insights Cognizant's AI Research Lab augments AI-based decision-making Data and AI case studies Our Partners and alliances for data and AI solutions Explore more services Leadership Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. We're engineering technology, operations and data so that AMF1 can improve processes, speed decision-making and win races—and fans. Explore the five essential areas to achieve AI mastery in this new report based on data and AI research developed in collaboration with the Economist. Wherever you are on your journey, in whatever industry you are in—from aggregating vast points of data to

building sophisticated AI models—Cognizant will meet you there. With our innovative offerings you will harness the power of data and AI to drive faster, predictive and proactive decisioning, all while educating the organization on your path forward. Partner with a proven leader in responsible generative AI, and gain the intuitive technologies that help you collaborate, innovate and create the results you need to future-proof your business. Experience the ease of organizing, accessing and deriving insights from your data, empowering your business to make informed decisions while maintaining compliance and safeguarding sensitive information. Trust us to navigate the complexities of data, turning them into opportunities for growth and innovation. Seamlessly migrate legacy systems to a cloud-based architecture, unlocking unparalleled agility and scalability. Stay ahead in the digital landscape with a future-proof data ecosystem, tailored to meet the evolving demands of your business. Cognizant can also help you take advantage of Microsoft Fabric's end-to-end, SaaS-based analytics solution with our Microsoft Fabric migration services. Drive fast, accurate, and fact-based decisions from contextual and hyper-personalized data to get real business results. Cognizant elevates Business Intelligence beyond KPIs and dashboards to a world of outcome-oriented decisions by connecting data with AI-augmented BI. Make AI the foundation for your business, automating everyday tasks and enabling rapid, prescriptive decision-making. Cognizant operationalizes AI to reliably deliver efficiency, innovation and agility. Wherever you are in your data maturity, we'll align data strategy with your business outcomes to transform your organization. Cognizant's approach to data strategy enables co-existence between data innovation and renovation while reducing risk, insulating client impact and accelerating business value. Traditional AI governance approaches are outdated and often ineffective. Our modern assurance solutions help you build trust in AI systems and free up time you can apply to setting thoughtful policy or managing current issues and unknown risks. Our research team is improving data and AI driven decision-making by creating new methods that integrate various AI types to model complex situations and suggest solutions optimized for specific performance indicators. We partner with our clients to drive solutions for their most pressing problems, no matter where you are on your data and AI journey, we'll meet you there.

LIFE SCIENCES LIFE SCIENCES to improve public health insights and initiatives in sub-Saharan Africa. **INSURANCE** INSURANCE with AI-enabled protection that is faster, scalable and fully compliant. **MEDIA & ENTERTAINMENT** MEDIA & ENTERTAINMENT to deploy intelligence and drive intelligent decision making. **TRAVEL & HOSPITALITY** TRAVEL & HOSPITALITY to increase revenue and deliver an exceptional customer experience. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Over 85 strategic alliances, with world-leading companies, enable us to provide complete data and AI solutions to your business and IT challenges. We once again achieved the Leader positioning and differentiated ourselves with our strengthened cloud partnerships ecosystem, IP-led D&A delivery services strategy and investments in expanding the features of our AI platform and offerings, including LEAF. Learn more about other services that can enhance data and AI in your business: Cognizant quality engineering and assurance—our robust end-to-end, ecosystem approach to achieving and maintaining quality of process, application and systems—

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Model and prescribe optimal outcomes

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insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Cognizant has earned Leader status in Everest Group's Advanced Analytics & Insights Services PEAK Matrix Assessment 2021. Having "built differentiated capabilities through its proprietary offering, Evolutionary AI." Healthcare professionals can use LEAF to evaluate patient diagnosis, medical test results, demographics and individual risk factors to identify the optimal treatment protocols. Researchers can use LEAF both to broaden bioengineering testing regimens and to target development efforts that personalize treatments based on individual needs. Manufacturers can use LEAF to improve factory floor efficiency by analyzing millions of variables and offering alternatives that can impact productivity. Insurance underwriters can use LEAF to analyze complex risk variables to move beyond empirical actuarial model, identifying new and creative ways to design policies. Greenhouse growers can use LEAF to analyze seeds, soil, temperature, humidity, how much light and what type of light yields optimal growth. Marketers can use LEAF to see what website content is driving activity and interest to determine the best design and architecture that will improve engagement and sales. AI and model building is all about finding the right architectures and meta-level parameters, and now you can do this automatically. Cognizant's Evolutionary AI model optimization (evolutionary AutoML) creates models with high performance and accuracy to reduce the need for expert in-house talent. Evolutionary AutoML extends to a wide range of applications such as those with little data or limited computing and memory. You can test tens of thousands or even millions of potential outcomes to identify the best real-world implementation plan. Cognizant Evolutionary AI business optimization augments and improves decision-making in a very principled data-driven manner. It builds a predictive engine that helps managers maximize business results by recommending optimal decisions that apply directly to their goals. Each evolution, or learning and optimization loop, identifies and selects better outcomes. It doesn't replace humans; it expands their ability to uncover the very complicated relationships that exist within their data and pinpoint the best actions forward. Learn how evolutionary computation helps find solutions to problems that human decision making can miss, by modeling the real world and uncovering the most effective, efficient, lowest cost and/or highest revenue generating outcomes. Evolutionary computation models can come up with creative solutions across an entire space. Use it to find ways to get to your goal faster and more efficiently. Our research scientists are unlocking the power of machine creativity to advance AI far beyond deep learning. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Empowering better, faster decision-making with data and AI

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whatever industry you are in—from aggregating vast points of data to building sophisticated AI models—Cognizant will meet you there. With our innovative offerings you will harness the power of data and AI to drive faster, predictive and proactive decisioning, all while educating the organization on your path forward. Partner with a proven leader in responsible generative AI, and gain the intuitive technologies that help you collaborate, innovate and create the results you need to future-proof your business. Experience the ease of organizing, accessing and deriving insights from your data, empowering your business to make informed decisions while maintaining compliance and safeguarding sensitive information. Trust us to navigate the complexities of data, turning them into opportunities for growth and innovation. Seamlessly migrate legacy systems to a cloud-based architecture, unlocking unparalleled agility and scalability. Stay ahead in the digital landscape with a future-proof data ecosystem, tailored to meet the evolving demands of your business. Cognizant can also help you take advantage of Microsoft Fabric’s end-to-end, SaaS-based analytics solution with our Microsoft Fabric migration services. Drive fast, accurate, and fact-based decisions from contextual and hyper-personalized data to get real business results. Cognizant elevates Business Intelligence beyond KPIs and dashboards to a world of outcome-oriented decisions by connecting data with AI-augmented BI. Make AI the foundation for your business, automating everyday tasks and enabling rapid, prescriptive decision-making. Cognizant operationalizes AI to reliably deliver efficiency, innovation and agility. Wherever you are in your data maturity, we’ll align data strategy with your business outcomes to transform your organization. Cognizant’s approach to data strategy enables co-existence between data innovation and renovation while reducing risk, insulating client impact and accelerating business value. Traditional AI governance approaches are outdated and often ineffective. Our modern assurance solutions help you build trust in AI systems and free up time you can apply to setting thoughtful policy or managing current issues and unknown risks. Our research team is improving data and AI driven decision-making by creating new methods that integrate various AI types to model complex situations and suggest solutions optimized for specific performance indicators. We partner with our clients to drive solutions for their most pressing problems, no matter where you are on your data and AI journey, we’ll meet you there. LIFE SCIENCES LIFE SCIENCES to improve public health insights and initiatives in sub-Saharan Africa. INSURANCE INSURANCE with AI-enabled protection that is faster, scalable and fully compliant. MEDIA & ENTERTAINMENT MEDIA & ENTERTAINMENT to deploy intelligence and drive intelligent decision making. TRAVEL & HOSPITALITY TRAVEL & HOSPITALITY to increase revenue and deliver an exceptional customer experience. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Over 85 strategic alliances, with world-leading companies, enable us to provide complete data and AI solutions to your business and IT challenges. We once again achieved the Leader positioning and differentiated ourselves with our strengthened cloud partnerships ecosystem, IP-led D&A delivery services strategy and investments in expanding the features of our AI platform and offerings, including LEAF. Learn more about other services that can enhance data and AI in your business: Cognizant quality engineering and assurance—our robust end-to-end, ecosystem approach to

achieving and maintaining quality of process, application and systems—helps businesses across industry verticals succeed in digital at speed. Simplify and modernize, improve CX, and accelerate business and technology change with QEA. Cognizant advisory services and solutions help organizations become planet stewards, reduce their environmental footprint and turn sustainability commitments into achievable milestones. Cognizant's end-to-end security solutions combine deep domain and industry expertise with a future-focused approach that eliminates security blind spots and gives businesses the confidence to be bold, move faster and succeed. Our consultants elevate insight and experiences to help clients strategize, unify business and technology architectures, generate growth and enable competitive advantage. SVP and Global Practice Head, Data and AI Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities, including data and AI, is vast and growing. Let's talk about how data and AI can work for your business.
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from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Featured work LIFE SCIENCES HEALTHCARE Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Fuel efficient business processes with intelligence

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What drives behavior?

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Featured work Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. LIFE SCIENCES HEALTHCARE Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Unlocking data potential: modernization for high performance

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decision makers—all in one modern platform. Where we are making impact
order time reduction reduction in infrastructure cost platform uptime
reduction in data center leasing and maintenance cost savings on annual
software license cost Global Offering Leader | Data Foundation and Data
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promise, but the power of today's new digital capabilities is vast and
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A reference model for agility and business innovation

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together to enable better, faster decisions. Cognizant's straightforward, three-step methodology helps organizations implement quickly with lower risk. We assess the current data landscape, identify gaps, define strategy, blueprint architecture, roadmap and prioritize use cases aligned to business goals. We accelerate development by implementing data architecture, data privacy frameworks and functions. This enables the business to connect to applications and migrate data to new systems. We move data applications into the production environment and deploy proprietary workbenches to monitor data processes. Continuous improvement processes are embedded to ensure agility and optimum performance. Removing obstacles to treatment enables providers to improve patient outcomes, lower costs and maximize revenue. Deploy open platforms that map data analytics to customer insights, expanding customer capabilities, more modern experiences and growth initiatives. Economist Impact research reveals the need to invest in data insights, augment workers and democratize the use of digital tools. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Microsoft Fabric migration services

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Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. BRING DATA INTO THE AI ERA We're a top systems integrator for migrating to Microsoft Fabric, which helps you transform your data integration, business intelligence and analytic workloads. Cognizant is a large and top Microsoft systems integrator, and we bring that unmatched experience to each client. We're a large healthcare data consultancy in the United States—with unmatched expertise supporting both health plans and health systems. We provided developmental feedback during the design of Microsoft Fabric—and understand its nuances very well. Partnership with Microsoft Early access to new features Training Focus Accelerators Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

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in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Interactive leaderboards were used in both phases to visualize the performance of the teams along the two objectives. A variety of countries and regions were studied at different times of the pandemic and with different weightings on the interventions. Phase 2 entries were also evaluated based on how unique and useful their contributions were as part of a combined super-prescriptor. The technical elements of the competition (presented below) included the two interactive leaderboards. The competitors were anonymized to focus on the methodology rather than judging. In addition to the two interactive leaderboards, the teams were anonymized to focus on the methodology rather than judging. A general description of the competition setup, timelines and rules for the competing teams. The GitHub repository included guidelines for sample predictors and prescriptors, validating the entries and evaluating their performance. It contained general resources such as links to relevant data and literature. The repository also was used to explore building better predictors and prescriptors. Judges used descriptions of the technical approaches employed by each team to conduct a qualitatively assessment based on such factors as innovation, collaboration and general usefulness of the proposed solutions. A leaderboard displayed the quantitative evaluation of predictor submissions in predicting future (unseen) cases in the December 22, 2020 to January 12, 2021 timeframe. The leaderboard was interactive, making it possible to explore the performance of the different entries in various countries and regions. This leaderboard displayed the first quantitative evaluation (QE1) of the prescriptor submissions. Each submission consisted of up to 10 prescriptors representing various tradeoffs. Teams evaluated the effect of changing weights and quantities of prescriptors across different time frames, regions and NPI weights to determine what resulted in fewer predicted cases with less stringent interventions. The documented results revealed how the prescriptors were evaluated in the second quantitative evaluation (QE2) as part of the common good. The set of submitted prescriptors was used as an initial population and evolved further with genetic algorithms. In this way, the resulting prescriptors combined the unique and useful aspects of all submissions into a set of super-prescriptors that performed even better. The amount of DNA that each submission contributed to these super-prescriptors was used as a measure of their quality. In the near future, we plan to form an ensemble of predictor and prescriptor submissions and demonstrate their performance. The idea is to highlight the value of the community effort—that is, by encouraging diverse approaches—and by working together, we can create solutions that are better than the sum of their parts. We also hope to collect the source for many of the contributions and to make them retrainable. In this way, the data can be utilized by the community to build applications for regional use or to improve the models further. For more details and media inquiries, contact info@evolution.ml. For Evolutionary AI research at Cognizant, see evolution.ml. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Embrace transformation's newest frontier: Gen AI

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solutions to common data engineering challenges to enhance efficiency and accuracy. Unlock the potential of Cognizant's gen AI services in a flexible, secure, scalable and responsible manner. With Neuro® AI, we guide clients from identifying company-specific use cases to fully operationalizing generative AI, helping you harness the value of these cutting-edge technologies. From transforming the customer experience and supercharging marketing and sales to improving the employee experience, these impactful use cases channel the strengths of generative AI into tangible business outcomes. Our teams bring deep industry expertise, technology know-how, holistic vision and a practical approach to help you navigate from these possibilities to a scaled implementation that fits your needs. Increase revenue and margin by using generative AI to enhance and accelerate the go-to-market experience. From the identification of new ideas to deploying updated software solutions, generative AI can increase creativity, quality and the productivity of software development. Generative AI can greatly streamline and accelerate the provision of expert advice, where users need to interact with experts for assessment or advice on their case. Coupled with enterprise and market data, generative AI can deliver richer insights at a faster pace, to inform more effective strategic decision making. See how generative AI can create a more personalized, simple experience in recruiting, onboarding and development—including orienting staff, assisting with administration and accelerating learning. We're using gen AI to radically boost efficiency and accuracy, improving UX for a global payment card corporation. We help maintenance engineers use generative AI to turn thousands of chat and speech documents into insights. This helps them act faster, reduce downtime and boost productivity. We use generative AI to help our client access relevant medical literature faster and easier. This speeds up decision-making, eliminates frustrating manual efforts and reduces cost. We're using gen AI to help a global insurance client efficiently complete nearly 100% of complex claims—and cut costs. Our full-scale consulting, advisory and delivery capabilities are backed by expansive client and industry acumen, and we apply this expertise to help your businesses solve its biggest challenges. Adopt AI using a seamless approach that skillfully infuses human and technology expertise to drive results. Apply AI with our focused commitment, leadership and understanding of responsible AI practices. Benefit from our ability to orchestrate across robust transformation platforms and ecosystems. Rely on our industry expertise and deep domain knowledge to build flexible, reusable platforms. Learn more about other services that can enhance data and AI in your business: Cognizant quality engineering and assurance—our robust end-to-end, ecosystem approach to achieving and maintaining quality of process, application and systems—helps businesses across industry verticals succeed in digital at speed. Simplify and modernize, improve CX, and accelerate business and technology change with QEA. Cognizant advisory services and solutions help organizations become planet stewards, reduce their environmental footprint and turn sustainability commitments into achievable milestones. Cognizant's end-to-end security solutions combine deep domain and industry expertise with a future-focused approach that eliminates security blind spots and gives businesses the confidence to be bold, move faster and succeed. Our consultants elevate insight and experiences to help clients strategize, unify business and technology architectures, generate growth and enable competitive advantage. VP and Global Practice Head,

Data and AI AVP, North America Head for Architecture, Data and AI advisory Leader, Innovation and Strategy, Consulting North America Many businesses today are responsibly infusing generative AI into processes and platforms to uncover new areas of opportunity and growth. Let's talk about putting generative AI to work for your business. ©2024 Cognizant, all rights reserved =====

A revolutionary data ecosystem for informed businesses

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data for better decision-making, compliance with regulations and overall operational efficiency while protecting sensitive information. Establish a single source of truth for enterprise-wide data (customer, asset, supplier and reference data), so that everyone in your company can make crucial business decisions based on mutually accessible data. Establish a single pane of sellable product information to orchestrate and syndicate inside and outside the enterprise. Understand your target persona and their pain points, so you can create hyper-personalized experiences for your customers. Ensure data accuracy, completeness, consistency and relevancy to avoid costly business mistakes. Prevent data breaches and avoid regulatory fines by establishing a framework for managing and protecting data assets—and ensuring their integrity, security and compliance. Future-proof your data investments by addressing vulnerabilities caused by data breaches, compliance, ethical risks and reputational damage, including issues that could arise using generative AI. Make informed decisions based on trustworthy data—monitor, measure and understand the quality, performance and behavior of data within your organization’s data infrastructure as it moves through different pipelines and systems. Where we are making impact More sales prospects generated in the first year Saved annually in operational expenses Faster time to market via digital channels We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Here are some of the partners we work with: CONSUMER GOODS UTILITIES AUTOMOTIVE Global Data Management Offering Head Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

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Accelerate from AI enthusiasm to returns at scale

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reimagining and automating operations, infusing governance into AI workflows or simply helping you strengthen your organization's internal technology muscle, we partner with you to accelerate transformation, maximize productivity and propel innovation. Give designers, engineers and product owners everything they need to build the software of tomorrow at speed, with a focus on business impact. Skygrade is a “cloud done right” solution that enables organizations to unlock the full potential of hybrid and multicloud estates at enterprise scale. Cognizant’s Neuro AI platform services use tools, models and frameworks to accelerate responsible adoption of enterprise-grade generative AI. Get ready to take advantage of new opportunities with a future-proof data ecosystem. From chips and devices to application and business solution development, harness the power of AI at the edge. Speed your adoption of AI and Automation using our pre-configured solutions for business processes. Put AI-driven automation at the center of digital transformation with intelligent approach to IT operations. Accelerate the adoption, integration and orchestration of AI and automation technologies into your business processes and see results faster. Leaders must think beyond an opportunistic, bolt-on approach to plan and execute a new level of transformation. Rewire to mitigate disruption and gain efficiencies. Prasad Sankaran, EVP, Software & Platform Engineering shares his view. Using proprietary data we are helping clients assess the impact of generative AI on different occupations and evaluate cumulative productivity and augmentation opportunities. Modernizing data is a non-negotiable step towards growth with AI. Hear more from Naveen Sharma, Global Head of AI & Analytics. Start with the engine of change to create a flywheel of transformation. Mike Turner, VP, Software & Platform Engineering, shares how. “Cognizant’s AI Research Lab is enabling better decisions using data, analytics and AI to find the best balance of multiple, often conflicting goals. Our research is finding new ways to simulate and optimize very complex scenarios, using different forms of AI like evolutionary AI and generative AI, to recommend decision options.” — Babak Hodjat, Cognizant’s CTO for AI, who also leads the newly established AI Research Lab at Cognizant Our global study reveals high levels of generative AI spending and leadership commitment with a new focus on productivity—but also an acute sense of moving too slowly. By understanding the biggest global challenges of generative AI momentum, businesses can realize the full potential of this powerful technology. In just 2 years, generative AI pilots will progress to more widescale adoption. By actively studying how AI-native businesses put AI into the core of their operations and technology, established companies can reap the benefits of thinking and acting like their newest competitors to prepare for an AI-enabled future. We partnered with Oxford Economics to determine the level of impact AI-driven automation could have on jobs and created an exposure score for key occupations. We also calculated a friction score, an indication of how easy it will be for individuals, currently in certain roles, to shift to other careers based on their current skills. Reimagining the enterprise for AI entails creating a strategy to realize disruptive customer propositions. Read the HFS research to learn what advanced users would do differently if they started today! Get a refresh on generative AI fundamentals, AI Ops and high-impact use cases with our Generative AI Handbook. Implementing responsible AI requires collaboration between the public and private sectors and the adoption of new practices within enterprises. Let’s explore practical

applications of generative AI for your business, and create impactful value—safely and responsibly. ©2024 Cognizant, all rights reserved

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AI innovation for real-world impact

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together as the Cognizant AI Research Lab, our team remains committed to bridging science and the pragmatic application of AI, to foster a better, more productive and innovative future for businesses and society alike. The Lab's exploratory focus is primarily on the area of Decision AI, which is about finding new and better ways to simulate and optimize very complex decision scenarios, and recommend options that meet multiple, often conflicting, goals. The Lab also conducts fundamental research on state-of-the-art technologies such as generative AI, evolutionary optimization and multi-agent systems. We act as a hub for researching, designing, enabling and showcasing practical AI applications. We're spearheading a revolution in AI-augmented business decision-making built on a solid foundation of research and Cognizant's own intellectual property. Since 2010, our team of researchers has been publishing prolifically and received the Best Pathway to Impact Award at NeurIPS 2023. The awarded paper, "Discovering Effective Policies for Land-Use Planning" supports Project Resilience, which we initiated to bring together global partners to further the UN's Sustainable Development Goals. We are bringing together technologists, scientists and clients to showcase practical AI applications and further democratize this powerful technology for use in the enterprise. The novel ingredient in our technology is evolutionary AI, which allows businesses to discover solutions that humans may miss by using surrogate modeling and exploration. Explore our extensive body of work, including over 70 awarded or pending patents and expert interviews that shape the future of artificial intelligence. Our Cognizant Neuro® AI platform is deployed with our R&D to facilitate end-to-end decision making—from discovering opportunities to making recommendations and predicting outcomes. Explore the paradigm shift around gen AI that enables enterprises to incorporate human-like expertise and cutting-edge solutions into their operations. Learn how AI agents have evolved from knowledge retrievers to dynamic workers, enhancing trust, streamlining workflows and fortifying AI models. Empower better, faster decision-making Fast-track AI models from concept to value AI and automation for a new level of productivity CTO of AI VP of AI Research Let's explore the future frontiers of AI for your business and society.

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Article source ----- <https://www.cognizant.com/us/en/services/ai/generative-ai-handbook> ----- Generative AI Handbook Landscape 1 2 3 4 5 Basics 1 2 3 4 5 6 Applications Responsible AI Readiness 1 2 3 4 5 6 7 1 2 3 4 5 Americas Middle East Europe Asia Pacific Type in a topic service or offering and then hit Enter to search Type in a topic service or offering and then hit Enter to search Common Searches : What to know and what actions to take to prepare your business for an era of exponential innovation How we arrived here, where we may be headed and meeting the natives The strengths, weaknesses and unknowns of the technology Known and expected use -cases of gen AI in enterprise environments Deploying gen AI solutions in a responsible and effective way Practical guidance for adapting and leading in a gen AI world There's little question that gen AI has captivated business interest since ChatGPT launched at the end of 2022. Interest has only grown since that announcement and we believe it will transform organizations through new levels of human-machine collaboration. Throughout this guide you'll find statistics, predictions and perspectives to spur thinking on how to pragmatically apply this technology to innovate. The

sense of urgency is understandable given rapid advancements. However, while most companies have actively explored gen AI's potential through proofs of concept and early-stage experimentation this past year, Cognizant research shows that many leaders (30%) believe meaningful impact is still years away. For most executives we engage, the question is not "if" but "how and when" gen AI will transform their business models and operations. Many are now looking to scale early successes through broader initiatives. Our own research and client conversations this past year reveal enthusiastic curiosity tempered by thoughtful diligence around these emerging capabilities. As enterprises look to transition experiments into scaled production-grade solutions, understandable caution accompanies the excitement. Still, through skills-building and laying responsible foundations in 2023, companies equipped themselves for the next stage of maturity in leveraging AI's generative potential. 2024 is the year to accelerate AI impact through focus and investment. The rules of engagement continue to rapidly evolve as practical experience refines our thinking on the possible. By working together, we can apply this technology practically and responsibly to increase productivity and deliver superior human-centric experiences. Let's shape the future together with care, creativity and purpose. The human-like ability of generative AI to converse, consider and create has captured imaginations. By understanding how we got here—and the decades of thinking that led us to gen AI—we can better predict what's coming next. In the summer of 2022—well before Open AI's ChatGPT exploded into the public discourse—gen AI began generating media buzz when a recently-fired Google Engineer claimed¹ their LaMDA model might be sentient. True or not, this wasn't an entirely surprising claim for artificial intelligence. We've been expecting this. Since Alan Turing's 1950 "Imitation Game" (Turing Test) proposal, we've imagined a future of computers with human-like intelligence, personality and autonomy. Today, we seem to be accelerating towards that disruptive future. If and when we reach sentient AI is anybody's guess but gen AI presents a significant new milestone in this journey, sparking new interest, innovation and discourse. Here's how we arrived at this moment. Naveen Sharma Head of Artificial Intelligence and Analytics Practice In the early days of modern computing, the Turing Test and the famed 1956 Dartmouth Workshop launch the era of AI. The first AI programs form and optimism is high. While progressive advances like expert systems proliferate and cultural interest in AI grows, underwhelming results lead to two periods of reduced funding and focus. With the internet and accelerated business digitization, data availability and IT funding expand to drive practical AI applications. Major advances in robotics and data-driven solutions. The Advent of Deep Learning Significant breakthroughs in neural network and generative AI model development, accomplishing previously impossible tasks, alongside surge in big-tech investment. As of Q1 2024, the Crunchbase AI startup list has grown to nearly 10,000 companies². Change (and more change) ahead In an April 2023 interview with CBS, Alphabet CEO Sundar Pichai famously commented that today's generative AI will soon impact "every product across every company."³ With rapid consumer adoption and the increased competitive pressure created by gen AI across industries, Pichai's predication is sure to hold true. As gen AI permeates markets, it's critical that adaptability be built into the technology and cultural fabric of organizations. New, disruptive intra-industry and extra-industry use-cases will arise frequently in the coming years creating

continuous change to navigate. A much larger context window Increasing context windows are critical for many enterprise use-cases and will allow for larger, more comprehensive prompts to be passed to models. This new access to vast contextual datasets will open even more doors for AI. New gen AI models, expanded AI features in enterprise software Next-gen models are already in development, including open-source models with more flexibility and control. Expect acceleration of new entrants and innovation. Enterprise platforms are adding AI tooling that will drive further proliferation. Waves of regulation and standards World governments will adopt and adapt regulations at lagging pace as they address rapidly evolving ethical, economic and societal concerns. Organizations will formalize AI governance roles with variable risk tolerance for use cases. Generative video and AR/VR renaissance With significant advancement in AR/VR technology spearheaded by Meta, Apple and Microsoft, compelling new applications backed by gen AI will launch. With conversational user interfaces (i.e., chat, voice), new visual worlds will be seen. War for talent shifts to war for innovation As 30% of work hours⁴ are expected to be directly impacted by AI and resulting automation capabilities, productivity gains will be felt by all. The war for technology talent will be reshaped as a war for technology innovation as organizations differentiate with data. The forever digitally young Operating effectively in the era of generative AI requires a reconstruction of the now decades-old digital maturity narrative. We're entering a post-digital era where every enterprise is digital and what defines leaders is their adaptability—which extends to their definition of maturity, how they operate and what they sell. The gen AI era is one of continuous, perpetual change. The fundamental definition of computation and chip design is changing with AI as rigid, linear and exact computations are swapped for the abstract and inexact logic that underpins neural network thinking. Companies must now operate in similar ways. So, are there AI natives? As noted in our gen AI timeline, there has been an explosion of AI-centric startups born over the past two years—these might be defined as AI natives. These companies focus on AI and, presumably, they have AI built into their operations and culture as well as their product. But just as our definition of digital maturity requires a 'continuous change' perspective, so too will our definition of the "AI-native company". Being "born into" the gen AI era is far less important than exploration and adoption. Those organizations who pioneer AI—and set the rules early to gain competitive market share from it—will establish what it means to be an AI native. Enterprise organizations, with their robust proprietary data to build upon, have the advantage. Early pioneers have common traits: How are early pioneers applying generative AI? The fundamental strengths of generative AI perfectly mirror its unavoidable weaknesses. The fundamental characteristics of the technology provide insight into its disruptive potential – and explain why adoption will impact every part of the enterprise over time. The blurring boundary between human and machine work Gen AI presents a fundamental change in our understanding of what practical, immediately-accessible AI can do. Chat-bots, candidate screening tools, summarizers and picture-makers might inspire us today, but soon AI will shape the core of modern business. It isn't sentient but it sure does behave in human ways – and that's what's so inspiring about this technology. Whether finishing a sentence, writing the code for a component, ideating on novel molecular structures or animating an entire new movie, this

generation of AI composes complex patterns and data to create. As organizations come to understand the strengths and potential use-cases of gen AI, they also begin to realize the fundamental requirements within their organization for fully leveraging this technology. It all starts with data. Combine that data with business processes and logic and gen AI is transformative. Pramod Bijani Head of Digital Experience and Digital Engineering Delivery Complex process automation Core business processes that, in the past, have not been open to automation due to complexity and variability can now be managed and reshaped by AI Data augmentation and completion Gen AI systems work with data to provide first-line analysis, classification, sanitization and more, free from human error and at scale Predictive analysis Gen AI is capable of analyzing complex, structured or unstructured data to identify patterns and trends to form actionable recommendations Driving efficiency and supporting knowledge work AI makes knowledge work more efficiently by accelerating and expanding on ideation, distilling data to find insights, rapidly drafting and more Real time optimization Gen AI is capable of monitoring processes and outputs to proactively identify opportunities for improvement, prescribe and even implement changes Multimedia generation Gen AI is capable of both consumption and creation of rich media across text, audio, video and images, unlocking powerful new possibilities To err is human. For AI, it's by design. The cyclical evolution of AI over the past 75 years has been marked by periods of waxing enthusiasm and waning pessimism. As new advances promised new opportunities, institutions and businesses have jumped in and invested heavily in the technology. When outcomes haven't met expectations, though, the AI space has experienced disillusionment and stagnation. By its nature, AI is unpredictable and this is only further highlighted by the gen AI boom and the human-like creativity of its outputs. Like humans and on many tasks, gen AI is capable of working flexibly towards a goal or target output rapidly and creatively. Also, like human workers, context matters. Whether its brand values, ethical considerations, situational knowledge, historical learning, consumer needs or anything else, human workers are expected to understand the context of their work—and this can impact the output of their efforts. With generative AI, contextual understanding is often difficult to achieve “out of the box,” especially with consumer tools like ChatGPT. This has been the source of much of gen AI's criticism. Its strengths shape its weaknesses Generative AI wants to answer us. It's built to respond to our prompts—no matter their complexity—and often provides answers that, in a sense, acknowledge this fact. ChatGPT allows us to refresh responses. Image generators like OpenAI's DALL-E or the popular Midjourney both return multiple images to any single prompt. These tools understand that they may be wrong. The creative muscle of gen AI can be striking, but it is definitely not magic. Gen AI's capabilities are fundamentally based on reference data and training. AI adoption creates new categories of risk that require focused assurance at the enterprise level. Organizations that engage in this transformative technology with this in mind will gain the most from the AI era. When AI produces unreliable and erroneous outputs, it erodes data-driven strategy, reduces customer trust and limits operational efficiency. Because data shapes AI's knowledge base, any inadequate data inputs will create bias and limit accuracy, fairness and decision-making. When AI provides a decision, there is inherent uncertainty in its certainty. The larger and more complex a model, the harder to

ascertain. Babak Hodjat AI CTO Waiting is not the answer As enterprise decision-makers consider their paths forward in this new AI-enabled world, questions are being asked that are as complex and difficult to navigate as the technology itself. How do we know our AI isn't hallucinating? What ethical boundaries does this system present? How can we rely on answers, if we can't explain how our systems reached them? These questions largely mirror the 'weaknesses' discussed earlier, and their answers will be shaped through trial and error, learning and time. What's certain is that readying the organization to navigate this AI-enabled world is critical for future business performance—exploring these questions is a key part of that readiness. We'll explore near-term steps to take to address these concerns within the readiness section later in this guide. Significant concerns for misuse and harm, bias in poorly trained systems and other negative outcomes of use Cognizant answer: AI creates entire new categories of risk that require focused testing, governance and assurance. LLMOps creates a framework for such responsible usage Concerns for copyright, IP infringement and regulatory issues when dealing with protected data, privacy Cognizant answer: These concerns are 'native' to digital business. Processes and tooling can help navigate and safeguard here and every business needs a unique plan Concern over hallucinations, poorly structured or insufficient direction in business-impacting scenarios Cognizant answer: Generative AI can never be expected to provide 100% predictability in output. This is why training, tuning and continuous monitoring must be integrated Concern over customer preference against gen AI in key touchpoints and dilution of brand experience Cognizant answer: As with other AI questions, the key is to test and train gen AI systems well before usage and be selectively transparent with customers about use Consider the early plugins available for ChatGPT, or bots on the Poe app, and it's clear that the use -cases of generative AI are about as vast and varied as software itself—and those are just chat interfaces. Market and competitor intel Software development Production Marketing and sales Expert advisors Employee engagement Customer experience Even at this early stage, the opportunities for generative AI across the enterprise are countless. With the right foundations, the only limitation of gen AI solution-building may be a company's imagination. With so much opportunity and so many questions, it can be hard to know where to start. As you'll find in our discussion of gen AI readiness later in this guide, what's key is that organizations begin exploring this technology early to identify their own opportunity spaces, safeguard against disruption and begin building skills. Fortunately, there's no need to start this journey from scratch. With the following seven example use-cases of generative AI, we'll highlight just how varied the opportunity can be. Every part of the value chain across every industry stands to be disrupted in unique, differentiating ways as organizations bring their unique data, processes and POV to the discussion. Let's dig in. Turning data into human-readable, actionable and contextualized guidance is a major strength of gen AI. Generative AI systems can be used to industrialize data collection from a range of sources, including curated market research, real-time customer and competitive behavior, internet scraping and primary user research. Whether structured or unstructured, this data empowers systems to drive a range of automated analysis, summarization and recommendations. Summarize and classify Collate captured data to identify relevance to defined topics of interest Coverage adjustment Identify new,

relevant topics and add granularity to existing topics being tracked React as persona Adopt customer and stakeholder personas and react to content Synthesize multiple sources Correlate, compare and combine related content on a topic(s) to distill insights Ideate Respond to insights to generate new concepts and hypotheses Prepare primary research Define audiences and create qualitative and quantitative research questions Concept mock-up Mock up concepts and stimulus for research testing and user validation Transcription Transcribe research data, extracting findings, confidence levels and aspects requiring follow-up research Report writing Generate narrative and explanation around raw data and derived insights Insight navigator Provide a natural language discussion interface to interact with the corpus of research data Microsoft Visual Studio Code, the wildly popular integrated development environment (IDE), has long-supported GitHub's Copilot product (by some estimates automating 40%-60% of code writing⁵) and now also integrates ChatGPT directly into the developer interface. But the utility of generative AI during software development goes well beyond writing components. The entire software development process is set to see transformation as this technology impacts creativity, quality, productivity, compliance, utility and more. Crowd sourced ideation Collate employee ideas, feedback and data to identify new opportunities Navigate current state Engage with AI to discuss enterprise structure, performance, code base, etc. User testing Use AI for scope testing sessions, to summarize findings or suggest improvements Concept mock-up Create rapid product visualizations to bring to life new ideas and support user testing Requirements elaboration Extrapolate concepts to epics, stories and acceptance criteria Implementation planning Prioritize scope items, sequence to sprint plans and assign to teams based on functions and skills Code completion Create code based on collaborative developer input and code base context Quality assurance Assess risks and failure modes, build test scenarios, test data and automations to validate Change management Identify impacted groups and assist those groups in addressing impacts Release readiness Inspect code and project actions to determine if go-no-go criteria are met and the solution is ready to release Product research, production and quality control will see significant Generative AI impact in the coming years as organizations across industries seek to unlock transformative new efficiency and product innovation ahead of competition. This zone is highly controlled and data-intensive, making it a perfect early adoption area. The IP established through smartly leveraging Generative AI in this space will reshape industries and establish new leaders. PRD shaping Shape product requirements based on current and expected future demands Materials research Assist in identifying and optimizing materials for a variety of requirements AI-powered scenario modeling Emulate real-world scenarios virtually at vast scale to optimize product design Generative design Create numerous variants based on requirements, accelerate creative work Tradeoff-based prototyping Rapid virtual prototypes based on adjustable goals and balance of trade-offs Niche user optimization Simulate specific user scenarios, suggest variants that service new groups Design critique AI Partner with humans to critically respond to concepts and help shape design Cost/sustainability optimization Analyze design-to-production pipeline for cost savings and sustainability Production quality assurance Systems to inspect products, ID defects or inconsistencies accurately at scale Supply chain optimization Predict supply chain disruptions, optimize

sourcing and optimize logistics External systems integration Gen AI can be integrated with ERPs and CRMs for further insights Continuous improvement feedback loop Analyze product performance data and feedback to drive refinements Generative AI improves planning, production efficiency and effectiveness throughout the marketing and sales journey. As the technology gains adoption, asset production cycles will see a marked acceleration with a range of potential new asset types and channel strategies becoming available. Further, self-service channels will become more personalized and impactful while sales staff will increase their productivity and knowledge to focus more time on driving successful customer engagements. Content production Create digital assets: images, alt text, copy, translations, scripts, campaign plans and more Software development Create software to support interactive campaign elements User testing Scope testing sessions, summarize findings and suggest improvements Lead capture Conversational data capture at lead identification stage to provide rich lead information and immediate customer response Lead nurturing Create personalized comms, content and experiences for engagement and nurturing leads Sales prioritization Identify the best activities for sales teams to focus on and craft personalised action plans Sales effectiveness Train sales staff on latest propositions, messaging and tactics Sales presentations Generatively compose presentations that combine sales strategy, customer context and standard offerings Customer RFP responses Respond automatically using best practice answers tailored to context Negotiation and closure Assemble contracts and statements of work to match proposals, MSAs, standard terms, etc. Generative AI streamlines and accelerates the provisioning of expert advice to benefit end-users and businesses alike. In many scenarios, gen AI has the capacity to act in a self-service model to provide expert guidance directly to users. Where complexity is higher or in safety-critical environments, gen AI can facilitate many stages of the process without acting in a fully autonomous way. With AI-driven pre- and post-processing, experts can more effectively utilize their time and focus on the highest-value or most-critical scenarios. Qualification Understand user issue and determine if expert consultation is needed and appropriate Triage Understand the urgency and importance of the request to prioritize service Information extraction Process unstructured data sources to extract the required information Initial data capture Address questions in a conversational experience to gather necessary data Collection management Chase participants to provide missing information and correct errors Anomaly extraction Draw attention to interesting or outlier input data features Recommendation Apply standard policies and procedures to the input context to suggest outcomes Case discussion Allow experts to interactively discuss the case with the necessary background knowledge to take action Downstream fulfilment Interpret expert conclusions and trigger appropriate follow-up activities Quality assurance Review expert conclusions and highlight any causes for concern (e.g., policy misalignment, bias) Companies that adopt generative AI at a cultural level, going beyond asset production and chat interactions to elevate all common touch-points for customers and employees alike, will see the biggest gains in the coming years. Employee engagement is an exciting space for gen AI with the potential to impact recruiting, onboarding, team-building, performance management, support and more. The efficiency gains here will empower innovation across the business as gen AI permeates the market. Candidate

screening Review applications, assess fit and extract concerns prior to interview Interview assistance Suggest role-specific questions, transcribe and summarize conversations Close Develop tailored offer strategy to close strategy using interview transcripts New hire buddy Conversational onboarding assistant to guide employee journeys for first month Staffing Leverage enriched findings to match new hires to roles and opportunities Community connection Suggest connection to communities of interest, sites, etc. Accelerate admin Simplify standard activities like timesheets, vacation requests, expense reporting, training, etc. Support AI Assist with self-service support for IT, human resources, etc. Educational AI Provide interactive training on skills development topics and answer questions on company data Performance coach Review activities, outcomes and feedback to suggest specific learning and development activities Whether they're just browsing or already a loyal customer, the way that people engage with brands throughout the shopping and post-purchase experience is set to dramatically evolve with gen AI. With answers becoming more seamless and appetite for content noise decreasing, customers will expect personal, intuitive, adaptive touch-points that understand and serve their needs. It's time to put more you into UX. Intelligent product suggester Synthesize wide user data to create a new level of personalized shopping experience Virtual demos / try-ons Generative AI visualizes product in various settings, including worn, for better product qualifying Contextual UI Adaptive user interfaces, by context: behavioral, social, temporal, emotional, personal Conversational UI Users use natural language (voice or text) to engage, filter, qualify, assist, etc. during buying experience Dynamic personalized pricing Potential for novel AI-driven pricing mechanisms based on various inputs to optimize sales Predictive return systems Based on prior buying behavior, post-purchase engagements, etc. predict and address concerns Fraud detection AI AI for analyzing customer behavior to identify and respond to fraud or suggest new systems that might further prevent fraud Generative loyalty programs Novel loyalty programs using gen AI systems that personalize incentives Churn prevention AI ID behavioral patterns of at-risk customers and design engagements to prevent churn Generative remarketing Systems to dynamically build cohort-based and personalized remarketing strategies Behavioral campaign shaping Gen AI learns from loyal buyers to identify/surface trends and formulate full-funnel campaigns Unlike the software solutions of the pre-generative AI world, generative solutions cannot be built, tested, and released into an ecosystem without continuous oversight. Continuous governance is mandatory, and it's cultural. With all of the compelling use-cases for gen AI and the immediate accessibility of public tools in the market today, it can be easy to get carried away in the AI hype. That same consumer availability of basic AI tooling can trivialize the complexity and downplay the policy, process, partnership and skill required to build tailored, production-grade solutions. Enterprise AI and machine-learning (ML) applications require automation engineering, data management, feature engineering, resource management, QA, and testing teams, IT operations and more; all aligned with coherent, shared accountability in order to effectively deliver solutions. In the following pages, we will explore how LLMops expands our view of DevOps and how an updated view of quality engineering can safeguard AI solutions with holistic automated testing. It all starts with setting strong, enforceable principles for responsible AI development. Tactical principles for developing

gen AI solutions in efficient, safe and value-oriented ways Be robust, be safe AI systems should perform reliably and safely. By building and deploying AI in accordance with best practices where we robustly test before deployment then monitor and improve operations regularly, we can reduce the risk of harm or unintended outcomes. Benefit people and communities Build a more sustainable and inclusive world through AI innovation. AI outcomes must incorporate human benefit and environmental sustainability in order to deliver impact and value to shareholders, users, customers, employees and society at large. Protect privacy and respect boundaries AI systems must be secure, compliant and respectful of people. Affirmative consent and a human-centered, privacy-first approach ensures sensitive data is never used unethically. A variety of auditing systems and safeguards are key within gen AI systems. Design for transparency AI systems should be understandable. Build trust and drive understanding through silo-breaking collaboration and rich communication across users and stakeholders, allowing them to understand AI systems and system outputs within their own, personal context. Promote inclusivity and minimize bias Bias exists in our data, models and our world; responsible AI systems seek to ensure AI is fair, unbiased and representative end to end and full-context. AI systems should treat people fairly and AI should be produced and reviewed by diverse teams. Drive accountability and enable participation People should be accountable and in control of AI systems. Clear processes and incentives for engagement create a culture where every individual is empowered to protect people, minimize risk and discover spaces of humane value. The following two pages provide an introduction to LLMOps but remain too high-level to sufficiently detail the orchestration of people, tooling and processes required to operationalize these practices. To explore more, engage with Cognizant's generative AI team. Gen AI solutions can be surprisingly seamless. The ability to understand users, act on their needs and provide human-like creative responses is what makes gen AI such a compelling solution today. Behind the scenes, though, gen AI solution development adds layers of complexity to the work of digital teams that go well beyond API keys and prompts. Orchestration is critical. Consider the following difficulties: Due to these conditions, new ways of working are required. Building on the popular concept of DevOps, LLMOps provides a path forward. LLMOps defined: LLMOps aligns data engineering, agent development, software engineering and IT Operations to enable continuous integration, continuous delivery and continuous model training with an emphasis on automation and monitoring at all steps. As organizations seek to develop effective generative AI-enabled solutions for internal and external users, defining and enforcing their own LLMOps approach is imperative. This often starts with defining the KPIs of gen AI solutions (aligned to responsible AI principles) and ensuring that processes, governance and tooling are in place—made possible by LLMOps—to monitor and influence those KPIs. These LLMOps KPIs can include: Cycle time: Duration from initiation to deployment of gen AI-based solutions Deploy frequency: How often updates or new gen AI solutions are pushed to production Review time: Time taken to review and validate solution (model) outputs and performance Automated solution ratio: The proportion of tasks handled autonomously by the system Data and model drift: Discrepancies in solution (model) outputs or incoming data from the training scenario LLMOps and AIOps are often confused, but they describe entirely different

disciplines: LLMOps standardizes machine learning model deployment while AIOps automates IT operations. As organizations tiptoe into gen AI, linear solution development processes will be favorable for proof-of-concept development at speed. The belief is that model training is something done early within a process and that a trained model can be utilized endlessly. This can work for testing the waters but is not a sustainable solution. Mature LLMOps processes are iterative in nature with observability and automation at their heart. As a continuous cycle, LLMOps allows data intake and learning to regularly impact the solution while automating as much as possible and keeping humans in the loop. This feedback loop is key to responsible AI development. By ensuring that model behavior, application performance, data protection and system changes are controlled through a technology-driven workflow, organizations can operate more effectively.

Andreas Golze Head of Quality Engineering & Assurance Practice The evolved role of quality assurance's (QA) teams and tooling within the delivery process will be a critical focus area for organizations seeking to deploy LLMOps. While QA automation has become an area of strength for many mature engineering organizations, traditional approaches are insufficient for generative AI. The scope of QA and test automation has changed, with new driving factors to consider for AI-based applications. Preparing an organization for the generative AI world doesn't mean moonshots and risk, it means foundation laying and learning. Setting up governance now will pay dividends near and long term. Despite the hype around gen AI, we're still in the early days of the AI-driven business. It's a certainty that AI will transform every corner of our digital universe and yet we're continuing to learn how. With new applications conceived daily and development of next-gen generative AI models underway, innovators are fast at work reshaping the future of work. Adaptability in such a rapidly changing landscape is critical. With so much hype and a sea of noise to cut through, many organizations are asking more tactical questions. What must be navigated to move forward? To get practical about gen AI, start with these questions. In the following pages, we'll double-click into each as we explore a path forward. Provisioned initial access to enterprise-grade gen AI tools? Designed a path to scale successful POCs? Introduced AI to the development process? Modernized and significantly automated core business operations? Set new expectations with our suppliers? In the wake of ChatGPT's emergence, it's safe to say that every enterprise was abuzz with cautious excitement about the potential of this new technology. At the individual team-member level, workers around the world began testing generative AI for their own use-cases. A recent survey from The Conference Board found that 56% of workers are using gen AI on the job, with nearly one in 10 employing the technology on a daily basis. Yet just 26% of respondents said their organization has a policy related to the use of generative AI, with another 23% reporting such a policy was under development.⁶ Organizations have been relatively quick to respond to these risks. Amazon, notably, found⁷ indication of proprietary data in public model usage and responded with a ban. This isn't luddite behavior, it's just good practice. At this early stage, it's unclear exactly how customer data, proprietary business data and other protected data is either being exposed to the operators of public LLMs or used to train the models themselves. Couple this with the simpler considerations of Privacy Policy adherence, Terms of Service, regulatory considerations and more bans are surely on the

horizon. But still, the advantages... As new products go, any amount of friction (cost, risk, etc.) can have a chilling effect on adoption. But generative AI isn't simply a new product; it's a transformative technology that can change the world in striking, progressive ways. Early adopters will have the advantage in this new world. Beyond the obvious cultural and process execution benefits of gen AI, we expect a patent boom in the coming years as organizations invent novel uses of gen AI-based tools within their business. Preparing the business for gen AI means getting serious about near-term, safe-guarded adoption with well-integrated monitors and control of usage. Gain advantage while minimizing risk and learn as you go. We're quite early in generative AI's diffusion of innovation bell-curve. Early adopters are establishing and quantifying basic use cases—gaining earned media as a result—and most would-be digital leaders are watching with curiosity. In an August 2023 report by Bain and Company⁸, only 6% of surveyed health systems executives have a clear gen AI strategy in place, yet 75% believe that the technology can reshape their industries. The reasons are the same that we've already discussed: uncertainty, risk, lack of inside knowledge and indecision. This lull in early adoption is where the advantage lies. Quietly building a boom To ready themselves for the road ahead, it is imperative that organizations go beyond provisioning access to public tooling and begin developing their own inside use-cases to drive a business case, spark thinking and lay a foundation for future development. This can be done in phased, controlled and protective ways. We suggest two complimentary approaches: 1. Establish and run pilot projects Pilot projects build a 'light house' for future innovation and expansion. By establishing specific initial goals for a cross-functional pilot project team to pursue, organizations can create disruptive proofs of concept and establish an internal POV. 2. Enable and accelerate with AI innovation "labs" We have supported multiple organizations on establishing their own innovation lab environments where governance, collaboration and technology enablement are high. These environments become particularly powerful when formed in collaboration with hyperscalers who might provide innovative organizations with access to advanced models, education and specialized tooling. As covered in our section on LLMOps, generative AI development implies systemic changes to the way that software is delivered and supported within organizations. Zooming in, the same goes for software product engineering processes. Here are just some ways that gen AI might impact product development. Idea generation The ability of Generative AI applications to work with trained models while evolving those models (and the application's outputs) with the consumption of real-time data can unlock compelling use-cases for product idea-generation. Rather than relying on surveys and user reviews for qualitative data, Generative AI agents might deliver new concepts frequently based on real-time analytics. Product managers can then link these ideas to business goals and set a path forward. Product design As multimodal models (capable of intaking and outputting images, text, audio, etc.) mature and see enterprise adoption, "clickable prototype" design will become less a job for designers and instead be handled by gen AI tools. Fed with design principles, systems and reference designs, these prototype design tools will produce unbiased prototypes best fitting the market data available. The job of designers will be to identify the most promising solutions and refine them. Risk mitigation A core responsibility in product management is to manage and mitigate risk. With its predictive

analytics capabilities, AI tooling can help in identifying potential risks and roadblocks early on in the prototyping phase. Quality, market readiness and future success can all be gauged by having algorithms analyze historic data, user preferences and even real-time market trends. Resource optimization Sustainability is the challenge of this generation of business. Generative AI can support sustainability efforts by optimizing resources and material mix for minimized waste and environmental friendliness. It can take regulatory processes into account, report on data and even affect subsequent production processes for both software and physical goods. There is no doubt that gen AI will revolutionize how we work. Process automation has long been a popular use-case in our digital world and AI is going to open entire new opportunity spaces here. The debate around automation will continue to be more focused on how regulators will impose limitations on the technology instead of how much potential the technology affords us. Like media streaming, ride-sharing and other tech-driven economic catalysts that regulators have tried to stay in front of, resistance is a bit futile. Technology will be squeezed for as much juice as it can offer in a free market. In our opening section of this document covering the future of gen AI, we touched on a shift from a war for talent (commonly discussed in the 2010s and pandemic era) towards a war for innovation as all businesses use gen AI to gain efficiency. AI-enabled automation of core business processes will drive this shift. Savings must be reallocated to accelerating business value.

1. Target core functions for AI-driven augmentation Explore areas for generative AI to support knowledge work and accelerate creativity
2. Assess and expand on existing process automation Apply gen AI solutions to existing process automations to further streamline for efficiency
3. ID opportunities to pre-process data Utilize gen AI to reduce or replace human data processing, gaining speed and accuracy
4. Deploy generative assurance Apply gen AI to business processes to continuously and completely audit quality, regulatory compliance and more

By 2032, few jobs could go untouched by generative AI

Some impact: Exposure scores of at least 5%
Greatly impacted: Exposure scores of at least 25%
Exposure scores of 5% or lower
Most jobs will see some change from gen AI, and over half could be greatly impacted. It's every company's job to evolve

The early big press-makers of generative AI have been the expected parties. Hyperscalers have introduced new or evolved platforms for building AI solutions within their ecosystems. Myriad ultra-specialized startups have announced compelling new solutions to old problems (e.g., Hyfe's10 cough sound monitoring for illness diagnosis). And service providers, like us, are launching new accelerators and labs for gen AI development. But generative AI is coming for every product, in every market. That goes well beyond the early adopters and it includes you, your competition and your suppliers. As you seek to leverage gen AI to unlock new efficiency, differentiate experiences, maximize quality, find cost-savings and evolve the business model, don't discount the role your suppliers will play in these improvements. Whether a service provider, a manufacture or raw goods provider, a logistics service or any other company that plays a role in your operations, there is an advantage to engaging early in a dialogue about gen AI. Every one of your suppliers will be at a different stage of this journey. As they navigate use-cases, seek to answer questions about risks and control and otherwise dive into gen AI, join them. As the innovation potential of generative AI becomes clear to more organizations, the opportunity to create wholly new

experiences, services and processes by partnering with suppliers on a joint journey will become compelling for many businesses. Going well beyond the cost savings of a joint investment, with enriched data, access to more skills and beyond, these partnerships might benefit both parties in dramatic ways when executed well. Consider the role of each key supplier within your service or product delivery and move the discussion beyond what they can do with AI for you. You stand to gain from their improvements Suppliers are critical to your bottom line. Ask how they plan to improve SLAs, decrease total cost of ownership, operate faster and otherwise drive more business value for you and other customers. You will learn from one another As all companies are learning, work with suppliers to understand their own findings, partnerships and interest areas. Formalize shared learning between strategic teams and capture insight. Open the door to more data As you engage with your suppliers, consider internal solution opportunities and how supplier data might improve model training and solution delivery. Bring predictability, new product ideas, streamlined operations and more to life. To learn more about Cognizant's generative AI solutions: Dive deeper into this topic and learn about the kinds of gen AI work Cognizant is doing with our clients: ©2024 Cognizant, all rights reserved Pages Introduction Landscape Basics Applications Responsible AI Readiness
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Business processes to supercharge performance

----- Article source ----- <https://www.cognizant.com/us/en/services/business-process-services> ----- >15% 600% \$900M 50% 50% 8X ROI 90% What is Business Process Outsourcing (BPO)? What is Business Process Services (BPS)? What are Modern Business Operations? What is Business Process as-a-Service (BPaaS)? What are the benefits of BPO/BPS? How does BPO/BPS improve efficiency? How does automation and AI improve BPO/BPS? Can a company outsource its core business processes? How does BPO/BPS help during market uncertainty? Embrace the AI-powered future Business outcomes and strong ROI Spotlight: The changing role of the COO How we're applying generative AI today BPS and automation services Trust & Safety Challenges in the Age of AI New revenue cycle approach nets \$13 million for MetroHealth DocuSign boosts growth and CSAT with new customer experience More human processes through technology and data What do automation and acquisitions have in common? How do digitally native businesses uniquely address change? Growth operations: funding growth in times of economic uncertainty Navigating a new roadmap to growth Featured work Insights The history of Business Process Outsourcing, Business Process Services and Business Process as a Service Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT

capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. OPERATE WITH INSIGHT AND SPEED Introducing Cognizant AI business accelerators: a suite of generative AI and automation-driven, pre-configured solutions for business processes that combine technology, industry know-how and modern talent models to deliver impactful results. Is your enterprise prepared to lead in the new wave of AI-driven operations transformation? As generative AI inspires businesses to rethink how they create value, innovate, and grow, you need a business process services partner who can guide you through the change - confidently and responsibly. As a business process services partner to some of the largest digital pioneers in the world, we operate at the frontier of the new. We combine our distinctive expertise in powering modern operating models with industry depth and our leadership in process and IT automation to help your business transform operations, stay relevant and thrive. Let's collaborate and harness the exciting potential of new technologies, data and human ingenuity, so your organization can embrace the AI-powered future and reap the benefits, faster. Some of the results we've delivered revenue increase per transaction faster claims processing cost savings faster time to market faster ordering processes through intelligent automation increase in CSAT The speed of innovation, disruption and AI has put increased pressure on chief operating officers to reimagine how they manage operations and position their companies to grow. In this virtual conversation, Fortune's Executive Director of Fortune Live Media and Editorial Director of Fortune CEO Initiative Diane Brady and leadership editor Ruth Umoh brought together nine diverse and visionary operators to explore the key challenges they are facing related to integrating AI into their operations. Participants discussed how COOs are reinventing everything from supply chains and

back-office functions to hiring and their own jobs. We are partnering with visionary businesses to radically improve business operations through innovation and a new level of human and machine collaboration.

AUTOMOTIVE Creating a gen AI agent-assist technology that provides step by step guides, pre-written customer emails, guidance for chat responses, and remediation recommendations. **MARKET RESEARCH**

Gen AI solution for brand intelligence that automates the scanning of media and social channels for brand and product sentiments, analyzes, and quickly delivers stronger buyer intelligence for sales and marketing campaigns. As a business operations partner to some of the largest digital pioneers in the world, we operate at the frontier of the new. We combine our

distinctive expertise in powering modern operating models with industry depth and our leadership in process and IT automation to help your business transform operations, stay relevant and thrive. Speed your adoption of AI and Automation using our pre-configured solutions for business processes. Enable your AI and generative AI models to deliver valuable, ethical and contextually accurate results. Simplify and accelerate automation adoption, integrate and orchestrate resources and see returns faster. Deliver the intuitive experiences customers demand. Grow digitally native scale-ups and new revenue streams at the speed of ideas. Generate new business value from finance and accounting. Understand the new playbook for growth: driving intuitive experiences, game-changing efficiency and innovation. Accelerate insights and customer-centric innovation; increase efficiency. Protect against abuse and fraud, and strengthen customer loyalty with identity protection and content moderation services. Generate growth as you drive intuitive experiences, unparalleled efficiency and innovation. Get your business future-ready with industry-aligned IT and process automation solutions. Improve health plan operations with pre-integrated technology solutions, proven processes and intelligent automation. Increase speed, efficiency and insights; get better marketing ROI. Find out how you can deliver persona-based employee experiences at scale. A virtual conversation with Constellation Research Business leaders discuss four areas experiencing tectonic shifts: organization and people, experimentation for innovation and new revenue streams, partnership ecosystems and building dynamic processes with AI. Our solutions help businesses get ahead and stay ahead. **MEDIA & ENTERTAINMENT** An entertainment company automates its advertising sales business processes and reduces inefficiencies and errors across its global linear and digital network. **TRAVEL & HOSPITALITY** Revising the customer experience process with an intelligent order management system for retail and consumer goods resulted in gains in CX and sales. **LIFE SCIENCES** An end-to-end CX transformation helped Siemens reimagine customer service and cut license costs by 30%. **HEALTHCARE** Adding 2,000 IPA bots and an automation center of excellence for collaboration helped an insurer save \$40M annually and boost capacity by 43M+ claims per year. **BANKING** Validating ~10 million payments using external accounts and an early warning system enabled a leading American bank to achieve a 100% success rate. **BANKING** Improving productivity and overall loan origination process efficiency helped a mortgage lender reduce final approval cycle time by 37%. **TRANSPORTATION & LOGISTICS** Scaling automation across 50+ subprocesses and 150,000 transactions saved thousands of person-hours

and improved overall productivity. Our research shows generative AI won't replace service agents—but will, rather, make them more effective. IT is at the heart of the modern business process. So modern outsourcing must also unify the two and put a clear focus on trusted, confident partnerships that commit to delivering outcome-driven solutions. Generative AI will change how we work by acting behind the scenes to pull together all aspects of the business and provide a unified access point for consumers and employees alike. Generative AI allows companies to quickly build, deploy, and scale AI powered customer services. Companies can maximize the benefits of AI while reducing costs associated with managing their digital presence. This makes it easier for them to stay competitive in today's digital marketplace without incurring high costs. From our recent Deep Green research, there is a clear path for how businesses can emerge as sustainability leaders to meet the needs of a changing world. At a time when experiences are everything, automating processes for speed, intelligence and fluidity will constitute a significant competitive advantage. We partnered with independent analyst firm HFS to find out what leading Finance organizations are doing better than the competition to drive business. Learn what it takes to join their ranks. Circular business models design out waste. Learn more about how the circular economy can help you better prioritize healthy business, social and environmental outcomes Economist Roundtable Summary: Business leaders discuss how organizations play both “offence and defense to drive efficiency and growth” Read Everest Group’s research, Intelligent Automation (IA)—How much is your dollar worth?, on how to measure your total cost of ownership and maximize your return on investment. Modern operations are at the heart of every future-ready business. We reinvented business process services—so we can partner with our clients to accelerate growth and create new value together. Cognizant’s BPS team has again earned an impressive number of awards at the 2024 Brandon Hall Group HCM Excellence Awards. This year the team took home 13 learning and development awards in total, including four gold, four silver, and five bronze for their work in corporate training, learning, talent, and HR. These awards recognize the hard work and dedication our team pours into helping employees grow and succeed. Top financial institutions rely on Cognizant to digitally transform and run seamless operations delivery with impeccable client service to meet their ever-evolving business realities. See why Everest Group awarded us high marks for scope, value, vision, strategy and delivery footprint. Cognizant was named one of the five providers helping organizations transform their operations by unearthing new sources of value to drive growth and manage risks. We achieved highest ratings for vision and capability. Our clients cite our advisory services including organizational change management and advanced technical accelerators that help increase productivity. Everest cites our end-to-end capabilities, our clinical trials and patient services solutions, as well as Cognizant Neuro for Pharmacovigilance. We once again achieved the highest rating and differentiated ourselves with our end-to-end capabilities in the RCM value chain and our strong analytical and automation solutions for healthcare providers. Forrester states that our digital-first, domain-focused automation approach supported by robust intelligent capabilities and accelerators enable us to deliver repeatable value across our customer engagements. Empower your career and future-proof your skills while you help the world’s most influential companies, including marquee Global 2000

clients and Silicon Valley heavy hitters, win with intuition. Join the industry leader. Business Process Outsourcing (BPO) has evolved significantly from a cost-saving measure to a driver of innovation. It now encompasses process excellence, AI, automation and critical business outcomes. With these advancements and new contracting mechanisms, it is now often referred to as Business Process Services (BPS) or Modern Business Operations. BPO is the transfer of responsibility for a specific enterprise workflow or process to a business services provider. The provider manages the people, technology and assets involved in the process and is responsible for delivering business outcomes. Originally, BPO was used for cost reduction based on labor arbitrage. Modern BPO services heavily leverage technology and data to deliver better outcomes—faster and at a lower cost. Vendors use technologies like automation and AI, new talent models, redesign and data and process simplification to support innovation and accelerate profitable growth. Modern BPO services are rooted in a shared purpose between vendor and client, with contracts often incorporating risk-sharing aspects, outcome-based pricing and joint go-to-market models. BPS is a broader term that includes BPO. While often used to avoid the notion of “outsourcing”—which elicited some trepidation from operations buyers in the past—BPS includes process optimization, managed services and advisory services that are not accompanied by a transfer of staff to the vendor. The nature of business process outsourcing, and business process services has evolved over the past 10+ years, with leading vendors bringing significant value as partners for profitable, sustainable growth versus blunt cost reduction. Modern business operations use cutting-edge technologies, data, talent and collaborative ecosystems to drive innovation, achieve operational efficiency and deliver value to a broad range of stakeholders in a rapidly evolving business landscape. They are built on simplicity, fluidity, creativity and cost-efficiency, and can deliver impact at high speed. BPaaS is a type of BPO delivered based on a cloud services model. BPaaS is connected to other services, including SaaS, PaaS and IaaS, and is fully configurable. BPaaS provides companies with the people, processes and technology they need to operate as a pay-per-use service by making use of the availability and efficiency of a cloud-based system. This approach to operations greatly reduces total cost of ownership by providing an on-demand solution based on services needed as opposed to purchasing a package deal tied into a single application. BPaaS keeps companies in lockstep with industry best practices and technology advancements. Companies can also easily increase business process services levels during peak periods and bring new products and services to market faster with BPaaS’s unique operating flexibility and agility. Modern business process outsourcing services have many advantages ranging from process redesign and operating model simplification to flexibility, resilience, speed, innovation and direct impact on top and bottom lines. For example: BPO and BPS can improve process efficiency through access to best-in-class expertise, technology and resources that promote better business performance and help you scale. Technologies, like AI and automation, can remove tedious tasks and reduce risks while improving employee and customer experience. Since processes are industry-specific, providers specializing in your industry have optimized their operations to support many customers. In the context of processes, automation combined with process redesign and artificial intelligence—AI and generative AI—is often referred to as intelligent process automation

(IPA). Among the most notable benefits of IPA is that it facilitates an end-to-end view of enterprise processes across silos—connecting data, insights and people to improve business outcomes. BPO providers leverage automation along with analytics and AI to reduce costs and dramatically improve customer and employee journeys. Yes. While traditional BPO mostly supports back-office processes, modern BPO services support both critical and non-critical processes. Examples include: Modern business process services are offering specialized support in industry-specific areas—benefits and claims management or revenue cycle in healthcare, asset and wealth management in banking, drug testing and development or regulatory and compliance in life sciences, retail analytics and order management in retail, etc. Depth of industry knowledge, along with the availability of digital assets and platforms that can accelerate the speed of implementation, are important ways for BPO providers to differentiate themselves. Turbulent times create opportunities for bold enterprises to get ahead of the competition by making strategic moves when others delay investments. BPO helps businesses accelerate through uncertainty with confidence. By modernizing processes, infusing them with new technologies and connecting the data across the enterprise, modern BPO enables them to anticipate and quickly act on emerging trends, as well as self-fund growth initiatives through efficiency. To discuss game-changing returns for your business with Business Process Services and Automation, please fill out the information below and we'll contact you. ©2024 Cognizant, all rights reserved

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Maximize finance and accounting business value

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from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. We partnered with independent analyst firm HFS to find out what leading Finance organizations are doing better than the competition to drive business value. Learn what it takes to join their ranks. improvement in overall efficiency increased productivity reduction in TCO over 5 years reduced revenue leakage productivity improvement Cognizant® Digital Finance & Accounting services provides you with modern capabilities and insights the business demands while optimizing your existing investments and integrating key processes, expertise, systems and analytics. From streamlining your workflows to making financial intelligence available on demand, we digitally transform finance and accounting into a value generator for your organization. Modern operations with flexible operating models and innovative technology platforms help F&A organizations create new value in today's changing business environment. Realize the full potential of investments in digital technologies and automation at scale. Analytics and intelligence-enabled decision-making provide employees with the time and insights needed for better stakeholder experiences and innovation. Our solutions help solve big challenges and grow businesses. **LOGISTICS & TRANSPORTATION** European logistics and delivery company embraces process automation to simplify finance and accounting processes, improve efficiency and speed customer service. **LIFE SCIENCES** An end-to-end revenue cycle management solution transforms the claims process to improve accuracy, speed cash flow and improve working capital utilization. **LIFE SCIENCES** A global life sciences company redesigned its processes and technology to cost effectively drive productivity. **MANUFACTURING** A global water technology company reduced TCO by 50% and improved performance with our business process solution. HFS and Cognizant talk to finance leaders in the Nordic region to address the AI revolution and macroeconomic changes that they will need to navigate to secure cash flow and keep their businesses healthy and competitive. Four ways businesses can ensure their spending decisions meet short- and long-term business goals How CFOs can meet, and exceed, a new era's expectations Capitalizing on the technology's benefits starts with an unbiased look at existing core systems. Spoiler alert: It won't be pretty. Cognizant has once again earned a leadership position across all four categories of Procure to Pay, Order to Cash, Record to Report and FP&A.

Congratulations to the team for demonstrating consistency and excellence in the FAO sector. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. Explore our modern business process services Fast-track AI models from concept to value Empower your career and future-proof your skills while you help the world's most influential companies, including marquee Global 2000 clients and Silicon Valley heavy hitters, win with intuition. Join the industry leader. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Boost marketing performance with AI

----- Article source ----- <https://www.cognizant.com/us/en/services/business-process-services/marketing-operations-solutions> ----- Modern AI-integrated marketing operations What you could achieve 50% 30% 20% 70% 90% How marketers can navigate a post-pandemic world Easy, cost-effective advertising for small businesses What we deliver Featured work Insights Explore additional business process services Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee

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growing. Let's talk about how digital can work for your business. ©2024
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Modern customer care, intuitive experiences

----- Article source ----- <https://www.cognizant.com/us/en/services/business-process-services/omnichannel-customer-care-solutions> ----- Make every customer interaction count Spotlight: Cognizant Agent Assist Business outcomes and strong ROI 25% 30% 15% 80% 94% How gen AI will become a superpower for customer service reps Digital customer experience redefined What we deliver Featured work Insights Explore additional business process services Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Harness AI-integrated solutions, data and human ingenuity to drive meaningful experiences across channels. Empower customer service agents with generative AI solutions for seamless chat and email assistance. Cognizant Agent Assist, a revolutionary solution transforming customer experience environments to be more efficient,

effective and customer-driven. Our solution leverages advanced natural language processing to intelligently analyze customer inquiries, retrieve relevant information from any online source, and generate natural, engaging responses that can be sent across text, chat, social media and other text-based channels. faster call handling time faster time to market higher revenues automated call resolution lower labor costs Our research shows generative AI won't replace service agents—but will, rather, make them more effective. Cognizant develops, implements and runs customized omnichannel customer care solutions that transform disconnected customer service models to deliver great experiences. We harness cutting edge technologies, such as conversational AI and visual IVR, advanced analytics and resourceful talent to drive meaningful experiences across human and digital channels, and help businesses grow. DocuSign engaged Cognizant to modernize its customer support processes for agility and scalability. Working in partnership, we helped DocuSign reduce agent training time and costs, increase the effectiveness of support teams and improve customer satisfaction. Our authentication process ensures secure and effective communication across channels. Our omnichannel solutions enable consistent connections wherever customers choose to engage. Unified Agent Desktop technology equips brand associates to deliver empathetic CX at speed. We leverage predictive analytics to enable customer insights that drive sales and improve support. Our cognitive technology increases productivity and effectiveness of brand associates. A hyper-personalized ordering experience reduces wait times, boosts revenues by 15% per order and cuts operating costs significantly for Papa John's. That's intuition engineered. Automation delivers improved customer service and greater business flexibility while saving time and reducing costs. A regional electricity provider needed to improve the customer service experience through web and mobile channels while also reducing pressure on the customer service team and lowering costs. Consistent messaging, speed and scalability are all critical if content is to deliver experiences that customers will love. Controlling content production costs drives better returns on those experiences. US-based international carrier relies on a virtual assistant to answer frequently asked questions and reduce burden on contact center personnel. Generative AI allows companies to quickly build, deploy, and scale AI powered customer services. Companies can maximize the benefits of AI while reducing costs associated with managing their digital presence. This makes it easier for them to stay competitive in today's digital marketplace without incurring high costs. Designing consumer-centered experiences enables healthcare organizations to anticipate needs, improve outcomes and compete successfully. Modern operating models are built on processes that are fast, efficient and human-centric. Cognizant's analysis of recent Economist Impact research shows that businesses are taking a fresh look at their operations and seeking to turn processes into agile, data-driven experience engines. Accessible banking services are no longer a good-to-have—they are a must-have. Delivering basic information, products and services to a continuously churning and demanding citizenry isn't easy. But by rethinking experiences, revamping processes and rewiring IT across interconnected ecosystems, government authorities can raise the bar on how people interact and transact with them to become a destination of choice. The HFS Horizons Report for Customer Experience Service Providers 2024 recognizes Cognizant's industry-focused and tech-enabled

approach to CX transformation. Explore our modern business process services Fast-track AI models from concept to value Empower your career and future-proof your skills while you help the world's most influential companies, including marquee Global 2000 clients and Silicon Valley heavy hitters, win with intuition. Join the industry leader. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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----- Article source ----- <https://www.cognizant.com/us/en/services/business-process-services/ai-training-services> ----- AI model training in action Boost the performance of generative AI using the right high-quality training data. Insights Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Enable your AI and generative AI models to deliver valuable, ethical and contextually accurate results. Our AI training business process services complement your strengths with an experienced team—so you can move faster and smarter. AUTONOMOUS VEHICLES AUTONOMOUS VEHICLES Curate, annotate, cleanse and test extremely high volumes of data to enable autonomous vehicles to recognize objects, make real-time driving decisions and navigate an evolving

landscape—safely and securely. HEALTHCARE HEALTHCARE Training AI systems to understand physician personalities and scripting styles ensures highly accurate auto-scribed patient histories, treatment recommendations, medications, referrals and follow-ups. Cognizant helps clients fast-track the maturity of AI models. Our dataset curation, labeling and annotation services, together with human-guided training and critical validation, ensures AI models generate valuable, ethical and contextually accurate results. Our teams have been at the forefront of AI training services long before generative AI took center stage, helping clients make self-driving cars smarter and safer, develop intelligent and interactive maps and personalize digital experiences. We're ready to put our knowledge to work for you. Data engineers are to generative AI what coders are to software. Their future will be shaped by harnessing the power of this transformative technology. High-definition mapping and training of autonomous vehicle algorithms are critical enablers for creating a driverless future. Let's explore how we can help make your AI model more context-aware, and accelerate time to value for your business! ©2024 Cognizant, all rights reserved =====

Business processes to supercharge performance

----- Article source ----- <https://www.cognizant.com/us/en/services/business-process-services/performance-imperatives-ai> ----- >15% 600% \$900M 50% 50% 8X ROI 90% What is Business Process Outsourcing (BPO)? What is Business Process Services (BPS)? What are Modern Business Operations? What is Business Process as-a-Service (BPaaS)? What are the benefits of BPO/BPS? How does BPO/BPS improve efficiency? How does automation and AI improve BPO/BPS? Can a company outsource its core business processes? How does BPO/BPS help during market uncertainty? Embrace the AI-powered future Business outcomes and strong ROI Spotlight: The changing role of the COO How we're applying generative AI today BPS and automation services Trust & Safety Challenges in the Age of AI New revenue cycle approach nets \$13 million for MetroHealth DocuSign boosts growth and CSAT with new customer experience More human processes through technology and data What do automation and acquisitions have in common? How do digitally native businesses uniquely address change? Growth operations: funding growth in times of economic uncertainty Navigating a new roadmap to growth Featured work Insights The history of Business Process Outsourcing, Business Process Services and Business Process as a Service Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming

customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. OPERATE WITH INSIGHT AND SPEED

Introducing Cognizant AI business accelerators: a suite of generative AI and automation-driven, pre-configured solutions for business processes that combine technology, industry know-how and modern talent models to deliver impactful results. Is your enterprise prepared to lead in the new wave of AI-driven operations transformation? As generative AI inspires businesses to rethink how they create value, innovate, and grow, you need a business process services partner who can guide you through the change - confidently and responsibly. As a business process services partner to some of the largest digital pioneers in the world, we operate at the frontier of the new. We combine our distinctive expertise in powering modern operating models with industry depth and our leadership in process and IT automation to help your business transform operations, stay relevant and thrive. Let's collaborate and harness the exciting potential of new technologies, data and human ingenuity, so your organization can embrace the AI-powered future and reap the benefits, faster. Some of the results we've delivered revenue increase per transaction faster claims processing cost savings faster time to market faster ordering processes through intelligent automation increase in CSAT The speed of innovation, disruption and AI has put increased pressure on chief operating officers to reimagine how they manage operations and position their companies to grow. In this virtual conversation, Fortune's Executive Director of Fortune Live Media and Editorial Director of Fortune CEO Initiative Diane Brady and leadership editor Ruth Umoh brought together nine diverse and visionary operators to explore the key challenges they are facing related to integrating AI into their operations. Participants discussed how COOs are reinventing everything from supply chains and back-office functions to hiring and their own jobs. We are partnering with visionary businesses to radically improve business operations through innovation and a new level of human and machine collaboration.

AUTOMOTIVE Creating a gen AI agent-assist technology that provides step by step guides, pre-written customer emails, guidance for chat responses, and remediation recommendations. **MARKET RESEARCH** Gen AI solution for brand intelligence that automates the scanning of media and social channels for brand and product sentiments, analyzes, and quickly delivers stronger buyer intelligence for sales and marketing campaigns. As a business operations partner to some of the largest digital pioneers in the world, we operate at the frontier of the new. We combine our distinctive expertise in powering modern operating models with industry depth and our leadership in process and IT automation to help your business transform operations, stay relevant and thrive. Speed your adoption of AI and Automation using our pre-configured solutions for business processes. Enable your AI and generative AI models to deliver valuable, ethical and contextually accurate results. Simplify and accelerate automation adoption, integrate and orchestrate resources and see returns faster. Deliver the intuitive experiences customers demand. Grow digitally native scale-ups and new revenue streams at the speed of ideas. Generate new business value from finance and accounting. Understand the new playbook for growth: driving intuitive experiences, game-changing efficiency and innovation. Accelerate insights and customer-centric innovation; increase efficiency. Protect against abuse and fraud, and strengthen customer loyalty with identity protection and content moderation services. Generate growth as you drive intuitive experiences, unparalleled efficiency and innovation. Get your business future-ready with industry-aligned IT and process automation solutions. Improve health plan operations with pre-integrated technology solutions, proven processes and intelligent automation. Increase speed, efficiency and insights; get better marketing ROI. Find out how you can deliver persona-based employee experiences at scale. A virtual conversation with Constellation Research Business leaders discuss four areas experiencing tectonic shifts: organization and people, experimentation for innovation and new revenue streams, partnership ecosystems and building dynamic processes with AI. Our solutions help businesses get ahead and stay ahead. **MEDIA & ENTERTAINMENT** An entertainment company automates its advertising sales business processes and reduces inefficiencies and errors across its global linear and digital network. **TRAVEL & HOSPITALITY** Revising the customer experience process with an intelligent order management system for retail and consumer goods resulted in gains in CX and sales. **LIFE SCIENCES** An end-to-end CX transformation helped Siemens reimagine customer service and cut license costs by 30%. **HEALTHCARE** Adding 2,000 IPA bots and an automation center of excellence for collaboration helped an insurer save \$40M annually and boost capacity by 43M+ claims per year. **BANKING** Validating ~10 million payments using external accounts and an early warning system enabled a leading American bank to achieve a 100% success rate. **BANKING** Improving productivity and overall loan origination process efficiency helped a mortgage lender reduce final approval cycle time by 37%. **TRANSPORTATION & LOGISTICS** Scaling automation across 50+ subprocesses and 150,000 transactions saved thousands of person-hours and improved overall productivity. Our research shows generative AI won't replace service agents—but will, rather, make them more effective. IT is at the heart of the modern business process. So modern outsourcing must also

unify the two and put a clear focus on trusted, confident partnerships that commit to delivering outcome-driven solutions. Generative AI will change how we work by acting behind the scenes to pull together all aspects of the business and provide a unified access point for consumers and employees alike. Generative AI allows companies to quickly build, deploy, and scale AI powered customer services. Companies can maximize the benefits of AI while reducing costs associated with managing their digital presence. This makes it easier for them to stay competitive in today's digital marketplace without incurring high costs. From our recent Deep Green research, there is a clear path for how businesses can emerge as sustainability leaders to meet the needs of a changing world. At a time when experiences are everything, automating processes for speed, intelligence and fluidity will constitute a significant competitive advantage. We partnered with independent analyst firm HFS to find out what leading Finance organizations are doing better than the competition to drive business. Learn what it takes to join their ranks. Circular business models design out waste. Learn more about how the circular economy can help you better prioritize healthy business, social and environmental outcomes Economist Roundtable Summary: Business leaders discuss how organizations play both "offence and defense to drive efficiency and growth" Read Everest Group's research, Intelligent Automation (IA)—How much is your dollar worth?, on how to measure your total cost of ownership and maximize your return on investment. Modern operations are at the heart of every future-ready business. We reinvented business process services—so we can partner with our clients to accelerate growth and create new value together. Cognizant's BPS team has again earned an impressive number of awards at the 2024 Brandon Hall Group HCM Excellence Awards. This year the team took home 13 learning and development awards in total, including four gold, four silver, and five bronze for their work in corporate training, learning, talent, and HR. These awards recognize the hard work and dedication our team pours into helping employees grow and succeed. Top financial institutions rely on Cognizant to digitally transform and run seamless operations delivery with impeccable client service to meet their ever-evolving business realities. See why Everest Group awarded us high marks for scope, value, vision, strategy and delivery footprint. Cognizant was named one of the five providers helping organizations transform their operations by unearthing new sources of value to drive growth and manage risks. We achieved highest ratings for vision and capability. Our clients cite our advisory services including organizational change management and advanced technical accelerators that help increase productivity. Everest cites our end-to-end capabilities, our clinical trials and patient services solutions, as well as Cognizant Neuro for Pharmacovigilance. We once again achieved the highest rating and differentiated ourselves with our end-to-end capabilities in the RCM value chain and our strong analytical and automation solutions for healthcare providers. Forrester states that our digital-first, domain-focused automation approach supported by robust intelligent capabilities and accelerators enable us to deliver repeatable value across our customer engagements. Empower your career and future-proof your skills while you help the world's most influential companies, including marquee Global 2000 clients and Silicon Valley heavy hitters, win with intuition. Join the industry leader. Business Process Outsourcing (BPO) has evolved significantly from a cost-saving measure to a driver of innovation. It now encompasses process

excellence, AI, automation and critical business outcomes. With these advancements and new contracting mechanisms, it is now often referred to as Business Process Services (BPS) or Modern Business Operations. BPO is the transfer of responsibility for a specific enterprise workflow or process to a business services provider. The provider manages the people, technology and assets involved in the process and is responsible for delivering business outcomes. Originally, BPO was used for cost reduction based on labor arbitrage. Modern BPO services heavily leverage technology and data to deliver better outcomes—faster and at a lower cost. Vendors use technologies like automation and AI, new talent models, redesign and data and process simplification to support innovation and accelerate profitable growth. Modern BPO services are rooted in a shared purpose between vendor and client, with contracts often incorporating risk-sharing aspects, outcome-based pricing and joint go-to-market models. BPS is a broader term that includes BPO. While often used to avoid the notion of “outsourcing”—which elicited some trepidation from operations buyers in the past—BPS includes process optimization, managed services and advisory services that are not accompanied by a transfer of staff to the vendor. The nature of business process outsourcing, and business process services has evolved over the past 10+ years, with leading vendors bringing significant value as partners for profitable, sustainable growth versus blunt cost reduction. Modern business operations use cutting-edge technologies, data, talent and collaborative ecosystems to drive innovation, achieve operational efficiency and deliver value to a broad range of stakeholders in a rapidly evolving business landscape. They are built on simplicity, fluidity, creativity and cost-efficiency, and can deliver impact at high speed. BPaaS is a type of BPO delivered based on a cloud services model. BPaaS is connected to other services, including SaaS, PaaS and IaaS, and is fully configurable. BPaaS provides companies with the people, processes and technology they need to operate as a pay-per-use service by making use of the availability and efficiency of a cloud-based system. This approach to operations greatly reduces total cost of ownership by providing an on-demand solution based on services needed as opposed to purchasing a package deal tied into a single application. BPaaS keeps companies in lockstep with industry best practices and technology advancements. Companies can also easily increase business process services levels during peak periods and bring new products and services to market faster with BPaaS’s unique operating flexibility and agility. Modern business process outsourcing services have many advantages ranging from process redesign and operating model simplification to flexibility, resilience, speed, innovation and direct impact on top and bottom lines. For example: BPO and BPS can improve process efficiency through access to best-in-class expertise, technology and resources that promote better business performance and help you scale. Technologies, like AI and automation, can remove tedious tasks and reduce risks while improving employee and customer experience. Since processes are industry-specific, providers specializing in your industry have optimized their operations to support many customers. In the context of processes, automation combined with process redesign and artificial intelligence—AI and generative AI—is often referred to as intelligent process automation (IPA). Among the most notable benefits of IPA is that it facilitates an end-to-end view of enterprise processes across silos—connecting data, insights and people to improve business outcomes. BPO providers leverage automation

along with analytics and AI to reduce costs and dramatically improve customer and employee journeys. Yes. While traditional BPO mostly supports back-office processes, modern BPO services support both critical and non-critical processes. Examples include: Modern business process services are offering specialized support in industry-specific areas—benefits and claims management or revenue cycle in healthcare, asset and wealth management in banking, drug testing and development or regulatory and compliance in life sciences, retail analytics and order management in retail, etc. Depth of industry knowledge, along with the availability of digital assets and platforms that can accelerate the speed of implementation, are important ways for BPO providers to differentiate themselves. Turbulent times create opportunities for bold enterprises to get ahead of the competition by making strategic moves when others delay investments. BPO helps businesses accelerate through uncertainty with confidence. By modernizing processes, infusing them with new technologies and connecting the data across the enterprise, modern BPO enables them to anticipate and quickly act on emerging trends, as well as self-fund growth initiatives through efficiency. To discuss game-changing returns for your business with Business Process Services and Automation, please fill out the information below and we'll contact you. ©2024 Cognizant, all rights reserved

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Scale innovation like a disruptor

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with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Our business operations experts work hand in hand with your team to develop and iterate new products and services, move into new markets by setting up program management offices, supporting sales and new client onboarding, and providing modern, generative-AI and automation-driven customer care. Click on each section to learn more

Revenue growth solutions Test and scale We help you rapidly turn ideas into revenue growth offerings by bringing the right global team, Industry leading business processes, the best AI and automation enabled technologies and a test and fail-fast approach to quickly go to market. Learn more

Add context Gain market foresight and business agility by integrating contextual intelligence into your offerings and systems. Use technologies such as digital annotation, location intelligence, machine learning and GenAI as a crystal ball to predict customer behavior and deliver new revenue sources. Learn more

Market and sell Grow your revenues by connecting with the right buyers using AI and automation and deliver personalized experiences. Optimize MarTech and AdTech spending, monitor brand performance, and empower sales teams with decision-making tools that deliver better customer mapping, research and pitch development. Learn more

Delight customers Turn your customers into powerful evangelists for your brand with contextual industry insights, analytics, AI and specialized talent. We help you create personalized customer experiences and customized communications across all of your platforms, languages and locations. Learn more

Protect your brand Fortify your digital brand and strengthen customer loyalty with identity verification, account monitoring and advanced analytics. We combine human expertise with machine learning and AI so your teams can review and moderate digital content, identify risks and expose fraud quickly and effectively. Learn more

See how DocuSign accelerates growth and customer satisfaction by redefining the customer experience. Autonomous vehicles are just one use for high-definition mapping. How can you leverage it to evolve your business? **AUTONOMOUS VEHICLES** **AUTONOMOUS VEHICLES** Curate, annotate, cleanse and test extremely high volumes of data to enable autonomous vehicles to recognize objects, make real-time driving decisions and navigate an evolving landscape—safely and securely. **HEALTHCARE** **HEALTHCARE** Training AI systems to understand physician personalities and scripting styles ensures highly accurate auto-scribed patient histories, treatment recommendations, medications, referrals and follow-ups. Learn 3 steps that have helped our clients solve challenges when bringing new ideas to market We support

secure, seamless purchasing experiences with omnichannel customer care for a global payments-processing innovator. We're helping clients design engaging, immersive experiences in the physical world and the Metaverse with location-based services. We're enabling millions of people to reach their destination every day, by supporting global map services providers. We're spreading the word about most-loved shows for a global streaming service. We're working with a tech pioneer to teach self-driving cars to be smarter and safer. We're helping a fintech pioneer efficiently and quickly manage their anti-money laundering (AML) caseload. Explore our modern business process services Fast-track AI models from concept to value Let's explore how we can collaborate and create impactful value together. ©2024 Cognizant, all rights reserved =====

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stay competitive in the evolving world of AI. 70% of today's online content is user-generated, creating an unprecedented need for businesses to find new ways to combat misinformation and protect users globally. In this virtual conversation, we discuss digital trust and safety frameworks and content moderation strategies to combat the increasing geopolitical shifts, regulatory changes and rise of synthetic media. Your participants: host Steve Wilson from Constellation Research along with Kanti Kopalle from Cognizant, Louis-Victor de Franssu from Tremau and Ray Wang from Constellation Research. saved in chargebacks content items reviewed monthly apps reviewed for compliance IP infringement requests handled Maximize your online brand presence and potential with our trust and safety services. We have your back: monitoring user generated content and tracking your brand anywhere on the web, addressing trademark, piracy, copyright and disinformation issues before harm can be done. Elevate your reputation and create a secure digital haven for your brand to flourish. Our teams can identify, verify, manage and monitor content across your platforms in any language and anywhere in the world. We expand your community's access to new users and manage disinformation, misinformation and potentially toxic and damaging content. Secure your digital environment and safeguard users with Cognizant's advanced fraud prevention and user safety solutions. We proactively identify and counteract unauthorized users, accounts and transactions using cutting-edge technologies and data analytics. Protect online platforms and intellectual property against impersonation, copyright violations and illegal consumption. Reinforce revenue streams, preserve content integrity and ensure compliance with advertising policies and marketplace regulations. Boost the efficacy of all your trust and safety initiatives with AI-driven content intelligence. By combining human expertise with AI technologies, we can scale your program and speed your progress. A multinational media company achieves a five-minute response time, suppressing illegal consumption of high-profile monetized content across international time zones. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Deliver modern employee experiences with the power of AI

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manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Inspire and empower your employees through AI-integrated intuitive HR operations that deliver personalized employee experiences at scale. Different personas and stages across the people value chain create a variety of needs in HR organizations. Today's HR managers are looking for tools such as intelligent job description design and smart resume parsing to reduce manual screening tasks. Managers want the ability to implement end-to-end workflows and processes for easy onboarding of different types of candidates into the organization. Today's candidates expect a seamless, engaging onboarding experience. They want to use hassle-free intuitive systems that make it easy to assimilate into the organization and culture. Before employees leave an organization or retire, they expect to be treated well throughout their career. They want to be provided opportunities aligned to their aspirations, learning avenues that set them up for success and rewards that are proportionate to their efforts. Today's successful managers have a full view into their team's productivity, to enable good connection and accountability. Digital tools that support decision-making are key to meeting day-to-day needs. Also, a robust framework of policies and processes helps managers focus in on prioritized work. HR business partners can increase their efficiency using digital systems that automate processes and keep administrative tasks to a minimum. This allows time to work and collaborate with business stakeholders to create and execute talent strategy—and with employees to help them pursue and meet their career goals. Effective

leadership needs talent insights on the go, to support robust decision making that is aligned to the needs of the talent. Cognizant helps businesses deliver persona-based employee experiences through our advisory services and solutions, including our automation fabric, Cognizant Neuro® Business Processes. Cognizant Neuro Business Processes for Recruitment has AI-powered capabilities for demand planning and forecasting that helps managers plan their staffing needs. The solution also offers self-service capabilities and a robust engagement framework to keep candidates on point during onboarding. Similar frameworks are available for many other HR personas. Cost reduction Reduction in average handling time (AHT) Reduction in time serving GDPR requests Manual effort reduction Cognizant helps HR organizations build modern operations that delight employees with persona-based 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. Build industry-leading business processes using our advisory services and transformation frameworks. Cognizant partners with your HR organization to deliver best-in-class modern HR operations across the hire-to-retire employee journey. Get industry-leading automation and HR technologies, including Cognizant Neuro Business Processes. Create exceptional new-hire processes and experiences including end-to-end transformation of recruitment to onboarding. Take advantage of services to enhance experiences to attract, develop and retain global talent. Develop talent through persona-based learning journeys using gamification, learning insights, AI powered learning pathways and intuitive learning and development operations. Make total rewards services backed by data and aligned to expectations of multi-generational talent part of your HR program. Energize business delivery using the power of data, design and technology to provide end-to-end workforce management. Support adherence to Hire to Retire statutory regional regulations across H2R process & aligned to manage acceptable usage policy as defined by the employer. Generative AI promises to help solve the massive reskilling issue it creates by reinvigorating businesses' approach to learning and development. The world is changing, and the work of managing Human Resources must evolve to modern employee experiences. Why businesses should embrace, not restrict, workers' "shadow adoption" of generative AI. Explore our modern business process services Fast-track AI models from concept to value Empower your career and future-proof your skills while you help the world's most influential companies, including marquee Global 2000 clients and Silicon Valley heavy hitters, win with intuition. Join the industry leader. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

AI business accelerators for operations

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transforming customer experience environments to be more efficient, effective and customer-driven. Our solution leverages advanced natural language processing to intelligently analyze customer inquiries, retrieve relevant information from any online source, and generate natural, engaging responses that can be sent across text, chat, social media, and other text-based channels. These represent a small sampling of our over 50+ accelerators.

TECHNOLOGY We've helped a technology company leverage gen AI to help partners streamline product inquiries. This resulted in 4X growth in partner activation and 10X growth in revenue.

TRAINING Using our own learning-as-a-service best practices, we created a multi-tiered program that quickly trained 80+% of employees in gen AI technologies and generated 15K+ generative AI-related innovation ideas in 3 months.

FINANCE We've helped a globally expanding ops team cut on-boarding training content development times by 75% with our learning-as-a-service gen AI accelerator, making new employees more productive, faster.

FIELD OPERATIONS We've helped an autonomous vehicle company create a repeatable solution for field operations workflows. It used gen AI to improve driving and routing for autonomous vehicles enabling real-time efficiency monitoring and realizing \$2M in annual savings.

CONSUMER GOODS/RETAIL Our new gen AI-powered email solution scans inquiries for intent and sentiment, extracts content and composes follow-up emails for analyst review resulting in 70% shorter cycle times, 20% greater analyst productivity and higher user satisfaction. With our accelerators, we bring AI technologies and business processes together to unlock new levels of efficiency.

Personalized experiences Our AI business accelerators can help your operations find new insights from locked-in untouchable data and deliver what your customers are looking for, fast, as well as provide new experiences for customers and employees that drive deeper, longer-lasting engagement.

Insights in moments Quickly synthesize vast amounts of information and accurately extract meaningful insights that can drive better decisioning and speed-up operations for business leaders and field specialists alike.

Improved productivity, process efficiencies Reset the standards for productivity and efficiency—from cutting call handling and claims processing times to generating personalized content to improving business operations.

Increased business acceleration, revenues Reach new target clients for sales and marketing, scale operations to boost revenues and generate new business markets.

Cognizant Neuro® and Cognizant AI business accelerators enhance employee onboarding with AI and automation. Gen AI can help solve the biggest problems of our time, even the ones we haven't identified yet. Our AI business accelerators combine high-impact applications of generative AI with automation and industry-specific process expertise into plug-and-play solutions with impactful results. Our research shows generative AI won't replace service agents — but will, rather, make them more effective. Learn why businesses should embrace, not restrict, workers' "shadow adoption" of generative AI. Gen AI's potential to transform industries and society takes responsible design and stakeholders. Start with process mining for more impactful AI. Explore our intelligent automation solutions. Please share some information about yourself and we'll reach out to explore how we can put our AI business accelerators to work for you. ©2024 Cognizant, all rights reserved

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tracking your brand anywhere on the web, addressing trademark, piracy, copyright and disinformation issues before harm can be done. Elevate your reputation and create a secure digital haven for your brand to flourish. Our teams can identify, verify, manage and monitor content across your platforms in any language and anywhere in the world. We expand your community's access to new users and manage disinformation, misinformation and potentially toxic and damaging content. Secure your digital environment and safeguard users with Cognizant's advanced fraud prevention and user safety solutions. We proactively identify and counteract unauthorized users, accounts and transactions using cutting-edge technologies and data analytics. Protect online platforms and intellectual property against impersonation, copyright violations and illegal consumption. Reinforce revenue streams, preserve content integrity and ensure compliance with advertising policies and marketplace regulations. Boost the efficacy of all your trust and safety initiatives with AI-driven content intelligence. By combining human expertise with AI technologies, we can scale your program and speed your progress. A multinational media company achieves a five-minute response time, suppressing illegal consumption of high-profile monetized content across international time zones. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Enhance process automation with the power of AI

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bolster outcomes. With our platform approach, we integrate interconnected technologies to speed automation, optimize delivery and improve repeatability and scalability while ensuring resiliency. Our frameworks, accelerators and domain-specific assets help you achieve value faster. We enable citizen development strategies ranging from targeted groups to full scaled deployments. Your organization exists to serve customers well—understanding their needs and moving quickly to meet their demands. We exist to help you do that. Through fully managed outsourced automation services, we provide flexibility in managing and scaling process innovation, partnering with your IT and business functions to deliver innovation through IP, technology and alternative talent models. We can handle documentation, development, deployment and maintenance of process automation on your behalf and offer services in an outcome-based model. We provide sustainable business. TECHNOLOGY COMMUNICATIONS MEDIA & ENTERTAINMENT INSURANCE BANKING UTILITIES TRANSPORTATION & LOGISTICS HEALTHCARE UTILITIES LIFE SCIENCES MANUFACTURING

COMMUNICATIONS Cognizant was highlighted for leveraging our industry expertise and in-house solutions such as Cognizant Neuro®, combined with investments in AI, to streamline the end-to-end banking processes. For the 5th year running, Cognizant has earned a leadership position in the Everest Group PEAK Matrix® Assessment for Intelligent Process Automation Services. This is a reflection of our culture of excellence and #Innovation and reflects our focus on investing in talent and technology. We earned high marks for our domain expertise and future-focused strategy services supporting financial institutions as they seek to modernize operations around payments and cards, core banking and risk and compliance. Forrester states that our digital-first, domain-focused automation approach supported by robust intelligent capabilities and accelerators enable us to deliver repeatable value across our customer engagements. Everest Group cites several differentiators, including Cognizant's investment in innovation as well as creating a vision and strategy for clients that help them accelerate their digital journey and get business value faster. We once again achieved the highest rating and differentiated ourselves with our end-to-end capabilities in the RCM value chain and our strong analytical and automation solutions for healthcare providers. Everest cites our end-to-end capabilities, our clinical trials and patient services solutions, as well as Cognizant Neuro for Pharmacovigilance. Cognizant is named Innovation Solutions Partner of the Year for North America for building creative solutions using new products and generative AI. Cognizant has been recognized as Microsoft's global IA Partner of the Year for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft Power Platform technologies. Cognizant earns dual awards: Worldwide Partner of the Year for Business Process Outsourcing (BPO) and Managed Services (MS), and Regional (Americas) Partner of the Year for BPO / MS. Both awards highlight Cognizant's success using UiPath products to scale digital business operations for our clients. Cognizant has been awarded the Best Practice and Implementation Partner of the Year Award in the APAC region. The award was based on our expertise in delivering intelligent automation capabilities to digitally transform how organizations operate, compete and innovate. Cognizant is recognized by Workato for delivery excellence and industry expertise to enable clients to automate work across the enterprise. Cognizant is recognized as a leader in

evangelizing UiPath growth products, solutions and capabilities for scaling our clients' automation programs. In this UiPath blog Mariesa Coughanour, a leader in our Automation practice, and other top industry experts share their secrets for aspiring women who seek senior leadership positions. BLOG The world of automation and generative AI are joining together to deliver unprecedented business process improvements. In this article Mariesa Coughanour, Cognizant Automation practice, talks about the keys to successfully integrating these technologies. REPORT To maximize your intelligent automation investment, start with a comprehensive total cost of ownership (TCO) measurement. BLOG From our recent Deep Green research, there is a clear path for how businesses can emerge as sustainability leaders to meet the needs of a changing world. WHITEPAPERS At a time when experiences are everything, automating processes for speed, intelligence and fluidity will constitute a significant competitive advantage. WEBINAR Empower people with the skills to become effective members of human/machine teams. Learn how in this Q&A and webinar featuring Forrester. REPORT Organizations that instated intelligent automation—not only into their strategies but also into the way employees work—have experienced superior business outcomes. BLOG A much-discussed study loses much of its impact when the timeline of its findings is examined. Explore our modern business process services Fast-track AI models from concept to value Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

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Implement a cloud-enabled business transformation

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environment, Cognizant® Skygrade™ accelerates business value and realizes the value of cloud-native architecture. Cloud smart means finding the right balance of public, private or hybrid cloud that benefits your business the most. We make today's businesses sustainably agile and more innovative by transforming the heritage core, driving modernization across infrastructure and applications and using cloud as the modern business platform. Not sure where to start with cloud? Our advisory services can help your business chart its cloud journey from day one: from building a cloud strategy and technology modernization roadmap, through proof of concept, enablement and optimization. Our services ensure the focus is not just on solutions—but also on building the talent and teams needed to support them. We provide tools and resources to support the implementation of DevOps practices in a cloud computing environment. We help organizations achieve faster, more reliable software releases using a DevOps software development methodology that emphasizes collaboration, automation and continuous delivery. Our cloud foundation services help organizations establish a strong, reliable cloud infrastructure. We offer the essential building blocks such as landing zones, network configuration, security protocols, identity and access management, with compliance and governance policies that put you on a trajectory for success. Our cloud management services provide a range of solutions and capabilities that help your business get the most from cloud with full observability, automation, cost supervision and AI operations. Our solution combines different platform options, tools, blueprints and professional services that you can use to implement your own platform or to leverage Cognizant's IP solutions and shared services. Maximize the value of cloud by accelerating your transformation to unlock its full potential. Whether your migration is a lift-and-shift stepping stone to longer-term modernization or a complete transformation to cloud native and containerization, our services deliver outcomes that help businesses focus less on IT and more on innovation, investment opportunities and growth. Getting the most value from your cloud initiatives means defining the right operational procedures and practices for the public cloud era. Our services manage delivery, tuning, optimization and cloud performance and gives your business the FinOps observability it needs to ensure optimized workloads. Hybrid cloud unifies operations in your cloud environment by bringing together on-premises, edge and public providers such as Amazon, Microsoft and Google to tailor the cloud experience to your needs, simplify management and ensure you get maximum value from your investment. Our infrastructure managed services (IMS) provide comprehensive IT infrastructure operations services for critical business applications hosted on private/hybrid clouds or traditional and proprietary environments. IMS also offers end-to-end transformation services from legacy to modern IT infrastructure through gen AI and frameworks tailored to industry-specific business outcomes. Deliver superior employee experiences with a strategy that transforms your workplace and collaboration. Secure the transforming enterprise with robust and seamless security that gives you peace of mind. Deliver results using powerful analytics for near real-time, actionable decision making at the edge. Harvest deep analytics and machine learning that helps business users generate insights and value. ISG Provider Lens: MultiCloud Public Services 2023—Leader Avasant Radarview: Intelligent ITOps Services 2023—Leader Everest Peak Matrix: Oracle Cloud Application Services 2023—

Leader Everest Peak Matrix: Artificial Intelligence Services 2023—Leader Avasant Radarview: Data Center Managed Services 2023—Leader ISG Provider Lens: ServiceNow Ecosystem Partners 2023—Leader EDUCATION CONSUMER GOODS MEDIA & ENTERTAINMENT INSURANCE TRAVEL & HOSPITALITY COMMUNICATIONS We work with all the major cloud providers through dedicated hyperscaler business groups to offer full-stack skills and capabilities. Together, we assemble the skilled teams, software and platforms to enable secure cloud solutions that accelerate growth in your business. We work closely with our partners to shape the future for our joint clients. Together, we reimagine processes and transform experiences to deliver client-centric outcomes. Here are a few of our most recent partnership awards. - AWS Global GSI partner of the year for migrations - AWS Global GSI partner of the year for migrations—Life Sciences - AWS Migration partner of the year—Greater China Region 2024 Partner of the Year - Global Breakthrough - Industry Solution—Services: Healthcare & Life Sciences - Services: Australia and New Zealand - Specialization: Data Analytics 2024 Partner of the Year Winner 2024 Partner of the Year Finalist Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Innovate faster with AWS cloud

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Cognizant offers out-of-the-box services with built-in new-age AWS technologies to modernize the legacy infrastructure platforms. Offerings include: Enterprises feel the need to use data as their competitive advantage. We live in a data economy and digitally native companies are setting the bar. Cognizant Application Modernization builds smarter migration roadmaps and strategies enabling businesses to be agile, resilient, secured and cost effective through industry standards frameworks, tools and platforms. The offering includes: Move & Modernize combines AWS's latest tooling and automation with Cognizant's application modernization, app management and cloud management capabilities, delivering end-to-end cloud transformation and driving a superior customer experience on AWS.

INSURANCE **LIFE SCIENCES** **OIL & GAS** **LIFE SCIENCES** **TRANSPORTATION & LOGISTICS** Get up-and-running quickly with our industry-specific prebuilt, out of the box solutions. **MANUFACTURING** Learn how a modular service offering helps manufacturers uncover and visualize continuous insights to cut costs, improve productivity and design next-generation products. **LIFE SCIENCES** Ensure actionable outcomes with real-time, proactive and regulatory-compliant risk assessment and global trial oversight. **INSURANCE** Provide your insurance clients availability, scalability and agility with Guidewire platform on AWS. **BANKING** Gain strong competitive advantage and improved banking processes with complete suite of Temenos hosted on AWS. **HEALTHCARE** A next-generation solution that integrates consumer, care, claims and revenue management in a flexible platform. **HEALTHCARE** Cognizant Healthcare Industry+ has been selected as a launch partner for Amazon Web Services (AWS) Health Lake. **MANUFACTURING** Integrate multiple existing systems and sensors in any facility to provide analytical and timely insights to all stakeholders, on a universal facilities management dashboard. **MANUFACTURING** Cognizant combines industry leadership with digital acumen to help carriers, fleet operators and railway operators create efficient, productive and reliable transportation ecosystems. Generative AI will be a game changer for businesses that unlock its true potential. Our latest paper with AWS unpacks the hype surrounding this new evolution of AI, offering practical advice and key insights to help fast-track your generative AI journey. Learn why application integration is one of the most important capabilities for a modern enterprise. Find out how mRNA therapies could fundamentally change the pharma value chain, with the support of bio-platforms, digital twins, IoT, blockchain and a robust IT infrastructure. Understand why regardless of the cloud adoption level of an organization, leaders must be empowered to focus on priority business outcomes. Our tools and accelerators help organizations evaluate health and cloud-readiness of applications, reverse engineer application code, design and deploy microservices, speed up time-to-value, and extract maximum value at every stage in the cloud journey. A one-stop assessment platform to evaluate application health and determine cloud-readiness of application workloads. It enables debt elimination opportunities through application healing and automation, as well as measuring business KPIs and outcomes. An end-to-end, AI/ML-based cloud transformational framework covering the entire life cycle of cloud—including strategizing, planning, modernizing, operating and optimizing. It includes a rich set of reusable assets, accelerators and third-party tools for rapid hybrid cloud adoption. A unified workbench for developing microservices; generating microservices governance

components; modeling, publishing and managing the microservices; and building required artifacts for cloud-based and on-premises deployment. An AI/ML-based cloud management platform that leverages best-of-breed assets and best-in-class third-party API-driven tools and platforms. It provides a "single pane of glass" for hybrid/multi-cloud environments, maximizing automation of cloud operations with a roadmap to No-Ops. An automated portfolio assessment tool for analyzing cloud-readiness for Java and .NET applications. Its powerful engine analyzes hundreds of applications within minutes, identifies anti-patterns, and provides remediation steps to migrate applications. A set of software engineering tools that can reverse-engineer application code and run-time behavior into industry-standard views and models. It models a precise picture of legacy systems that provide alignment between business and IT. Cognizant has earned certifications from AWS in multiple competencies, ranging from industry-specific areas such as Financial Services, Healthcare and Life Sciences to functional specialties such as migration, serverless architectures and CloudFormation. As an AWS Cloud Operations Services Competency launch partner, Cognizant has demonstrated five fundamental cloud solution areas—Cloud Governance, Cloud Financial Management, Monitoring & Observability, Compliance & Auditing and Operation Management. We deliver high-quality solutions and help customers to achieve the model to operate at scale. Partner with AWS and Cognizant to take your learning platform to the next level. Designed to enhance education and drive outcomes, our education services range from consulting and digital experience strategy to technology enablement, implementation and systems integration. Whether you're a publisher, higher-ed institution or EdTech provider, our team's expertise will expand your horizons. As an AWS Financial Services (FS) Competency Partner, Cognizant has demonstrated industry expertise, readily implemented solutions that align with AWS architectural best practices and has staff with AWS certifications. We have a proven track record of delivering the highest-quality AWS engagements for FS clients, demonstrated deep expertise in the FS domain on the AWS platform and delivered engagements seamlessly in the AWS cloud environment. Cognizant stands at the forefront of gen AI innovation, expertly leveraging AWS technology to address complex challenges. With a deep understanding of artificial intelligence, Cognizant crafts bespoke solutions that harness the power of AWS's advanced tools, ensuring clients benefit from intelligent, efficient and scalable outcomes. This expertise positions Cognizant as a leader in transforming industries through gen AI-driven strategies. As an AWS Healthcare Competency Partner, Cognizant has demonstrated success in building solutions for healthcare payers and providers that securely store, process, transmit and analyze patient information. We give you access to innovative, cloud-based solutions with a proven track record of handling patient data and other health information adhering to compliance. Cognizant's AWS practice delivers high performance computing (HPC) solutions that include high performance solvers, platforms and workload management. Our extensive experience in healthcare, life sciences and insurance enables us to address the unique challenges and opportunities across these industries. As an AWS Life Sciences Competency Partner, Cognizant has demonstrated technical and customer successes in building Life Sciences solutions on AWS. We can help you conduct drug discovery, manage clinical trials, engage in manufacturing and distribution activities, conduct research and

development of novel genetic-based treatments and companion diagnostics. As an AWS Machine Learning and MLOps Competency Partner, Cognizant demonstrates the highest degree of competence in all aspects of ML for customer success. Our practices carry forward the integration of AWS machine learning technologies into release management, as well as continuous integration and development practices (CICD), software development and data engineering activities and operations. This ensures our customers obtain streamlined and enforced architectural best practices for model operationalization, repeatable efficiency and success at scale. As an AWS Mainframe Migration Competency Partner, Cognizant delivers end-to-end migration of mainframe workloads to AWS, using proven mainframe modernization services, deep competencies in legacy technologies, in-house accelerators and partnerships. We start by building on core business requirements using incremental modernization methods for proven customer success to reduce risk and control change that affects all business stakeholders. As an AWS Migration Competency Partner, Cognizant has deep experience helping businesses move successfully to AWS, through all phases of complex migration projects, discovery, planning, migration and operations. We focus on developing your internal skills and helping build the foundations for complex migrations to AWS. We are also experts in reducing friction when migrating legacy applications. As an AWS SAP Competency Partner, Cognizant has demonstrated highest level of specialization in SAP with deep AWS technical expertise and proven customer success in transformational SAP on AWS engagements. With our deep expertise, we can help you with seamless SAP deployments and rapid migrations on AWS, optimized operations with managed platform and contextualized industry specific SAP solutions on AWS. As an AWS Security Competency Partner, Cognizant offers modern tools and frameworks that provide unique security capabilities available on AWS. We deliver industry-specific security solutions that simplify complexities, proactively detect and protect your workloads and use cases and enable automation at scale. Keeping your biggest security challenges top of mind throughout the process, we deploy frameworks that align context, risks and blind spots, governance and compliance requirements. By doing so, we ensure that controls are effective across your entire architecture and stay aligned with your ever-changing business objectives. As an AWS Telco Competency Partner, Cognizant is ready to take your company to the next level. Transform your business, operations and customer experiences with our engineering services and software solutions. Whether your goal is to become a leader in the market for digital connectivity or streamline your content value chain, we deliver scalable solutions that will help your business thrive. The AWS Travel and Hospitality Competency designation recognizes that Cognizant has demonstrated the highest level of industry and domain expertise with deep AWS technical knowledge implementing T&H industry solutions. Our depth of industry knowledge in collaboration with AWS has delivered digital transformation initiatives, omnichannel solutions, and improved the customer journey and experience for our clients' brands. BROCHURE Application portfolio rationalization is an essential component of any IT modernization strategy and is a critical first step before cloud migration and application modernization. BROCHURE How Cognizant and AWS can boost an org's operational efficiencies, cost savings and competitive edge with application portfolio rationalization (APR). BROCHURE Our tailored approach helps our

clients to simplify, modernize, optimize and secure their digital assets—and accelerate their cloud-native migration. BROCHURE Reduce costs, improve efficiency and unlock future business value with our systematic approach to modernizing applications using cloud technology. EBOOK Providing effortless customer service through contact centers is key to building long-lasting relationships. To achieve this, you need a future-ready omnichannel CX solution that allows your business to gain agility, scalability, sustainability and cost benefits. Let Cognizant help you navigate this journey with Amazon Connect, the leader in Contact Center as a Service. BROCHURE Enable your end users to work better remotely with nextgeneration digital technologies. BROCHURE Improve communication and collaboration with next-generation digital technologies. BROCHURE Maximize business benefits with Industry Solutions hosted on Amazon Web Services (AWS). BROCHURE Build your cloud management platform with AWS-native services to deliver operational efficiency, cost savings, agility and user experience. BROCHURE Overcome migration complexity with SAP Cloud on Amazon Web Services (AWS). BROCHURE Modernize your workloads faster with Cognizant's AWS offerings BROCHURE Accelerate your cloud journey for digital leadership through a factory approach BROCHURE Improve time to market and reduce risks with Cognizant AWS Migrate To learn more about the strengths of this strategic partner, visit: Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

An AWS machine learning competency partner

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both global and local data, and the sharing of data features across numerous models and lines of business. The illustration on page 4 features a model lifecycle applied to an AWS SageMaker project. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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An AWS cloud security partner

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area is both stand-alone and complemented by our other security practice areas, including Identity and Access Management (IAM), Integrated Threat Management (ITM), Integrated Vulnerability Management (IVM), Governance-Risk-and-Compliance (GRC), and Data Protection/Privacy (DPP). Cognizant's advisory services follow a business-driven framework to ensure that your AWS Cloud journey is securely aligned with your business context, strategy and risk appetite. You can make informed decisions about the most appropriate controls, using tools such as AWS Inspector, Config, GuardDuty, Macie and CloudTrail. Cognizant's AWS cloud security engineering expertise covers four key areas: Cloud Threat and Vulnerability Management, Cloud Identity and Access Management, Cloud Data Security and Cloud Security. Our solutions can be delivered as a design/implementation or fully managed service, and can be designed and integrated from AWS native tools, COTS tools and unique Cognizant security technology. Cognizant's managed security services and AWS accelerators meet your enterprise's demand for innovation, growth and speed. To secure your AWS environment, our Cyber Threat Defense (CTD) security platform combines intelligence, orchestration/automation and incident response—supported by a 24/7 security operations center, analytics, automation and data contextualization. CYBERSECURITY Cognizant can identify and eliminate today's blind spots, while also seeing and solving for the threats ahead. For you, it means accelerated business innovation, transformation and growth. SECURITY Here are some specific ways to address growing security challenges and noticeably improve the effectiveness of vulnerability management. CAPITAL MARKETS BANKING BANKING MANUFACTURING HEALTHCARE BANKING BANKING Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

An AWS SAP competency partner

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from on-premises to cloud—eliminating high capital expenditure on SAP. Particularly, we can help with: Cognizant has delivered multiple high-profile SAP engagements, including SAP Cloud Hosting, SAP HANA and SAP S/4HANA adoption projects. You can trust us to help you take the first step towards SAP Cloud with our assessment workshops. Our SAP Cloud assessment workshops for customers typically include: The designation recognizes Cognizant as an AWS partner that has demonstrated technical proficiency and proven success in SAP implementation, migration and innovation on AWS cloud. Certified AWS SAP competency partners have the experience, tooling, methods and best practices to streamline client migrations or transformations. CONSUMER GOODS TRANSPORTATION & LOGISTICS LIFE SCIENCES Cognizant recognized as a Leader in Gartner's 2020 Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

AWS Cloud Operations

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Unlock high performance computing

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AWS HPC COMPETENCY PARTNER Cognizant's AWS practice delivers high performance computing (HPC) solutions that include high performance solvers, platforms and workload management along with a strong clinical research domain and Guidewire InsuranceSuite™ experience. Our extensive experience in healthcare, life sciences and insurance enables us to address the unique challenges and opportunities across these industries. Cognizant conducts workshops and offers advisory services on HPC and quantum computing technology and platform capabilities for business executives and technical experts. Learn more about software and hardware state, use cases, scheduling, algorithms and a roadmap to leverage all that these technologies offer. Validation confirms that software does exactly what it is designed for and fulfills its intended purpose. Our thorough user testing and training ensures the appropriate use and value of each application. Our three-tiered support model, composed of the executive steering committee, program management organization and workstream leads, ensures the appropriate oversight and mechanism for support escalation. Cognizant works with scientists in various fields to implement algorithms and applications efficiently in a distributed computing environment. We collaborate on research projects involving HPC algorithm acceleration, data modeling and machine learning. This includes image analysis using C++/OpenCV, Hadoop-accelerated text mining and pattern matching, and automated systems administration using novel algorithms. We have implemented the latest technologies and architectures such as Compute Unified Device Architecture (CUDA), Hadoop, RDMA over Converged Ethernet (RoCE) or InfiniBand over Ethernet (IBoE) as well as processors and compilers to solve problems in a wide range of areas. Cognizant has also

developed software in C++, R, Fortran, Python and other languages for researchers to use in an HPC environment with single instruction, multiple data (SIMD) acceleration and message passing interface (MPI) for high throughput, high performance computing. Cognizant is proud to be one of the few AWS competency partners to have demonstrated technical proficiency and proven customer success with HPC solutions in areas such as high performance solvers, HPC platforms and workload management. Our extensive experience in healthcare and life sciences enables us to understand the unique challenges and opportunities of these customers. INSURANCE LIFE SCIENCES BANKING FINANCIAL SERVICES Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Innovative travel and hospitality solutions

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Is your organization ready to transform?

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Discover the AWS Managed Containerization Platform

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develop your digital portfolio with our Cognizant® Modernization Acceleration Platform, Cognizant Cloud Acceleration Platform and AWS Managed Container orchestration including Elastic Container Services (ECS) and Elastic Kubernetes Services (EKS). Application-led cloud migration: Employ a platform-driven approach to cloud migration to make applications digital-ready while ensuring business agility and elastic scalability. Legacy modernization: Modernize legacy applications and their ecosystem to a cost-effective modern platform using a fully automated, tools-based approach. Technology stack modernization: Upgrade technology cost effectively and migrate applications with automated assessments and remediation. Business-led modernization: Unlock the future value for the business and improve speed to market using our Digital Footprint Diagnostics. Get expert guidance managing and optimizing your containerized applications running on the AWS platform. Our service monitors, maintains and optimizes your business's containerized applications so they run efficiently and effectively. Our AWS practice experts provide end-to-end support for the containerized application management process: Cognizant is a proud AWS partner to have demonstrated technical proficiency and proven customer success with Amazon ECS container orchestration platform and solutions. Our extensive experience in cutting-edge cloud technology and industry domains enables us to address the unique challenges and opportunities across various industries. INSURANCE FINTECH LIFE SCIENCES AUTOMOTIVE Our partnerships and strategic alliances with world-class organizations enable us to expand our service offerings and deliver comprehensive solutions to clients. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Transform to the future of learning

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Discover and develop faster with cloud technology

----- Article source ----- <https://www.cognizant.com/us/en/services/cloud-solutions/aws-cloud/aws-solutions-energy> ----- High-performance computing for energy Data management for energy Real-time operations Sustainable operations Asset management Application modernization Cloud migration Unlock business value with public cloud Offerings Featured work Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. AWS SOLUTIONS FOR ENERGY Shorten exploration and development timelines using high-performance computing on AWS. Public cloud is the biggest business enabler in a generation. Cognizant builds cloud solutions on AWS that are secure, scalable and cost-effective—and that ensure energy companies deliver real value. Turn your complex, fragmented data environment into a unified ecosystem. Partner with our team to establish a single source of truth for data on AWS infrastructure. Our offerings enable energy providers to shorten their exploration and development timelines. We help upstream, geoscience and petroleum engineering workflows become more efficient,

and we partner with providers to ensure the most effective architecture, operating strategy and cost management. As the only global systems integrator with the AWS high-performance computing (HPC) competency, we architect solutions for high-demand workloads on AWS infrastructure. Upstream oil and gas companies' in-house seismic processing; ensemble reservoir simulation modeling; and AI/ML workloads can all benefit from the scale and power of an AWS HPC solution designed and delivered by Cognizant. Data management and integration is a continuous challenge in the energy space. Our expertise in bringing together multiple data streams informs companies' cloud data strategy to remove barriers to data integration and usability. As sensors become ubiquitous, IoT data streams are generated from physical assets across a company's dispersed infrastructure. We turn these streams into a real-time view of your operations. We monitor performance, predict points of failure and deliver critical analytics to guide agile business decisions. Cognizant's sustainability services help Global 2000 companies address their environmental challenges. We translate goals into action that enables energy companies to manage climate change-related risks and new operating models. Delivering solutions on AWS infrastructure is one element of a holistic approach to reducing a company's carbon footprint. For the global energy industry, tracking and managing fixed and mobile assets are major challenges. Cognizant's expertise across industries and solutions built on AWS infrastructure deliver real-time insight to operations teams. Energy companies gain big business benefits by moving legacy software applications to cloud-based implementations. We focus on value streams, embed modern software development best practices in our clients' operations and shift mindsets to innovation and collaboration. Maximize the value of cloud by accelerating your transformation to unlock its full potential. Whether your migration is a lift-and-shift stepping stone to longer-term modernization or a complete transformation to cloud native and containerization, our services deliver outcomes that enable energy businesses to focus less on IT and more on innovation, investment opportunities and growth. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Transforming industries: AI excellence from Cognizant and AWS

----- Article source ----- <https://www.cognizant.com/us/en/services/cloud-solutions/aws-cloud/generative-ai-solutions> ----- IDP+ Intelligent Document Processing NeuroAI: Swift AWS Generative AI Integration Pioneering gen AI with AWS technology Offerings Latest thinking Featured work AWS Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI

to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI.

AWS GENERATIVE AI SOLUTIONS Delivering a new realm of innovation, Cognizant and AWS join forces to reshape industries with AI-driven content creation that elevates efficiency, accuracy and scalability.

- **Innovation:** Develop custom gen AI use cases using cutting-edge tools
- **Expertise:** Get insights from a vast team of specialists
- **Strategic integration:** Align your business goals and compliance standards
- **Value maximization:** Go beyond proprietary AI/ML patents with gen AI prompt engineering to meticulously shape prompts, guide AI responses and ensure tailored experiences and high-quality outputs
- **Lifecycle management:** Discover solutions for evolving data and complex model integration at scale

Intelligent Document Processing (IDP+) uses machine learning to automate data handling from diverse documents. AWS tools help you to ingest, extract and process data for business integration. This enhances document interpretation, reduces manual efforts, improves consistency and minimizes errors to ensure a secure, scalable solution. The IDP+ platform captures documents from a variety of sources, including unstructured text, formatted templates and documents with varying structures provided by professionals in sectors such as legal, insurance, healthcare and financial services. Streamline your enterprise AI strategy with NeuroAI, a platform designed for rapid deployment and prototyping of GenAI models. Achieve business outcomes with flexibility, security, scalability and complete governance. Enhance productivity with AI-augmented processes, discover insights with advanced models and scale

using autonomous agents. NeuroAI is the fast track to implementing responsible enterprise-grade AI. The Cognizant Generative AI Handbook outlines the transformative potential of gen AI in business. It provides insights on innovation, expertise, strategic integration and lifecycle management with an emphasis on responsible AI deployment and prompt engineering for tailored AI interactions and high-quality outcomes. **BLOG** This blog by Inawisdom, a Cognizant company, explores generative AI's role in business innovation, highlighting our partnership with AWS. It discusses ethical considerations, introduces the RAMP platform and emphasizes starting thoughtfully with AI to validate impact. **VIDEO** Explore generative AI's impact on business with Cognizant's AI leaders, Naveen Sharma and Phil Basford, alongside Nick Morgan of Williams Lea. Learn about rapid deployment and real-world benefits in this expert discussion. **WHITEPAPERS** This white paper explores the transformative potential of generative AI in business, addressing its applications, challenges and impact on various industries. **INSURANCE FINANCIAL SERVICES INSURANCE** To learn more about the strengths of this strategic partner, visit: Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Unlock the value in your data

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AWS EXPERTISE FOR DATA AND ANALYTICS Maximize data's business impact with AWS and AI, enabling rapid insights and data-driven decision-making. Tap into the power of data and AI to drive faster, more proactive decisioning. Our innovative offerings are ready to elevate your business. Accelerate your modernization journey with a data ecosystem that fosters financial responsibility in the cloud, democratizes data, and ignites the data-driven revolution. We offer cloud-first innovation with next-gen data ecosystems, harnessing generative AI to unlock value and fiscally responsible cloud usage. The result for our clients: Businesses ready to thrive in the evolving data landscape. Our suite of intelligent tools and frameworks helps clients modernize their data and business intelligence platforms with consistency and agility. Equally important, they do it cost-effectively. Cognizant® Data and Intelligence Toolkit, powered by gen AI, is an all-encompassing solution, supporting modernization from strategy through business insight generation. Speed your DataOps journey with a proof-of-value engagement that enables developmental agility and faster data delivery.

Cognizant AWS DataHyperloop provides automated orchestration of continuous integration and continuous deployment (CI/CD) pipelines—through acquisition, integration, transformation and consumption—so data delivery and monitoring occur seamlessly and without interruption. Scale your telecom company's enterprise data platform through a next-gen data lake. The data lake delivers continuous insights and facilitates end-to-end analytical use cases across the value chain. It's a data platform that lets communications service providers ingest, catalogue, transform, query and generate insights at petabyte scale. Our domain-agnostic framework builds a unified view from 360-degree ecosystems. It ingests, cleanses, governs, analyzes and visualizes data. It's compatible with NoSQL and traditional RDBMS databases, providing flexibility for both medium-sized and large enterprises. In addition, the framework creates dynamic segmentation based on business-defined parameters. Let Cognizant help unlock data across your organizational boundaries with built-in governance.

Amazon DataZone is a data management service that makes it faster and easier to catalog, discover, share and govern data stored across AWS. And Cognizant is an inaugural partner of Amazon DataZone and one of the first global system integrators to build competency on the service. Our leading-edge repeatable solutions or cognitive architectures that accelerate time to value include: Leverage generative AI to ask questions to structured or semi-structured data in a data lake and get hyper-personalized insights for faster decision-making by the business users.

LIFE SCIENCES INSURANCE TRAVEL &

HOSPITALITY TECHNOLOGY TRAVEL & HOSPITALITY Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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Get ready to execute at scale

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LOGISTICS ENERGY IT CONSULTING Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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Engineering modern business in the era of AI

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insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Cognizant's Microsoft Business Group (MBG) can help your business thrive in the era of AI with focus, simplicity and scale. As a leading innovator on the Microsoft platform, Cognizant brings our consultancy, industry experience and expertise to help your business grow. Cognizant's enterprise-ready Microsoft digital operating model, modernization blueprints and intellectual property ensure efficient and effective outcomes that are built on the best of what Microsoft has to offer. Partner of the Year awards Microsoft Certified Consultants Microsoft specializations Years of partnership Learn more about Cognizant's partnership with Microsoft PUBLIC SECTOR TRAVEL & HOSPITALITY HEALTHCARE MANUFACTURING MEDIA & ENTERTAINMENT HEALTHCARE MANUFACTURING INSURANCE HEALTHCARE FINANCIAL SERVICES PROFESSIONAL SERVICES HEALTHCARE Cognizant has the Microsoft experience and expertise to unlock Microsoft Copilot and maximize your investment in the cloud so you can make the most of your next opportunity. Empower teams with cutting-edge digital tools and seamless collaboration. Cognizant's WorkNEXT solutions enhance productivity, enable remote work and create agile workspaces. Transform the way your teams collaborate and thrive in the modern workplace. Work smarter with Copilot for Microsoft 365 Embrace the potential of this generative AI assistant to enhance workflows, unleash creativity and boost collaboration while maintaining peace of mind with enterprise-grade security and our approach to responsible AI. Workplace productivity platforms Enhance the employee experience and fuel collaboration that drives business productivity. Work anywhere securely with information across Exchange, Teams, SharePoint, and OneDrive. Unified endpoint management Enable BYOD with secure access to corporate data and apps. Redefine how enterprise IT delivers and manages applications, devices and services to users. Harness Microsoft Dynamics 365 and the Power Platform to streamline processes and enhance customer engagement. Whether it's optimizing operations, harnessing data insights or creating custom applications, Microsoft's Business Applications provide the foundation for transformation and growth. Dynamics 365 Leverage Dynamics 365's customer relationship management (CRM) and enterprise resource planning (ERP) capabilities to gain actionable insights and deliver exceptional customer experiences. Power Platform Empower business users to create custom apps, automate workflows and visualize data with low-code, Power Apps, Power Automate and Power BI. Industry-specific solutions Take advantage of industry clouds including Retail, Manufacturing, Healthcare and Finance with pre-built templates and data models to reduce implementation time. Unlock the full potential of hybrid and multi-cloud estates at enterprise scale, powered by Cognizant and Skygrade for Azure. Skygrade for Azure Skygrade is purpose-tuned for transformations that target Microsoft Azure. It includes features for business agility and managing Azure and multi-clouds within a single platform while modernizing safely at speed. Leverage assessment and analysis tooling, AI-driven monitoring, automation and more to accelerate the fundamentals of modernization. Build, deploy and manage a reliable, scalable and secure infrastructure that meets your business' evolving demands. Build the foundations of an AI-native enterprise with the Cognizant Neuro® AI

automation platform to create, govern and accelerate adoption of responsible generative AI solutions. Cognizant Neuro AI Unlock AI-driven insights and intelligent decision-making capabilities through data management and analytics with Microsoft Fabric, analytics, artificial intelligence (AI) and machine learning (ML) to power business decisions with cloud scale analytics. Incorporate generative AI into key stages of the software development life cycle (SDLC) with Cognizant Flowsource™. Cognizant Flowsource Modernize applications by leveraging cloud-native architecture and migrate existing apps or build new ones with powerful tools like GitHub Copilot to enhance software delivery, improve quality, reduce costs and sustain next-generation engineering. Foster a culture of innovation by improving developer efficiency and adopting DevSecOps processes that empower your team to focus on what matters most. Cognizant's end-to-end security solutions combine deep domain industry expertise with a future-focused approach that encompasses advisory, transformation and managed services. Cyber Threat Defense provides a comprehensive multi-cloud security solution that safeguards applications, data, identities, endpoints and infrastructure. It leverages structured frameworks and advanced tools to evaluate, transition and modernize security operations. Enhance threat visibility with proactive measures, ITSM integration and generative AI-powered investigations. Respond and stop threats in their tracks before they damage your business. Cognizant's Microsoft Enablers accelerate digital and AI transformation, boost agility and evolve with your business to streamline operations, optimize costs and drive growth. Our Cognitive Architectures enhance business operations with solutions powered by Azure OpenAI and backed by Cognizant's commitment to responsible AI. Customer experience navigator: Deploy AI-powered conversational assistants for seamless customer interactions and personalized support to enhance engagement, automate processes and drive customer satisfaction. Enterprise knowledge navigator: Empower teams with comprehensive knowledge management and semantic search to unlock valuable insights, accelerate information discovery and enhance decision-making. Process optimizer: Streamline operations through AI-driven automation to optimize efficiency and reduce manual efforts. Development lifecycle navigator: Fuel developer productivity with AI-driven tools and resources to speed development cycles and improve code quality. Skygrade for Azure is Cognizant's comprehensive solution optimized for Microsoft Azure to help enterprise customers transition to modern, cloud-native architectures and streamline cloud management operations. Our 'cloud done right' solution helps organizations unlock the full potential of hybrid and multi-cloud estates at enterprise scale, backed by Azure services and Cognizant accelerators. Cognizant® AI Operations Assistant works alongside IT operations to identify underlying issues, suggest potential solutions and create knowledge articles within ITSM toolsets like ServiceNow. The solution accelerator offers advanced monitoring capabilities for AI operations in hybrid and multi-cloud environments and harnesses the power of Azure OpenAI to prioritize innovation and automation. The Cognizant Data and Intelligence Toolkit is a generative AI-powered platform designed to assist enterprises in their data and BI modernization journey. The centralized platform ideates, designs and develops solutions across the entire data value chain using cutting-edge technologies like generative AI and AI-ML to automate, optimize and

standardize the data journey through the data lifecycle. The Cognizant AI Media Contextual Localization solution is a generative AI-powered service that connects global audiences with stories that resonate. Using Azure OpenAI and Azure Video Indexer, it analyzes video content to provide fast, accurate and culturally nuanced translations for different languages and regions. Translate speech and meaning with reduced cost, fewer errors and a faster time to market to boost distribution and amplify impact. We're proud to be recognized by Microsoft for delivering to the highest industry standards. 2024 Partner of the Year Winner 2024 Partner of the Year Finalist 2023 Partner of the Year Winner 2023 Partner of the Year Finalist 2022 US Partner of the Year 2022 Canada Impact Awards 2022 Global Partner of the Year Finalist Learn how generative AI enhances human intelligence by orchestrating processes, systems and knowledge to revolutionize work. Walk through the AI landscape to understand its boundless potential and possible risks. Get practical with questions to ask and steps you can take to move ahead with a responsible AI approach. Simplify the complex web of data infrastructure with a unified platform for real-time business intelligence. Create a connected enterprise, unlock stronger insights and elevate customer experiences with our digital operating model that drives perpetual modernization and agility in your organization. Adopt a comprehensive multi-layered security solution that fully monitors your data and activities to prevent, investigate and immediately respond to threats. Learn how Microsoft and Cognizant are combining their security expertise to safeguard businesses against modern threats. Learn more about our expertise. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Unleash creativity with Copilot

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industry solutions that harness the power of Azure OpenAI Service to build next-gen applications and processes. PERSPECTIVES Cognizant's Generative AI Handbook explores gen AI's potential and risks, practical questions and how to move ahead with a responsible AI approach. PERSPECTIVES Gen AI is unlike other technology rollouts. Here are 10 things companies should do to securely and effectively deploy this powerful technology. IN THE NEWS See how partners Cognizant and Microsoft are infusing gen AI into healthcare administration to cut costs and improve efficiency and patient outcomes. Save time and effort. Learn how to craft effective prompts to simplify complex tasks and accelerate decision making with your data. Let's talk about how Copilot can transform work for your business. ©2024 Cognizant, all rights reserved

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cloud efficiency, and reduces complexity across multi-cloud and edge estates. Enterprises have undergone often disjointed modernization and cloud adoption efforts, leading to fragmented IT infrastructure and application ecosystems. Having a unified view across cloud estates fused with AIOps is key to ensuring your business is poised for the future to gain a competitive edge. Accelerated solutions for cloud-native modernization de-risk the transition and enable solutions that are more fully featured and strategic. Benefit from cloud provider investments in new services and features by building applications in a cloud-native way that interoperates effectively with the cloud ecosystem. Mitigate risk through advanced automation and Cognizant's AIOps. Take advantage of the scaling, resilience and observability features of containerized applications. Continuous multi-cloud management and governance assures security, performance, resilience and cost optimization from the start. A curated library of solution accelerators, tools and expertise to quickly and efficiently deliver business value while driving simplification and sustainability. Modular design that can connect to all major applications, infrastructure and tooling environments ensuring maximized value for your investments. Our services include engineering to progressively automate based on operational data feedback. If your organization is new to the cloud, or done some form of migration, our experts can work with you to ensure your cloud experience is optimized and ready for the future. Ready to get hands-on with the Cognizant Skygrade platform? Inquire below for more information. ©2024 Cognizant, all rights reserved =====

Faster, better cloud migration and app modernization

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and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Proven and repeatable solution blueprint that incorporates a structured methodology, deep industry experience, state-of-the-art tools and automation. Robust program management to help execute large scale cloud transformation initiatives by navigating complex transition scenarios. Automation and reduced technical debt help unlock budgets that enterprises can use to self-fund modernization and innovation. Lower risk of downtime, data loss and security breaches using two best-in-class vendors. A curated library of solution accelerators, tools and expertise to quickly and efficiently deliver business value while driving simplification and sustainability. Modular design that can connect to all major applications, infrastructure and tooling environments ensuring maximized value for your investments. Our services include engineering to progressively automate based on operational data feedback. Contact us to learn how Move & Modernize can get you results, fast. ©2024 Cognizant, all rights reserved =====

Be a modern business with an always-on infrastructure

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offering provides a comprehensive portfolio of services covering design, build, migrate and operate across private and public cloud environments. It establishes the foundation for digital-ready operations by transforming legacy IT to a future-ready as-a-service delivery model. Also, it lets you choose a best-fit option to meet your most particular requirements.

WHITEPAPERS Through a “single pane of glass” for multi-cloud management, organizations can significantly increase their productivity, lower the total cost of ownership of cloud management tools, and cut release cycle times from weeks to as little as an hour. WHITEPAPERS With cloud migration well underway, organizations are embarking on large-scale modernization efforts to improve the speed and economics of IT service delivery, boost business innovation and engage customers with new experiences WHITEPAPERS Banking and financial services institutions operating in multiple countries and executing digital transformation programs can leverage the principles of BCBS 239 to standardize and stabilize their IT infrastructure and related data architecture processes to realize digital business value across their geographic footprint.

WHITEPAPERS An artificial-intelligence-based infrastructure that uses the data available within the data center to optimize and automate infrastructure operations can enhance operational efficiencies and improve the quality of service offered to the business. WHITEPAPERS WHITEPAPERS As digital becomes ever-more essential to revenue growth and market relevance, its underlying infrastructure must be made as efficient as possible if digital is to realize its true potential. By prioritizing foundational technology modernization and simplification, organizations can accelerate their transformation into the digital era. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Strategic alliances with the world’s leading companies enable us to provide complete solutions to your business and IT challenges. Cognizant is a Premier Consulting Partner for AWS, an AWS Channel Reseller, an AWS Managed Services Partner, an AWS Migration Acceleration Program (MAP) Partner and an AWS Marketplace Reseller. In addition, Cognizant has accredited status with AWS for healthcare and life sciences, financial services, migration competency, big data, Workspaces and SharePoint. Cognizant is a Premier Google Cloud Partner. This partnership brings you innovations in AI, machine learning and cloud-native platforms, as well as joint solutions powered by next-gen accelerators such as TensorFlow, DialogFlow, Kubernetes, APIs, microservices and containers. Agile platforms empower rapid ideation to meet emerging human needs with real-time intelligent insights and global reach. Together, Cognizant and Microsoft are accelerating digital transformation for our customers. Partners for 15 years, we have a mutual focus on putting the customer first. We are helping our customers rethink, reinvent and rewire their organizations to unleash new potential with a mobile-first, cloud-first approach. Cognizant is a Premier Consulting Partner and Channel Reseller of Amazon Web Services (AWS), which provides a reliable, scalable, low-cost infrastructure platform in the cloud. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Transform business needs into competitive differentiators

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with edge device development, embedded development, sensor integration, edge device testing and edge device security solutions. We can also consult with you on edge device and sensor selection based on the requirement analysis and technology blueprint of your edge-to-cloud solution.

Cognizant's Edge Integrate offering enables your organization to easily understand and set up your edge-to-core systems through: Cognizant's Edge Operate offering provides integrated monitoring, management and maintenance services for your IoT solution. Our IoT Nerve Center provides a comprehensive framework to deliver 24x7 run services for your edge-to-core IoT solution, including monitoring, management and automation across connectivity, applications, and IoT platforms, devices and infrastructure.

Cognizant's IoT Nerve Center core services include: Through Cognizant's IoT Nerve Center services, we can also drive augmented services around specific vertical use cases suitable to your environment and needs—so you can focus on running your core business while we run your IoT program.

Today's IoT devices and their related data interact with other devices and resources across your extended network. So, it's critical to secure these IoT devices and their data. Cognizant's Edge Secure service continually secures your intelligent edge-to-core systems. Our Network Segmentation offering provides end-to-end separation of users, devices and applications traffic between edge and corporate IT environments to enhance both security and compliance of your edge infrastructure. Deploying an intelligent, fabric-based security architecture that spans across your network environment, Cognizant's Network Segmentation uses powerful security tools to:

Cognizant's Edge Intelligence helps your organization gain meaningful, actionable insights from the huge amounts of data generated by your OT and IoT devices and platforms. Our Analytics as a Service (AaaS) includes pre built building blocks of analytics that can speed development of your intelligent edge. We'll help you analyze your platform-, process- and machine-level data to uncover operational insights that can improve business performance. AaaS involves analyzing industry- and/or technology-specific data at the application and process levels, while also providing edge machine learning as an analytical service. This includes edge-to-cloud collaboration, in which models can be trained on cloud using huge amounts of data and images and then deployed to edge for processing.

Our In-Vehicle Analytics platform provides analytics services for autonomous electric vehicles and ADAS & AV solutions. We provide in-vehicle services with a focus on localization, decision-making and control. WHITEPAPERS Our research reveals the changes business leaders are making in their technology infrastructure, as well as the shifting nature of IT work, operations, performance metrics and jobs to re-tool for the digital age. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients.

Strategic alliances with the world's leading companies enable us to provide complete solutions to your business and IT challenges. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Empower users, elevate experience and drive innovation

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remote work and disruptive digital technologies is changing the modern workplace. Redefining work means shifting from a business-centric to an employee-centric “anywhere anytime, any device” model—while keeping your enterprise compliant and secure. Cognizant’s WorkNext digital workplace offerings are contextual, insights-enabled, agile and secure. Unified Device Services enable seamless, secure and contextual access to devices and resources from anywhere, anytime and any device. Our offerings encompass desktop virtualization, cloud-hosted desktops, VDI, remote access to physical machines and unified device management. They include: Collaboration Services use leading collaboration and communication tools to foster teamwork among employees in multiple locations. Our integrated approach helps enterprises with cross-channel messaging, calling, video meetings and file sharing. Offerings include: The Digital Support Services suite consists of AI-powered, virtual assistant-led solutions to provide swift, personalized support to your employees, regardless of their location and devices. Combining capabilities across chat, voice and email, the suite leverages AI and automation to support EX and enhance productivity. Offerings include: Connected Workspace Services reinvents physical spaces, optimizes synergies between the physical and digital worlds and facilitates seamless switching between the two. These services leverage AI, automation and IoT to create smart workspaces that create an immersive workplace experience, elevating EX and productivity. Offerings include: OIL & GAS BROCHURE Delivering a continuous and contextually aware workplace solution with Cognizant WorkNext UEM. BROCHURE Redefining enterprise work environments through Cognizant WorkNext Cloud Workspace BROCHURE Reduce complexity and costs of device procurement and deployment. BROCHURE Enable your end users to work better remotely with next-generation digital technologies. BROCHURE Improve customer interaction and engagement with next-generation digital technologies. BROCHURE Improve communication and collaboration with next-generation digital technologies. BROCHURE Enable remote work with seamless access to Windows Virtual Desktops. BROCHURE Creating a collaborative and intelligent workplace with a modernized platform for global digital market BROCHURE Provide pre-emptive, personalized and efficient support powered by Bold360ai. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Strategic alliances with the world's leading companies enable us to provide complete solutions to your business and IT challenges. Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Transform experiences inside and out

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Acceleration Workflow Suite Quality Engineering and Assurance Solution
Accelerate your transformation journey Propelling Whirlpool's employee experience with Cognizant Organ sharing network transformed with Cognizant Offerings News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Create digital workflows with the flexibility of ServiceNow, unlocking power and productivity. Cognizant optimizes the ServiceNow platform of platforms. The Now platform connects people, functions and systems and together we drive innovation, increase business agility and unlock productivity. Leveraging our robust talent base of nearly 1,500 dedicated ServiceNow consultants worldwide, we improve employee and customer experiences and deliver on exact business outcomes. We understand the client need, prototype the experience, then execute and deliver. Cognizant takes a systematic approach to aligning client objectives to desired business outcomes. We do so by assessing a business from every angle—from competition and business challenges to identifying opportunities for improvement. We examine not just IT improvements but also how to make every part of the organization elevate the customer experience. Clients keep customer-focused while remaining aligned to their organizational strategy. Cognizant Business Transformation Analytics and Experience offering with Organizational Change Management (OCM) closely examines the challenges facing each client's environment. It

then provides thought leadership and governance to improve their digital transformation journey through automation, process improvements, human centric design and operational excellence. This service is both a disruptor and differentiator. It sets us apart from standard implementations and positions Cognizant and ServiceNow for continuous, end-to-end business modernization and agile transformation. It prepares a client for an optimized implementation by seamlessly integrating into their existing technology environment. Cognizant's vertical market focus for ServiceNow is robust and validated by our ongoing co-innovation with our partner. Using Cognizant's solution offerings and strategic acquisitions, our vertical expertise spans 20 industries. Building on the Now Platform to address specific business problems within each industry, we help clients create compelling experiences pulled together by automated and smart processes.

Healthcare and Life Sciences Powered by Now, our Patient Portal for Decentralized Clinical Trials (DCT) offers robust help desk functionality for patients and caregivers. Using a self-service virtual agent, the solution offers information access to service catalogs and knowledge articles with hundreds of automated topics and topic blocks. It includes pre-built integration with best-in-class systems of records, interventional service coordination and a single pane view for support agents.

Technology Cognizant's Partner Services Network (PSN) solution, powered by Now, enables Tech and Manufacturing companies to streamline their Services Partner community by matching services opportunities with Partners by skillsets, location, and availability. PSN can also be used to onboard new partners and create and manage work orders. The Partner Services Network dashboard provides real-time status updates on work orders to the Manufacturer/Partner/Customer.

Education Administration Our Student Experience application offers a plethora of services, including onboarding services such as admission process, orientation, financial aid, student health, transportation, library services and accommodation. It also offers career services such as job placement, internship, on-campus recruitment, and credentialing. An admin dashboard and student services component are offered as well, including advising, harassment case management, and campus and public safety.

Manufacturing, Logistics, Energy and Utilities Built for the ServiceNow Platform, this solution delivers service appointment automation, safe buildings and walk-up service reimaged with the use of virtual technology.

Retail and Hospitality Solutions Our applications include store inventory and management, service management, predictive intelligence for retail location issues and deployable retail service taxonomy. We also provide business continuity and risk management solutions for retail and hospitality providers. For franchises, we offer empowerment solutions based on everything from portals and communities to on-premise systems and data.

Telco For our ServiceNow telco clients, we offer a partner solution network with easy button onboarding/offboarding. Through our Cognizant AWS partnership, we also offer telco companies multiple real-time AWS asset discovery capabilities; out of the box (OOB) integration capabilities for AWS Managed Services; and a serverless continuous integration (CI) tracking add-on for ServiceNow Common Service Data Model (CSDM) 3.0.

Cognizant's Digital Acceleration Workflow Suite (DAWS) is built on top of the ServiceNow Platform. It enables analytics and intelligence to unlock value by offering continuous learning and analysis of behaviors that optimize experiences. DAWS ensures increased productivity by understanding and

recommending when and what workflows should be proactively implemented to achieve the desired customer outcome. This extends client benefits well beyond standard capabilities. By analyzing incidents, cases, requests and alerts, DAWS can: Cognizant's Quality Engineering and Assurance (QE&A) offering accelerates implementations and delivers seamless upgrades across ServiceNow workflows with ease, speed and flexibility. Whether you are implementing ServiceNow for the first time or upgrading your current platform, this framework optimizes for efficiency and minimizes long-term challenges. Benefits include: Automated Testing Services With Cognizant's prebuilt automation frameworks ServiceNow clients can accelerate their implementation times by 20-30% and lower costs by up to 30%. Key features include: Changing the way you work. Cognizant completes acquisition of Linium Cognizant and ServiceNow Announce Strategic Partnership to Accelerate Adoption of AI-driven Automation See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

How to win at digital transformation

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expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. With an intuitive operating model, you can engineer awareness, intelligence and experience into instant relevance. WHITEPAPERS We've compiled a field guide that maps out where we are and where we're going in the very near future when it comes to the new world of work. LIFE SCIENCES Accelerating the shift to digital with Cognizant's offerings makes the path clear and the process systematic. Our integrated digital solutions are custom-fit and empower clients to deliver game-changing impact. Insight to Transformation creates a digital strategy that defines your trajectory for transformation and accelerates value creation. We have re-envisioned the strategy process from a digitally native perspective to gain velocity and deliver a game-changing strategy: Our Managed Innovation capability uses an insight-driven, agile working process to prioritize and rapidly develop client solutions, delivering new forms of value. To ensure continuity, our program establishes, nurtures and grows an innovation capability within the organization, enabling companies to quickly move from problem identification to solutions. Key benefits include: Organizations today are shaped by a confluence of changing forces, including the need for a more agile workforce, an influx of digital platforms and shifting employee-machine workflows. To thrive in this environment, companies must account for drivers of change by reskilling talent, integrating new tools and creating the most optimal workplace. Cognizant's Workforce Transformation solution takes a digital approach to enabling people to do more with technology. The program addresses current and future employees' needs at all levels, from cultural and governance diagnostics to enhanced learning, development execution and workforce transformation. It enables organizations to grow, thrive and compete in today's digital business landscape. To keep up with the digital revolution, many companies are investing in technology to drive transformation. However, progress can be slow. Cognizant's Change Adoption offerings provide a comprehensive digital strategy for implementing large-scale transformation at scale. Using digital tools to expedite adoption and agility, our structured approach helps clients accelerate their digital adoption rate at the same pace they see business change happening all around them. Leveraging deep experience in the management of complex business and IT transformations, our skilled practitioners establish the strategy, structure, roadmap, controls and governance needed to move forward with confidence. We also equip leadership with the latest visual tools to adjust quickly to future shifts and changes in demand. Access insights from our Latest Thinking on digital strategy and identify the best way for your company to gain a digital advantage. WHITEPAPERS When the COVID-19 pandemic struck, manufacturers, retailers and service providers revamped delivery

and operations models virtually overnight to ensure their consumers had access to familiar goods and services. WHITEPAPERS The ongoing digitisation of the small- and medium-sized enterprise (SME) market has only accelerated post COVID-19, opening new opportunities and challenges to established carriers. WHITEPAPERS P&C insurers are likely entering a historic era of increased M&A activity aiming to drive growth at a double-digit pace, pivot into new business models and remain competitive. WHITEPAPERS To thrive during a period of unprecedented volatility, insurers will need to leverage artificial intelligence to make faster and better business decisions – and do so at scale. WHITEPAPERS The advent of voice assistants built on natural language processing, artificial intelligence and telematics will unleash an assortment of voice-activated features and functionality that will make driving more enjoyable, efficient and effective. WHITEPAPERS COVID-19 has changed the world – and many companies are gaining benefits by rethinking their analytics models and data management processes to keep pace with the new realities of business, our latest research reveals. WHITEPAPERS For manufacturers seeking to thrive in an Industry 4.0 world, digitally enabling the workforce may be an excellent first step, facilitating better collaboration, innovative products, a better customer experience and a more robust supply chain. WHITEPAPERS To optimise enterprise knowledge, organizations need a modern platform that enables data to be more easily shared, interpreted and capitalized on by internal decision makers and by business partners across the extended value chain. WHITEPAPERS As life expectancies grow, banks and insurers need to deliver products and services that provide people with financial security throughout their extended sunset years. WHITEPAPERS Although manufacturers were hard hit by COVID-19, they can look to the digital leaders in the industry to understand which technology investments will propel them forward. WHITEPAPERS Legacy modernization initiatives struggle to maintain business alignment when business and IT leaders treat it as merely a technology refresh exercise – even as COVID-19 accelerates such modernization demands. WHITEPAPERS The COVID-19 crisis has made experience-centricity and IT agility paramount to nearly every business. WHITEPAPERS The collective attitudes of Gen Y and Gen Z toward connectivity, content and commerce over the past several years have significantly altered how brands attract and retain this demographic. WHITEPAPERS Software makes the world go ‘round, from hyperefficient business operations to users wowed by the newest app interface and digital products. WHITEPAPERS To get ahead in the industrial space amid the prolonged pandemic, manufacturers must embrace holistic agility and resilience, and democratize access to applications and data. WHITEPAPERS With some up-front thinking, tight alignment with business objectives, strong data hygiene and careful project governance, content organizations can move AI from the sideline to the business core and deliver on the lofty expectations set for this still-maturing technology WHITEPAPERS The needs of pet owners present a high-growth opportunity for insurers to create new products and cross-sell existing services. Here’s how insurers can embrace new strategies and align their products, distribution, underwriting, claims and operations to tap into this market. LIFE SCIENCES Transforming life sciences through digital To unlock digital’s business value in the life sciences ecosystem—researchers, scientists, regulators, payers, healthcare providers and patients—you must more effectively mine and apply meaning

to the new data flows to optimize processes long overdue for a digital refresh. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Solving for sustainability in business

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change—as a company and for our clients. We are helping businesses transform with data and technology strategies that can mitigate environmental impact, drive sustainable business models and manage the transition to a NetZero future. Learn how the sustainability imperative is changing the way businesses show up—with regulators, investors, customers and planet earth. 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 to ensure environmental information is complete, accurate, verifiable and actionable. We advise and implement programs that help companies: Because sustainability reporting is often tethered to the annual reporting cycle, it makes collecting sustainability data a tedious exercise. Cognizant helps companies build an effective and efficient reporting process in the following ways: 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, life cycle assessment and product engineering capabilities to help clients: New and sustainable manufacturing practices can help your business cut cost and waste, improve operational efficiency and be more competitive. But to get here, companies have to let go of legacy tools and systems that offer limited scope for sustainable manufacturing practices. Here are a few ways Cognizant’s sustainability offerings can make a difference in your business: Companies can reduce the environmental impact of products by analyzing every step in the supply chain and investigating risks that might exist beyond tier one suppliers. It also requires modernizing systems and data management processes to ensure higher visibility and informed action. Cognizant sustainable procurement and supply chain management solutions help your business in the following ways: Achieving sustainability through digital transformation with Microsoft Our sustainability services support the following industries: Increase your efficiency and yield, reducing the cost of operations and your production footprint. Our digital enablers support planning, reverse logistics, lifecycle management and assessment. Gain better visibility into fleet and provider operations with services that enable fleet decarbonization. Improve sustainability and mitigate risk through insight into ingredients and finished products. We enable supply chain solution transparency and certifications, such as garment and food, child labor and social sustainability. Optimize emission mitigation and enable digital solutions that help you minimize cost and environmental impacts while maximizing system reliability, resilience and stability. As demand for your services grows and your footprint expands, leverage solutions that can help with energy efficiency, tower management, new product development and building circularity with Sustainable IT operations in the data centers. Integrate sustainability into your organization’s processes and supply chain to reduce waste, lower resource consumption and GHG emissions and stay compliant with regulations. Enable a healthy, safe, resilient and sustainable society with a better understanding of how to prevent and manage environmental risks. Incorporate ESG considerations into risk management processes and green finance product design to support sustainable banking operations. BLOG Cognizant is working with Eintracht Frankfurt to measure its carbon footprint as the sporting world embraces sustainability. INTERACTIVE

REPORT As the world grapples with the urgent need to combat climate change and resource depletion, a new breed of business is emerging. RESEARCH REPORT To thrive, a city must be more than smart; it must be resilient. Learn the six ways cities can fulfill their visions. BLOG Here's how to move beyond net zero promises, to a scalable, verifiable and data-driven approach to reporting on products' environmental impact. BLOG Circular business models can build economic, natural and social capital by designing out waste, keeping products and components in use and returning materials to the product lifecycle. BLOG Here's how businesses can meet their ESG goals and ensure business continuity in the face of ongoing change. BLOG Here's how to lay the groundwork for a more sustainable consumption model. BLOG Here are three ways for businesses to prepare for the new net zero age that's emerging. BLOG Here are some of the most impactful actions and investments businesses can make to reduce their environmental impact. BLOG To get past a carbon-only approach, businesses need a data strategy that helps them manage information on a range of environmental and social impacts. BLOG In addition to meeting net zero goals, organizations must also lower their water footprint to reduce disruption risk and ensure accessible clean water for all. Learn how Cognizant implemented an IoT solution to help one retail chain save \$18M and limit food spoilage. We consult with experts in ESG data and reporting and hyperscaler cloud services to provide ecosystem-based sustainability solutions to our clients. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

ESG data for reporting and intelligence to transform

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----- Expertise that takes you further Latest thinking Delivering strategy with practical solutions Media translation and localization—elevated with AI
What makes a Cognizant consultant unique What it means to be a Cognizant consultant Consulting makes a difference Cognizant's industry expertise Our

capabilities Awards News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Lift-and-shift BPO requires more change management than many think. Here are four strategies to ensure a successful transition. To be future-ready, utility companies must adopt distributed generation and renewable energy even in times of economic uncertainty. The bank crisis sheds light on a glaring challenge: how to quickly onboard new commercial customers. Amid the banking crisis and rising interest rates, more frequent and proactive visibility into liquidity levels has become a top priority. The banking crisis underscores the need for greater rigor in banks' asset and liability management practices. With the current slow pace of mergers and acquisitions, now's the time for banks to retool for a successful purchase or sale. We explore four reasons the industry must continue to invest in digital, whatever the economy brings. Our industry experts have decades of experience in design and strategy in various sectors. We provide subject matter experts and best practices from projects across sectors and related industries, especially with proficiency in areas such as market analysis, business design, operation modeling and industry-specific workflow design. Maintaining your competitive advantage can be challenging when customers expect around-the-clock banking services and access to accurate account information. We help you streamline inefficient processes with strategies and solutions that grow your business

and keep customers at the center of your organization. The need for hyper-collaboration in healthcare comes with challenges. We make integration easier by modernizing your IT ecosystem for a stronger core that delivers growth. By engineering personalized CX and streamlining operations, your organization can open new opportunities to monetize insights and deliver bottom-line results. As digital technologies reshape the industry, we help keep you in the technological forefront and connected to your customers. Our transformational consulting engagements help clients identify and solve their most critical business challenges using technology as an enabler. We help upskill our clients' teams to become tech teams of the future. We turn businesses into modern enterprises by orchestrating highly effective programs in close coordination with business stakeholders. We design and facilitate holistic, end-to-end transformation journeys. We actively reshape our clients' business landscape using proven methodologies for process optimization to increase speed to market and drive growth. We've been named a leader in the category of Business Consulting Services in the 2023 ISG Provider Lens™ Digital Business Enablement and ESG Services report. The report recognizes Cognizant's strengths in structured consulting, acquisition-focused growth strategy and complex digital consulting projects. We were mentioned for our response to enterprise demand for an advisory-forward delivery model, consulting playbooks, engagement with the CXO audience at major enterprises, focus on engagements with multifunctional operating models and our concerted emphasis on linking IT and business leaders in all discussions. This annual ranking is determined by two independent surveys based on responses from 10,000+ management consulting executives and 1,200+ clients, who evaluate management consultancies they've worked with during the last four years. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Zero maintenance apps that run on autopilot

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approach where high quality and high speed intersect. Deliver the swift, holistic and radical changes to transform your business into a digital enterprise. Cognizant Softvision offers today's most comprehensive software engineering expertise for building new products and experiences, transforming legacy application for cloud and modernizing core infrastructure and platforms. Design, engineer and deliver products and experiences that drive digital-first business models. Outdated security solutions. Sophisticated cyber-threats. Increasing compliance. For these and other security challenges, team up with a proactive partner who can anticipate and neutralize threats before they materialize. Eliminate security blind spots and accelerate innovation, transformation and growth. WHITEPAPERS Through a "single pane of glass" for multi-cloud management, organizations can significantly increase their productivity, lower the total cost of ownership of cloud management tools, and cut release cycle times from weeks to as little as an hour. WHITEPAPERS With cloud migration well underway, organizations are embarking on large-scale modernization efforts to improve the speed and economics of IT service delivery, boost business innovation and engage customers with new experiences. WHITEPAPERS Insurers across the Asia-Pacific region need to rethink their PAS strategies to keep pace with customer demands and stay relevant. Based on our engagement experiences with a variety of insurers, we offer our perspectives and a model for business success in the digital world. WHITEPAPERS As artificial intelligence becomes increasingly mainstream, natural language processing techniques are emerging to help IT teams gain enhanced understanding of their operations landscape and to further optimize the ticket management process. WHITEPAPERS To compete with digital start-ups, established insurers need to build a streamlined, waste-free pipeline for rapid software delivery. We recommend an integrated approach to the four types of change needed: culture, process, engineering practices and platforms. WHITEPAPERS As concepts such as digital twins and machine-to-blockchain powered smart contracts emerge for IoT-based businesses across the industrial world, they open the possibility for new borderless and ownerless ecosystems that will be driven by seamless collaboration and operational outcomes. WHITEPAPERS Taking a business value-driven approach, organizations are transforming aging ERP backbones into systems of innovation via SAP S/4HANA. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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Tackling today's top security challenges

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lining for every Azure cloud Offerings Featured work Latest thinking Our partners News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Neuro® Cybersecurity orchestrates multiple point solutions for a holistic view of cyber threats, vulnerability and risk information, enabling proactive security management. Learn more. Cognizant's end-to-end security solutions combine deep domain and industry expertise. Our future-focused approach gives you the confidence of a secure environment, so you can move faster, be bolder and succeed into the future. With Cognizant Security's suite of Threat and Vulnerability Management services, you can test for and manage vulnerabilities across your network, systems and applications—helping you mitigate risk and improve resilience. Address today's challenges and prepare for the future by identifying existing and emerging threats and vulnerabilities that could disrupt your journey. As you shift to a digital business model and expand your adoption of cloud, ensuring identities and controlling access have never been more important as legacy solutions become obsolete. With Cognizant Security's Identity and Access Management, you can deploy an agile solution that is highly scalable and hardens your cyber defenses, while enabling the streamlined user experience that customers expect from whatever device they choose. Every day your company is generating vast amounts of data, and securing every bit

of it is critical to the success of your organization. Our portfolio of trusted and scalable professional and managed data security services helps enterprises protect their critical data from cradle to grave in a cost-effective and compliant way with flexible, scalable and highly adaptable encryption and tokenization solutions. Expanding digital enterprises face complex governance and compliance requirements. IT security risk is now a board-level concern, and meeting the minimum requirement is not enough. Cognizant Security's Governance, Risk and Compliance suite helps you assess current risks, verify adherence to standards, and implement technology and policies to help you maintain compliance. Migrating workloads, applications and data to the cloud? The advantages are clear, but security is often overlooked. Understanding your risk and compliance requirements, as well as the implications to applications and identities, is critical. Cognizant provides the expertise to help you minimize the risks of cloud migration. To learn more: Cognizant Cyber Threat Defense is a scalable, next-gen managed security service that provides actionable, business-oriented workflows to guide you through mitigating the most critical threats. LIFE SCIENCES PERSPECTIVES While regulatory actions and the move to SaaS have added even more complexity to enterprise IT security, technologies such as AI and DevSecOps offer new forms of relief. We'll tell you what security pros view as the year's top trends and offer advice on managing them. WHITEPAPERS While regulatory actions and the move to SaaS has added complexity to keeping enterprise IT secure, new technologies such as AI and DevSecOps offer new forms of relief. WHITEPAPERS Using an AI-powered analytics platform, IT organizations can shift from a reactive approach to security breaches, to proactively identifying increasingly sophisticated threat vectors and quickly resolving exploitable vulnerabilities. WHITEPAPERS As we face the end of old-world privacy, it's time to take a hard look at what privacy and trust mean to us today. WHITEPAPERS With every click we make online, our interests, preferences, intent and even location are revealed to those we trust – and those we don't know. Here's how business leaders, futurists and policymakers can compete in today's technologically-intensive era while staying away from the dark side of data privacy. WHITEPAPERS In their pursuit of a digital approach to business, organizations are opening themselves up to greater cybersecurity risks – and yet few have elevated security to a senior leadership concern, according to our recent research. Here's what businesses are thinking about cybersecurity, and how they can strengthen their strategies to minimize the revenue and reputational losses of a breach. WHITEPAPERS Consumer trust has become the new battleground for digital success. To win, organizations need to master the fundamentals of data ethics, manage the "give-to-get" ratio and solve the customer trust equation, our recent research reveals. of corporate data traffic will bypass perimeter security and flow directly from mobile devices to the cloud by 2018. Gartner-Special Report: Cybersecurity at the Speed of Digital Business We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Over 85 strategic alliances, with world-leading companies, enable us to provide complete solutions to your business and IT challenges. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and

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Identity solutions that keep your enterprise safe

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implement and manage an effective CIAM solution. Ensure that only the right users are allowed to use the right resources at the right times for the right reasons. Cognizant Security's IAM team provides the security consulting, professional and managed security services you need to help plan, implement and manage an effective IGA solution. Protect your most sensitive accounts from compromise. Cognizant Security's IAM team provides the consulting, professional and managed security services you need to help plan, implement and manage an effective PAM solution. Provide fast, secure access to your enterprise users of mobile and cloud technologies using a highly scalable, cloud-based and cost-effective identity service. Deploy the appropriate combination of authentication, authorization trust and auditing capabilities to ensure your technology footprint is secure. Cognizant Security's IAM team provides the consulting, professional and managed security services you need to help plan, implement and manage an effective AM solution. Learn how to improve your security approach of privileged accounts with the right expertise, cost and time to value. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Cognizant cyber threat defense

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expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Combat ever-increasing security threats to enterprise assets by evolving your data security to a proactive "MSS 2.0" solution that's tuned to your business. Advanced MSSP prioritizes alerts based on the likelihood they signal a threat, and the importance of the affected data and systems. MSSP secures your ecosystem by using AI and other technology, recommending detailed workflows for finding and fighting the most serious threats. In an environment of relentless pressure and elevated risk, Cognizant's Cyber Threat Defense platform provides an integrated managed security solution that can scale to the volume of data while ensuring you can focus on protecting your business against attacks. Your organization creates millions—even billions—of security events per day, and distilling that data down to a short list of priority offenses can be daunting. CTD helps your security team accurately detect and prioritize threats across the enterprise, and provides intelligence that enables you to respond quickly to reduce the impact of incidents. By consolidating log events and network flow data from thousands of endpoints and applications, then correlating all this information, we help speed incident analysis and remediation. Threat intelligence is essential to identifying and responding to security incidents in an agile and effective manner. Knowing your adversaries, the landscape and their tactics can help you stay a step ahead of them. Our customized platform, powered by industry-leading threat intelligence feeds, adds context necessary to identify and prioritize critical threats to your organization. The first point of identifying an incident is based on the indicators of threat or compromise generated via alerts. With continuous and enhanced security use cases, Cognizant's CTD platform detects known patterns of threats, which are then monitored and detected in real time by an advanced analyst team in a 24x7x365 service delivery window. The CTD platform's primary goal is to help deliver an effective Security Incident Management capability to your business. To do so, we report qualified security incidents to your Computer Security Incident Response Team (CSIRT), with necessary details to quickly contain, eradicate and recover from the incident. To adapt to your specific industry and company needs Cognizant's CTD platform is offered via a flexible business model that lets you choose among Completely Managed, Hybrid or Dedicated modes, as well as a Basic, Advanced or Premium service set. Cognizant offers these additional, optional Cyber Threat Defense services, which can provide a holistic view of your organization's IT security and identify weak links in your infrastructure. Our Vulnerability Management service helps prioritize your vulnerable assets, then adds context to determine if business-critical systems are at risk. Leveraging the configuration management database (CMDB), we can: Our advanced

Managed Detection & Response (MDR) service provides a holistic view of your organization's IT security to detect threats, policy violations, and related risks to an organization's IT infrastructure. MDR provides deep insight using advanced security analytics on endpoints, user behavior, applications and networks. Cognizant Security has created a Managed Security Services Platform (MSSP) in partnership with IBM. LIFE SCIENCES SOLUTION BRIEF Managed security that is flexible, scalable and adaptable to today's digital demands. BLOG More staff (if you can find it) does not equal better security. Reducing risk also requires automation of manual processes, especially patch management. WEBINAR Hear from the Cognizant experts and our key partner IBM Security about the platform, capabilities and benefits it will bring to your organization. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Over 85 strategic alliances, with world-leading companies, enable us to provide complete solutions to your business and IT challenges. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Unlock perpetual relevance with the internet of everything

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Intelligent connectivity hits the road

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Connected Fleet solution employs connected GPS, asset tracking devices and sensors to help fleet managers and OEMs achieve real-time movement tracking of every vehicle and driver through three capabilities: With Cognizant's Intelligent Transportation solution, you can improve traffic management to ease congestion and increase safety with three capabilities: Intelligent connectivity improves mobility in the following industries: Automakers and suppliers create exceptional vehicles and experiences leveraging human-centered design, ubiquitous connectivity, data driven intelligence and at-scale digital engineering. Fleet operators and transportation & logistics providers leap ahead by gaining better visibility of their supply chains, achieving real-time data access and speeding orders to customers. We make this possible by harnessing our transportation and logistics knowledge and applying the latest technologies like IoT, machine learning, predictive analytics and blockchain. We enable technology companies to expand their offerings such as vehicle connectivity platforms, ride sharing, mobility-as-a-service, EV charging and intelligent corridors. Travel & hospitality companies strengthen their smart connected mobility offerings with improved operational efficiencies of their fleets, real-time data access and exceptional customer experiences. TRANSPORTATION & LOGISTICS MANUFACTURING PODCAST Cognizant CMO Gaurav Chand and Otmar Szafnauer, CEO and Team Principal at Aston Martin Cognizant Formula One Team, discuss how technology will yield lap-time benefits. 20-20 INSIGHTS Voice assistants built on natural language processing, AI and IoT will unleash an assortment of voice-activated functions that make driving more enjoyable and efficient. WHITEPAPERS The convergence of auto-specific consumer technologies presents a huge untapped opportunity to build tomorrow's car. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Smarter product, greater value

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**TRANSPORTATION & LOGISTICS MANUFACTURING
RETAIL MEDIA & ENTERTAINMENT**

Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Optimize PLM for better outcomes

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expertise in all major commercial off-the-shelf (COTS) PLM products—including Teamcenter, PTC Windchill, Enovia/MatrixOne and Agile PLM—Cognizant provides a wide range of technology services leveraging our global delivery model. We help customers reduce their operational costs and achieve business value with the following services: With the increasing pace of M&A and a proliferation of technology platforms, PLM migration has become a critical need for many organizations. Cognizant's tool-based migration and upgrade approach provides a structured methodology to ensure your hassle-free and successful PLM migration. Cognizant developed new business processes for a medical device manufacturer looking to both improve its response to adverse events and to adhere to US product quality control guidelines. The solution to both challenges came from improved data quality. E-BOOK Five guiding principles for leveraging full-lifecycle product data across the product ecosystem. WHITEPAPERS Assess your readiness, define and communicate a vision, set common data management rules and build in flexibility for intelligence. WHITEPAPERS By embracing product data as a service, microservices and emerging blockchain technology, product development organizations can more effectively innovate and compete in the dynamic global marketplace. Strategic partnerships with leading technology companies provide our clients comprehensive digital PLM solutions that transform products, services and experiences. Our alliances enable us to provide end-to-end services that bring together product data, people, digital processes and technology to drive new business value. Cognizant to Acquire Bright Wolf, Accelerating Growth in Industrial Internet of Things Services See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Accelerate manufacturing with Industry 4.0

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AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Smart IoT solutions that optimize industrial and production supply chains and create resilient operations. Cognizant accelerates companies' value realization from Industry 4.0 technologies by transforming their operations to deliver production efficiency, speed to market, higher customer satisfaction and new business model creation. Cognizant Smart Manufacturing builds intelligence into production systems to provide real-time visibility and self-optimization into manufacturing operations. We apply the right information technology (IT) and operational technology (OT) solutions at scale. This means embedding these technologies with automation and data and analytics to deliver production resilience that brings you increased process efficiencies and enhanced failure predictability. The result: Reduced downtime and extended system value. Cognizant has industry-wide experience in transforming production operations. Leveraging our best-in class Cognizant OnePlant Methodology, we help you define and map your strategic smart manufacturing vision to quickly identify how new technologies can improve your operations. Our pre-built accelerators rebalance IT and OT solutions to increase productivity, mitigate costs and improve waste control. Our Smart Manufacturing solutions can scale from a single production operation to multiple global sites and locations. Powered by multiple Centers of Excellence, we deliver cross-functional solutions and enable grid transformation for some of the world's largest utilities. Our innovative digital solutions provide complete implementation and systems integration—improving operational efficiency, optimizing costs and increasing customer satisfaction. Cognizant implements solutions to modernize the grid and manage assets and outages by integrating smart devices with control, asset performance management, advanced distribution management systems (ADMS), Geo Information Systems (GIS) and fleet management systems. Our clients benefit from planning strategies that drive down costs and better use their assets. Cognizant Smart Supply Chain helps businesses enable automation, connect with vendors, create intelligent products and build real-time visibility into manufacturing operations. These operations include smart warehouses, distribution centers and cold chain storage.

Combining technology solutions with supply chain and vertical market experience—including food, beverage and pharma industries—we simplify complexity and help you evaluate, select, implement or develop solutions that add business value and agility. We deliver tighter integration between warehouse execution systems and material handling equipment, as well as orchestrate a higher automation level in warehouses and distribution centers. We help oil and gas leaders go digital to deliver more energy options, reduce costs and improve customer satisfaction. Our upstream expertise helps businesses conceptualize and implement new digital platforms. Our midstream solutions leverage the latest digital capabilities spanning remote surveillance, subsea monitoring and pipeline inspection. And our downstream capabilities include enabling refinery operators, secondary distributors and retailers to make better decisions that generate new value and growth. Cognizant's Connected Energy solution helps companies improve efficiency with asset management, equipment effectiveness, operations optimization, sustainability, energy environment monitoring, digital workforce mobility, operational intelligence platform, remote pipeline monitoring and predictive maintenance. Enablers span advisory services followed by technology and integration and then support. Two reference models serve as solution enablers: LIFE SCIENCES MANUFACTURING MANUFACTURING MANUFACTURING WHITEPAPERS Proactively adopting IoT solutions helps companies get smart faster—and adapt to a changing environment and rapidly change the world. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Drive digital solutions for smart spaces

----- Article source ----- <https://www.cognizant.com/us/en/services/iot-solutions/spaces-plus> ----- Smart Spaces Intelligent Workplace Management System Location of Things (LoT) Elevate CX, drive sustainability Solutions Featured work Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives,

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Drive efficiency with in-flight drone intelligence

----- Article source ----- <https://www.cognizant.com/us/en/services/iot-solutions/drones> ----- Drone integration services Drone toolkit Drone analytics information services Capturing intelligence from the sky Offerings Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Cognizant Drone Analytics Information Services provides a turnkey approach to help you fully consume data captured by drones and other surveillance vehicles. Our data management and service offerings are focused on providing the support you need for drone-captured data, as well as data from a variety of other sources—whether on the ground or in the air. Cognizant combines deep knowledge of your industry with extensive data science services and artificial intelligence. We can help you whether you're investigating drones for the first time or have a fleet of pilots delivering data daily. We saw the potential value of drones to our clients early, and invested in Measure, a leading national provider of drone flight services. We work closely together to provide turnkey drone operations and support. We've cultivated a broad

array of partners, offering services from flight operations to image processing and advanced business intelligence. Our comprehensive drone data management services ensure a smooth implementation of drones and the data they capture. As your drone services partner, our experts can provide change management and implementation planning, media storage infrastructure, advanced analytics and AI, mobile and desktop interfaces, and integration into your existing systems and workflows. Speed up field operations when you equip your field engineers and staff with the latest in aerial data collection technology, pilot training and drone program management support. Our packaged toolkit includes drone hardware, training and support, and drone analytics, as well as software to maximize the value of drone data. If you're already investigating or using drones to capture data, your greatest challenge may be how to make the data actionable. Whether you need image processing, custom reporting, or to integrate complex data into your existing big data platform, our drone analytics experts can help. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business.

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Quality delivered with modern insight and speed

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-quality-engineering-assurance> ----- Quality & compliance Modernization assurance Testing automation Experience assurance End-to-end quality assurance Focus areas of our work How we go farther with clients Software engineering: The new value creation engine Featured work Latest thinking Analyst relations Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry.

Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. While many organizations are aware of the risks associated with implementing gen AI, they are not sufficiently prepared to handle them. A recent study by Everest Group shows that enterprises with advanced risk management and quality assurance strategies are seeing 25% reward gains, including enhanced customer experience, increased productivity and faster time to market. This report offers a comprehensive roadmap for managing risks and shows how the quality function can play a significant role in maximizing rewards from gen AI investments. With rapid advancements in robotics, the capacity for conducting quality and compliance testing is growing exponentially in speed and scale. Cognizant's Robotic Test Automation capabilities are transforming industries by accelerating product launches to ensure end users get the most value possible from digital and physical goods and services. Cognizant Quality Engineering and Assurance helps enterprise organizations succeed in the connected world with quality and speed. As a global thought leader in QA with global partnerships and more than 1,000 clients across industries, we bring first-time-right quality and proven next-generation QE solutions to your business' most important initiatives. When pivoting to digital, brands need protection at the core with process efficiency that keeps pace with the speed of business. Our business process assurance solutions bring an industry-aligned, efficiency-driven approach that ensures end-to-end quality and compliance of core IT for brand protection. With this offering we assure business processes, system resilience, regulatory compliance and operational readiness. This offering assures intended modernization outcomes during migration, modernization and transformation programs. For companies interested in app modernization, we follow a structured QA approach to avoid system breakdowns and high migration costs. As part of our system modernization offering, we deliver an Integrated Automation Platform, BOTs-driven predictive QA and comprehensive testing frameworks for API, microservices and application technology platforms. We offer first-time-right assurance of cloud migrations, cloud-native applications and cloud-based platform rollouts with the help of Cognizant Unified Cloud Assurance Studio and our rich partner ecosystem. We leverage COTS product deployment in a cloud infrastructure, including ESA, CMS and CRM, based on product team configuration recommendations. Speed delivery to keep pace with business. This offering helps to accelerate release cycles in Agile and DevOps by orchestrating automated tests, environments and data, to expose risks early and protect integrity and brand. Testing is fully automated zero-touch and AI-driven to release features as fast as they are developed. We leverage AI-based intelligent testing automation bots and Cognizant's continuous testing

platform. Because connected devices have frequent updates, businesses must automate testing of end-user actions on these devices. Robotic test automation offers collaborative robots to provide automated anytime/anywhere testing. The robot (also called COBOT, or “collaborative bot”) performs fully automated physical and digital end-to-end testing using our QA automation framework. For this offering, we leverage our partnership with ABB, Automata and Rethink Robotics. Verification and validation (V&V) is a time- and effort-heavy process that slows time-to-market. Our SMART V&V offering helps to speed regulatory compliance with better software quality and safety in life sciences and other regulated industries. SMART V&V offers an AI-driven platform to deliver real-time regulatory compliance for all IT systems and products within regulations. The platform enables continuous software delivery with continuous compliance by leveraging automation and AI technologies. In the current digital era, customers want better, faster and personalized services. CXA helps our clients deliver exceptional experiences and increase brand value. We help businesses consolidate CX goals across the organization, deliver high-quality digital products with best-in-class QA methodologies and visualize quantitative outcomes using business, marketing and IT metrics. With Cognizant’s CXA dashboard, you get a view of CX posture—across performance, accessibility, sentiment analysis and other metrics—for better data-driven decisions. When partnering with Cognizant for quality services, our clients reimagine how quality can drive their business. With more speed, scale, intelligence and efficiency, quality underpins everything—enabling a more secure and value-centered business. Our services are people-led and backed by IP and processes that accelerate our work to get more done in less time and with better results. Skygrade is a “cloud done right” solution that enables your organization to unlock the full potential of hybrid and multi-cloud estates at enterprise scale. Unlock previously impossible levels of efficiency, transparency and optimization across IT operations through our modern AIOps platform. Cognizant’s Neuro AI platform bundles tools, models and frameworks for accelerated, responsible adoption of enterprise-grade generative AI. An AI-powered, full-stack software development lifecycle platform for next generation software engineering. Organizations with top-quartile development velocity grow 4-5 times faster than bottom-quartile peers. Enhance your engineering capabilities to unlock new levels of business performance. Don't let competitors outpace you. HEALTHCARE COMMUNICATIONS MANUFACTURING Discover how integrating gen AI across the CMMI framework can revolutionize development processes, with real-world examples of Cognizant’s implementation. Everest Group has recognized Cognizant as a Leader in its inaugural Quality Engineering (QE) Services for AI Applications and Systems PEAK® Matrix Assessment 2024. ISG recognized Cognizant as a leader in Application Quality Assurance in the US and Europe. “Cognizant has a robust application quality assurance practice, with more than 30 proven AI use cases in addition to IPs and accelerators across the testing lifecycle.” —Akhila Harinarayan, ISG Senior Lead Analyst Cognizant emerges as a Leader in Everest Group's Next-generation Quality Engineering (QE) Services PEAK Matrix® Assessment 2023, owing to its comprehensive solution portfolio in the next-generation QE services space, further fortified by its ongoing investments in digital assurance labs for next-generation technologies such as IoT, digital twin, 5G, AR/VR and blockchain. Enterprises are increasing technology investments to

transform their businesses. To meet the rising expectations, organizations must orchestrate quality as a centralized function in their operating model. Download the report to know more on the evolving priorities of business assurance organizations. A glimpse into the webinar where we discuss the evolving quality parameters and business assurance model, for companies undergoing digital transformation. When you're ready to accelerate and expand your coverage of quality, Cognizant is here to help. Just fill out the form below and we'll contact you to discuss more. ©2024 Cognizant, all rights reserved =====

Modern assurance: fast-track effective AI governance

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-quality-engineering-assurance/ai-quality-assurance> ----- It's time to take action Set a new quality standard Key benefits of our approach End-to-end quality assurance Redefine your approach to quality assurance for AI Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to

stay competitive in the evolving world of AI. SOFTWARE QUALITY ASSURANCE Embrace a new approach to quality assurance that leverages automation to support compliance, boosts transparency and enables you to focus on strategic AI risk management. "By 2025, 50% of enterprises will have devolved some artificial intelligence (AI) governance to other departments, up from less than 5% in 2021."—Gartner Top 10 Strategic Technology Trends for 2023 Our modern approach to assurance helps you build trust in AI systems and frees up time you can apply to setting thoughtful policy or managing current issues and unknown risks. We use an AI-driven testing approach that goes beyond traditional software validation and into operational monitoring. This allows us to test the quality of a wide range of areas, including customer experiences and human interactions, operational processes, physical devices, marketing content and even the AI models themselves. Unlike traditional testing that focuses solely on release, our continuous testing approach ensures ongoing quality and performance optimization. Implements AI-enabled, ongoing quality assurance testing across all domains of business activity. Streamlines governance with inherent compliance and transparent work products. Integrates automated compliance checks into every stage of development and deployment. Enables governance leaders to focus on policy-making and manage unknown risks. Cognizant Quality Engineering and Assurance helps enterprises succeed in the connected world with quality and speed. With global partnerships and more than 1,000 clients across industries, we bring first-time-right quality and proven next-generation QE solutions to your business' most important initiatives. Let's discuss how Cognizant can help you mitigate risks, build trust and ensure responsible AI deployment. Traditional AI governance approaches are outdated and often ineffective. ©2024 Cognizant, all rights reserved =====

----- Article source ----- <https://www.cognizant.com/us/en/services/neuro-intelligent-automation> ----- Experience new levels of productivity with AI and automation Neuro—advancing modern business with new levels of intelligence Get ahead and stay ahead with AI-native engineering Cognizant's AI Research Lab augments AI-based decision-making Continue the conversation Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite

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Cognizant Neuro AI

----- Article source ----- <https://www.cognizant.com/us/en/services/neuro-intelligent-automation/neuro-generative-ai-adoption> ----- What is Neuro AI? Why is there a need for Neuro AI in today's digital age? What industries can benefit from Neuro AI? Who can use this platform? How quickly can businesses prototype AI solutions with Neuro AI? How does Neuro AI ensure

transparency and compliance in decision-making? The AI platform for smarter business decisions

Key benefits

Meet the Neuro AI agents

Learn how multi-agent orchestration revolutionizes Neuro AI Industry applications

Are you interested in using AI to optimize outcomes in a large or global enterprise?

FAQ

Americas

Middle East

Europe

Asia Pacific

Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. A generative AI platform for decision-making with multi-agent orchestration. Cognizant Neuro® AI, now enhanced with multi-agent orchestration, enables enterprises to quickly discover opportunities, prototype solutions, and build AI decision-making use cases across entire business operations. By leveraging a powerful network of specialized AI agents, Neuro AI improves company performance and drives new, tangible revenue streams, optimizing decision-making for real-world impact. Accelerate ideation, design, engineering, and deployment of data-driven solutions with AI agents. Enhance strategic decisions across enterprise operations with AI recommendations. Deploy AI models using your data to address specific challenges. Ensure AI models are safe, explainable, and trustworthy for confident decisions. At the core of the Neuro AI platform is its multi-agent orchestration, a team of specialized AI agents working together to accelerate the AI lifecycle—from idea to full-scale production—delivering fast, accurate, and secure solutions for your business. Explore the agents driving smarter decisions. Opportunity Finder

Agent helps businesses discover decision-making use cases and the most valuable opportunities for Decision AI. Simply enter your company name; Opportunity Finder Agent then generates a list of potential decision optimization use cases including improved revenue streams and cost savings. Scoping Agent leverages generative AI and data analysis to identify relevant data categories and success metrics for a chosen use case. For example, this agent defines the contexts, actions, and outcomes for each AI solution. Data Generator Agent prototypes AI models by generating synthetic data for testing, enabling users to validate approaches before applying real-world data. The Data Engineering Agent preprocesses and cleanses datasets, preparing them for AI model training. It automates tasks like data normalization, handling missing values, and feature engineering, ensuring high-quality input data for better predictive and prescriptive outcomes. The Predictor Agent uses machine learning models to forecast outcomes based on input data and defined actions. By analyzing patterns, it helps businesses anticipate future scenarios, enabling them to make informed decisions across diverse applications. The Uncertainty Agent evaluates the confidence levels of the predictions made by the Predictor Agent. It uses uncertainty estimation models to assess the reliability of predictions, helping to quantify risk and provide more accurate decision support. Unlike traditional AI that only predicts outcomes, the Prescriptor Agent goes further by recommending specific actions to take in a given context. It uses evolutionary AI to discover decision strategies that optimize the desired outcomes, such as improving efficiency and increasing profitability. Chat Agent provides a natural-language interface to interact with the predictor and prescriptor models, enabling quick, intuitive decision-making. It allows users to query and receive actionable insights without requiring deep technical expertise. "Cognizant Neuro AI is the only platform I've seen that empowers businesses to quickly deploy end-to-end Gen AI use cases across various applications, and to uncover tangible, revenue-generating opportunities." — Murali Vridhachalam, Head of Cloud, Data, and Analytics, Gilead Sciences "Multiple agents can work toward a common goal that goes beyond the ability of individual agents. The combined application of multiple agents can tackle complex tasks that individual agents cannot, while creating more adaptable, scalable and robust solutions." Neuro AI helps healthcare providers analyze complex patient data, optimize treatment plans, and reduce costs by predicting future health risks and recommending personalized care strategies. In the finance industry, Neuro AI enhances decision-making for fraud detection and investment strategies by analyzing vast datasets and prescribing actions to optimize financial performance and reduce risk. Manufacturers can leverage Neuro AI to streamline operations, improve supply chain efficiency, and reduce costs by forecasting demand, identifying process bottlenecks, and recommending optimized workflows. Insurance companies can use Neuro AI to assess risks accurately, optimize policy pricing, and streamline claims processing by analyzing customer data and recommending strategies that balance profitability and customer satisfaction. Neuro AI assists farmers and agribusinesses in optimizing crop yields and resource management by analyzing environmental factors, predicting optimal growth conditions, and prescribing sustainable farming practices. Retailers benefit from Neuro AI by enhancing customer engagement, optimizing inventory management, and personalizing marketing strategies through predictive analytics and

optimized action recommendations. Contact us for a demo to see how Neuro AI can transform decision-making for your business. Neuro AI is a multi-agent orchestration platform that combines generative AI, deep learning, evolutionary AI, and trustworthy techniques to optimize decision-making and drive business value across various industries. Businesses struggle with AI beyond standalone LLMs, lacking the tools to scale AI across their operations. Neuro AI solves this problem by combining various AI models to optimize decision-making, helping businesses build fully functioning AI apps, improve key metrics, and trust AI decisions. It simplifies data preparation, ensures transparency, and maintains privacy, making it easier to deploy AI across the entire organization. Neuro AI is applicable across various industries, including healthcare, finance, manufacturing, agriculture, insurance, retail, and more, providing solutions that drive efficiencies and generate new revenue streams. Neuro AI is now designed for direct use by clients, whether they are business leaders or data scientists. Its intuitive chatbot interface makes it easy for anyone to quickly identify AI use cases, prototype solutions, and optimize decision-making across their organization. Businesses can rapidly identify use cases and prototype AI solutions in as little as 15 minutes, accelerating the time-to-market for AI-driven decision-making models. Neuro AI ensures transparency and compliance through explainable AI models and detailed audit logs for every decision. It allows users to ask questions like, "How was this decision made?" or "Are there any biases?" and provides clear, detailed explanations. Built-in safeguards, such as bias detection, data privacy measures, and regulatory compliance checks, help ensure ethical and transparent decision-making, allowing businesses to trust the AI while adhering to industry regulations. ©2024 Cognizant, all rights reserved =====

Power the value chain of edge AI applications

----- Article source ----- <https://www.cognizant.com/us/en/services/neuro-intelligent-automation/neuro-edge-generative-ai> ----- Accelerate time to value for industrial edge AI Key benefits of Neuro Edge Empower the automotive ecosystem for personalized experiences Explore the edge Thank you for your interest in Cognizant. We are sorry. Unable to submit your request. Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps

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Cybersecurity and compliance orchestration with AI

----- Article source ----- <https://www.cognizant.com/us/en/services/neuro-intelligent-automation/ai-cybersecurity> ----- Amplify cybersecurity resilience with Neuro Cybersecurity Key benefits of the platform Unify cybersecurity management Thank you for your interest in Cognizant. We are sorry. Unable to submit your request. Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Cybersecurity risks continue to grow, with traditional siloed technology tools and operations. Cognizant Neuro® Cybersecurity revolutionizes risk management, threat and vulnerability management and compliance assurance—by integrating and orchestrating point solutions to ensure comprehensive security coverage using AI. As threats become increasingly sophisticated and pervasive, organizations need to stay ahead of bad actors. Siloed operations and risk

mitigation decisions often lag the need to act in real time, leading to higher risk of exposure. Cybersecurity professionals and stakeholders need an AI-enabled, easy to consume UI that enables decisions across the enterprise. Neuro Cybersecurity aggregates point solution results for a cumulative impact on cybersecurity queries, reduces interpretation complexity and enables faster risk migration action. Integrates multiple security tools into a single platform. Provides a holistic view of the security threats, vulnerability and risk information, enabling proactive rather than reactive security management. Advanced threat intelligence, vulnerability management and incident response features ensure that IT teams can detect and mitigate threats more effectively. Discovers, classifies and protects vast amounts of sensitive data, ensuring its integrity and confidentiality. Platform automation prevents data leakage, detects unauthorized access and safeguards data privacy. AI and automation manage user identities, control access to sensitive information and ensure that only authorized personnel have access to critical systems. A unified, user-friendly interface that adapts to the needs of different users, allowing easy interaction with the platform and quick access to relevant information. Seamlessly grows and adapts alongside your organization, accommodating increasing data volumes, evolving security needs and changing compliance requirements without disruption. For a demo and to learn how Neuro Cybersecurity can offer greater control to CISO and Risk Managers in your organization, please provide your contact information below. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved

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Where digital transformation meets business agility

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services> ----- Digital process orchestration Customer service transformation Human capital management Digital supply chain transformation Finance/ERP/EPM Enterprise AI Enterprise platform integration Digital integration Oracle Pega Salesforce SAP Workday Your partner for digital orchestration Unleashing growth through intelligent orchestration Offerings Platforms Featured work Thought leadership Our partners Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming

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ERP. Leverage the power of generative AI, predictive AI, process orchestration and mining—to transform into a hyperintelligent and fully autonomous enterprise. Get ahead and stay ahead in a digital-first world with AI-driven orchestration to automate, optimize and integrate business processes within and across the enterprise. Cognizant's 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 Transformation identifies the moments that matter in the customer service journey, helping clients define their objectives with tangible business outcomes such as higher satisfaction scores, lower costs and greater customer value. By orchestrating the right software, platforms and data, organizations can create omnichannel interactions that drive proactive customer service and business value.

Evolving workforce demographics. Complex HR business context. Mergers and acquisitions. Ever-changing regulations. Together, these factors create a dynamic shift in HCM and change HR business expectations. The combination of our HCM domain expertise and digital HR offerings gives you a structured roadmap for end-to-end digital HR transformation. We leverage innovative transformation solutions to create a compelling employee experience, realize efficiency gains and drive business value. By leveraging our long-standing technology partnerships, we can offer strong capabilities in leading HR platforms to provide best-of-breed digital HCM solutions. The COVID-19 pandemic, wars, trade embargos, shifting financial conditions and interdependent businesses prompt organizations to look beyond traditional supply chain processes to deliver value to the enterprise. Cognizant's Supply Chain Management practice offers high-performance supply chain solutions enabled by next-generation technologies that modernize your operations while reducing costs. You gain the speed and flexibility to respond to new challenges and opportunities, giving you the intuitive edge needed to stay ahead of the competitors.

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. We understand your complex finance environment, and we deliver the solutions you need to transform it—from platform-anchored and cross-platform solutions to business advisory and consulting services. Our integrated transformation methodology leverages best-in-class tools and accelerators to provide seamless solutions across industries, regions and operating models. Our strategic alliances with key financial management software vendors enable cost-effective solutions and faster time to value. Successful organizations make the right decisions at the right time—and the fastest, most trusted business decisions are informed by data and Artificial Intelligence. 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. Powered by battle-ready tools and accelerators, Enterprise AI helps you move models from pilot to production and deliver measurable and reliable business outcomes in months, not years. 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 by discovering effective strategies automatically and prescribing the best possible decision for multiple objectives. Enterprise AI is a comprehensive service offering designed to overcome the obstacles preventing organizations from turning data into insights and making intelligence-based decisions. 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. We include an API store, providing best practice integrations and those built for your custom applications. 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. With an enterprise integration platform in place, new control points are created for the organization. This gives you the ability to monitor business process, manage compliance, develop new insights for better customer experiences and monetize transactions creating new ecosystems. Cognizant helps 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. Through our alliances with leading software vendors we help your business do more with your existing software platforms. No matter where you are in your digital transformation journey, we'll leverage your platform to roadmap, implement and run your enterprise landscape for the digital world. With users engaging with enterprises across multiple channels and with an increase in apps, data and devices, omnichannel integration must ensure a consistent UX across all customer touchpoints. Cognizant's Integrated Process Management experts have deep expertise across the connected digital enterprise space to help your organization accelerate digital transformation. With data becoming the differentiator, we have partnered with our top clients to integrate diverse applications across internal systems, partner ecosystems and external social platforms, effectively leveraging IoT, microservices and APIs. We integrate digital solutions across hybrid cloud environments so your enterprise runs better. You can address complex integration needs that span geographies, and your applications can assume new roles in the business. Cognizant's Oracle practice helps you navigate today's digital shift. Our expertise spans the entire Oracle Stack, from engagement to transaction processing to modernizing core systems. We're ahead of the curve in leveraging cloud, social and mobile enterprise application platforms to drive innovation and efficiency. As an OPN Global Platinum Partner and Cloud Premier Partner, we help you implement the new operating models, processes and cloud-based information systems you need to remain competitive in today's digital landscape while optimizing the value of your Oracle investment. In the digital age, enterprises are looking to deliver compelling customer experiences, automate processes and optimize operational costs. Customer service, sales effectiveness and operational excellence have emerged as the key paradigms of digital transformation. You need an end-to-end low-code/no-code platform for creating dynamic, scalable, multichannel solutions that encourage your customers to interact, purchase and stay engaged through their journeys. Cognizant's Pega practice helps you create stellar customer

experiences and automate processes for end-to-end customer engagement. Powered by advanced artificial intelligence and robotic automation, we deliver solutions that drive excellence in sales, marketing, customer service and operations. With deep expertise across the digital process automation and CRM space, we can help you enable the digital flip. Our new-generation solutions, frameworks and methodologies, powered by industry best-practices and extensive knowledge repositories, help us deliver unique value. As a Global Elite Partner of Pegasystems, we have delivered complex, multicountry transformation programs for our clients across industry verticals. Cognizant's Salesforce experts have a deep understanding of emerging digital landscapes and evolving customer needs. We can deliver complex multicountry CRM transformation rollouts, as well as strong program management. We complement our strong expertise in digital design, mobile app design and digital UX with the Salesforce platform to bring industry-specific solutions to market. As a Global Strategic Partner of Salesforce, we've collaborated with the company to develop next-generation proprietary CX tools and solutions that incorporate AI, communities, IoT, AR and VR across the sales, services and marketing functions. In today's digital business, enterprises, clients, partners, end customers and employees all align in a single value chain. Consumerization of technology enables businesses to build intelligent enterprises and new digital business models, creating deeper customer engagement for more relevant and contextual customer experiences. In Cognizant's SAP practice, we help enterprises maximize business value in the digital economy. By driving digital acceleration, we can prepare you for the approaching autonomous business by unlocking the value of digital with industry-specific outcomes. Our extended service portfolio and business solutions help you gain competitive leadership, discover new revenue streams and achieve business agility—all with the operational mandates of cost and efficiency. Get the guidance your business needs to move ahead with Workday initiatives and build rigor into your key finance and HR management operations. We can help your business ensure transformation success with strategy and change management advice. With Cognizant as your strategic partner, you'll get the Workday implementation support you need to go live on time and on budget. After your implementation, our continuous value services help you to increase adoption, optimize your Workday tenant and maximize the ROI of your cloud ERP system.

CONSUMER GOODS MANUFACTURING

INSURANCE BLOG A Forrester study, commissioned by Cognizant, explains the correlation between CX investments and growth in retail, consumer goods, travel and hospitality. PODCAST Cognizant experts discuss a Forrester study on how intelligent orchestration, technology, data and AI can revolutionize customer experience delivery. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Strategic alliances with the world's leading companies enable us to provide complete solutions to your business and IT challenges. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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SAP-powered transformation

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/sap-solutions> ----- RISE with SAP S/4HANA services
Customer experience Cloud SAP Business Technology Platform Analytics
SAP human capital management services Overview Carve-out to
standalone: BlueTriton's success story Enhancing direct to consumer
experience for BlueTriton Tri-modal IT podcast Services Featured work SAP
partners Take the first step Americas Middle East Europe Asia Pacific
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stay competitive in the evolving world of AI. Modernizing operations to drive
better business outcomes. Organizations today need to take the next big
leap, to transform their business into an enterprise of tomorrow. Cognizant's
'Learn Enable Accelerate Perform' framework enables clients to adopt a
value-driven approach and addresses the complete lifecycle of their business
transformation by bringing together building blocks of RISE with SAP and
our proprietary tools and frameworks for faster delivery. Intelligent
enterprises must operate with speed, agility and flexibility. Our proven and
tested solution helps you to quickly transform your current SAP landscape
into a reliable and future-ready S/4HANA environment with minimal
disruption and risk. Increasing customer loyalty requires placing the

customer at the center of your business. Our proven suite of cloud frameworks extend our SAP CX solutions seamlessly and deliver modern experiences along with a deep understanding of customer needs. With the global expansion of business, firms are focusing more on simplified infrastructure provisioning to achieve the needs of business on-demand. Cognizant has partnered with clients to help them realize the benefits of digital technologies, including cloud adoption. Innovation is a key principle of sustainable businesses. Our SAP Business Technology Platform (BTP) offerings help you embark on a holistic journey to innovate your intelligent core. Cognizant has industry-leading competency in SAP's in-memory analytics solution, SAP HANA. Transform employee experience and get the most out of your talent with Cognizant's end-to-end human capital management (HCM) services powered by SAP SuccessFactors.

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MANUFACTURING CONSUMER GOODS MANUFACTURING INSURANCE
HEALTHCARE CONSUMER GOODS MANUFACTURING

Cognizant has been selected as an SAP Pinnacle Awards 2023 finalist in the Business Process Transformation category. This award category recognizes us as a partner that demonstrates the greatest contribution to solution development, innovation and customer success with SAP Signavio solutions. Cognizant and Signavio have signed a first-of-its-kind agreement to offer business process intelligence (BPI) led transformation journeys that build greater visibility into process analysis, best practice adoption and automation while accelerating modernization. Clients can find process inefficiencies and define improvements to achieve higher agility and resilience. As a select SAP GSSP partner, we deliver innovative, tailored solutions to customers to help them accelerate their intelligent enterprise journey. Through our joint innovation and development programs with SAP, customers unlock significant business value and achieve their sustainable goals, so they can get ahead—and stay ahead. Cognizant has won several awards from Microsoft, including the 2022 MSUS Partner Award for SAP on Azure. These awards recognize our capability in delivering innovative digital transformation outcomes to our clients and addressing their complex business problems using the Microsoft Cloud and SAP. Nelson Hall recognizes Cognizant as a Leader in the 2021 SAP Cloud Migration Services survey across all market segments—Overall, Legacy Migration Capability and S/4HANA Transformation Capability—recognizing our mature capabilities, partnerships and proprietary offerings. We're a global SAP-certified outsourcing partner for S/4HANA solutions, SAP BTP (first ever), cloud and infrastructure operations, SuccessFactors solutions and more. This achievement demonstrates our ability to deliver the highest-quality SAP services and help clients achieve sustainable goals while accelerating their journey to an intelligent enterprise. "The Cognizant team was the linchpin for the successful integration of the three system providers. It would not have been possible, within the timeframe, to have implemented this program successfully in our operations, without them. This program is a game-changer for our business." - Vice President, Supply Chain, Global Packaging Solutions Company "Selected Cognizant for this mission-critical engagement because of its consulting-led approach, its extensive experience in our industry and its expertise in SAP enterprise applications. By replacing disparate legacy systems from multiple acquisitions and harmonizing business processes, Cognizant is supporting our growth strategy and

helping us provide the best customer experience worldwide.” - Senior Vice President and Chief Information Officer, Leading Global Providers of Critical Technical Information “Thank you, for a successful go-live and an incredibly smooth zero business disruption transition to the new system. I am in awe of your collective systems and SAP skills, your incredible stamina, your perseverance through many many obstacles we encountered along the way and your stewardship of the best and most comprehensively planned and most flawlessly executed large IT project I have ever been a part of. Successful, zero issues implementations like this do not happen every day.” - Chief Information Officer, US Based Specialty Healthcare Company “We could not have accomplished our SAP upgrade without Cognizant team’s substantial contribution and integration within the project organization. Based on our actual previous operations costs and anticipated Azure costs, we estimate a financial economy of at least 25% per annum after starting running SAP on the cloud.” - Chief Information Officer, Leading Contracting Company in the UAE “Cognizant leadership and the efforts of your team have enabled us to be successful in these initiatives. AMS support has also been very strong and fundamental to our ongoing operations. Thank you for the great work and we look forward to continued strong performance as we move forward with future work efforts.” - Vice President, Business Applications, Global Packaging Solutions Company At Cognizant, we partner and align with organizations whose products and services complement our own client offerings. Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Accelerate your journey to the intelligent core

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/sap-solutions/s4hana> ----- RISE with SAP Business process innovation & advisory services S/4HANA implementation with industry solutions S/4HANA migration services with Cognizant® SmartMove Cloud migration services Application value management services S/4HANA change management Modernize business processes Our results tell the story 15% 52% 15% 60% 15% 10% Get S/4HANA right the first time Featured work Offerings Carve-out to standalone: BlueTriton’s success story Our partners News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible

business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Access integrated intelligence to optimize your ERP systems that drive business value. Cognizant and SAP S/4HANA deliver real-world value to clients through digital transformation. operational efficiencies improvement lower infrastructure costs response time improvement reduction in downtime decrease in order lead times greater productivity Cognizant's Intelligent ERP Modernization is a comprehensive, risk-mitigated solution that helps you build a future-proof intelligent core. It enables a robust cloud strategy ensuring quality results at every step. MANUFACTURING MANUFACTURING HEALTHCARE MANUFACTURING MANUFACTURING INSURANCE Our intelligent enterprise platform enables tangible business outcomes at every stage of your transformation journey. Enrich your SAP S/4HANA investment, bringing faster time to market and superior business value with cloud-enabled industry best practices and KPIs and intelligent application automation. Organizations today must take the next big leap to transform their business into a future-ready enterprise. Cognizant's Learn Enable Accelerate Perform framework helps clients adopt a value-driven approach by addressing the complete business transformation lifecycle. We bring together the building blocks of RISE with SAP and our proprietary tools and frameworks for faster delivery. Cognizant's S/4HANA Advisory Services address a wide range of client requirements aligned to their business goals, from gaining a 360-degree view of current systems to prioritizing the best S/4HANA roadmap components. Working with customers, we identify opportunities for transformation as well as business process innovation/re-engineering using our proprietary S/4HANA consulting framework. We also provide value discovery and proof of concept services as part of the Cognizant Intelligent Enterprise Platform. Our business transformation as a service program helps clients during the value discovery and assessment phase to benchmark against Industry standards and mine and automate processes to align with S/4HANA best practices With Cognizant Advisory Services, your S/4HANA investments are tailored specifically for you and

backed by proof points that define a clear path ahead. Cognizant accelerates your S/4HANA greenfield implementations and speeds deployment with proprietary, ready-to-run industry solutions. Our built-in industry KPIs enables clients to reduce implementation time by 30%. Cognizant offers multiple industry best practices based preconfigured solutions for S/4HANA for following industries: Our implementation services offerings include: Cognizant SmartMove, our SAP qualified S/4HANA Conversion Factory delivers a comprehensive, risk-mitigated solution to transform your current SAP landscape into a scalable, intelligent enterprise-ready environment. Cognizant helps enterprises migrate their legacy SAP ECC to SAP S/4HANA by leveraging standardized processes powered by robotic process automation (RPA), tools and accelerators and quality gates. Working together with SNP, our SmartMove solution offers extends capabilities to include Bluefield™ Conversion—a hybrid approach to migration offering the best of greenfield and brownfield versions. The hybrid conversion approach from SNP results in simpler, faster and nearly risk-free S/4HANA transitions. Hosting SAP solutions in the cloud can present challenges—from building a business case and defining the roadmap to choosing the best solution and migrating instances to integrate with your existing IT landscape. As a certified SAP Global Solutions Integrator, Cognizant offers you the partnership, experience, frameworks, tools and accelerators to overcome these challenges and get the most from your SAP investments. Our IP-based methodologies enable businesses to extract the most from their SAP ecosystem through key offerings: SAP-certified Cognizant Automation Center with artificial intelligence for operations (AIOps) platform enables people and machines to learn from and facilitate transition to the ZeroOps operating model. Machine learning enables you to contextualize insights to act faster and prepare for future automation, optimization and enhancements. Cognizant's proprietary agile and DevOps solution helps teams to work seamlessly on Agile sprints and DevOps Continuous Integration (CI) projects. With our proprietary Agile and DevOps solution, we've integrated Jira and SAP Solution Manager for seamless agile delivery.. Users report more than 35% improved time to market for new software releases, 45% faster delivery of new features, 45% improved stability of environment and 33% improved product resilience. Predictive intelligent dashboard provides a real-time view of all business processes and their associated business KPIs, each mapped to their IT layers covering application, database, storage, network and more. Cognizant's dedicated organizational change management (OCM) solution incorporates eight workstreams to address the following key transformational challenges: In addition, we offer our proprietary Implementation methodology based on SAP Activate, which integrates SAP's standard templates, accelerators and proprietary extensions. Our framework is further enriched with a dedicated OCM framework developed in collaboration with a team of over 300 Cognizant experts. It has been used successfully in engagements where Cognizant not only has implemented SAP S/4HANA, but also led entire OCM and program management activities. "We chose Cognizant based on the following key differentiators. First, Cognizant had a more comprehensive solution offering implementation, hosting and AMS services. Second, Cognizant invested the time to get a deep understanding of our company's current and future operating model. Third, Cognizant was willing to bring in partners in areas like OCM and SCM. Finally, Cognizant's pricing was

attractive. Cognizant was willing at the most senior executive level to sponsor our program." "This is an amazing achievement as Grundfos' biggest IT project ever. And in the spirit of future ways of working, the conversion was completed remotely." "When COVID hit around day two of our audit, it was clear it would need to be done remotely. We were in sprint 3 of 6 in the development of SAP. What did we do? We held our nerve. Taking it one week at a time to continue the momentum, SAP went live on time, on budget, and with no fuss or disruption. I could not be prouder of the teamwork, professionalism and positivity shown from all involved." "We embarked an ambitious transition program, partnering with Cognizant for the implementation and delivery of both SAP S/4HANA and SAP in Azure. After a very intense, complex and challenging 10 months project, the new systems and infrastructure on the SAP S/4HANA core successfully went live on time. This was a tremendous achievement given that the entire program was executed remotely because of COVID-19 restrictions. The Cognizant team worked tirelessly alongside our IT and business teams to deliver a best practice SAP S/4HANA solution that will serve our business for many years to come." Cognizant has been selected as an SAP Pinnacle Awards 2023 Finalist in the Business Process Transformation category. This award category recognizes us as a partner that demonstrates the greatest contribution to solution development, innovation and customer success with SAP Signavio solutions. Syniti, a platinum SAP partner, is our preferred provider for driving data migrations to S/4HANA. We rely on the company's AI and intelligent, proprietary algorithms to maintain high data quality, and the Syniti Knowledge Platform (SKP) as our centralized and trusted landscape to achieve business transformation goals faster. Cognizant and Signavio have signed a first-of-its-kind agreement to offer business process intelligence (BPI) led transformation journeys that build greater visibility into process analysis, best practice adoption and automation while accelerating modernization. Clients can find process inefficiencies and define improvements to achieve higher agility and resilience. Cognizant is recognized as an "Innovative provider with industry-aligned SAP S/4HANA offering and solutions" in the HFS Top 10 SAP S/4HANA Services, 2022 report. It reflects strongly upon our customer centricity, industry specialization and solutions, innovation, and willingness to take any challenge attitude. Cognizant has won several awards from Microsoft, including the 2022 MSUS Partner Award for 'SAP on Azure'. These awards recognize our capability of delivering innovative digital transformation outcomes to our clients and addressing their complex business problems using the Microsoft Cloud & SAP. NelsonHall recognizes Cognizant as 'Leader' in the SAP Cloud Migration Services survey 2021, across all market segments—Overall, Legacy Migration Capability and S/4HANA Transformation Capability—recognizing our mature capabilities, partnerships and proprietary offerings. Cognizant is named a winner among more than 3,300 nominations from over 100 countries for the Partner of the Year awards. Cognizant received a total of nine Microsoft award recognitions, including Partner of the Year Award for SAP on Azure. We establish partnerships and alliances with industry-leading organizations to deliver comprehensive solutions to our clients. Our key partners are: Cognizant Achieves seven Global SAP Certifications in 2023 Orkla Extends Relationship with Cognizant Cognizant Expands SAP Capabilities for Energy and Utilities Clients with Acquisition of Utegration See all Cognizant news

Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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Simplify and turbocharge your transition to SAP S/4HANA

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mitigated solution to transform your current SAP landscape into a scalable, Intelligent Enterprise-ready environment. Cognizant helps enterprises migrate their legacy SAP ECC to SAP S/4HANA by leveraging standardized processes powered by robotic process automation (RPA), tools and accelerators, and quality gates. Expertise: A trusted partner, Cognizant has been helping businesses strategize and migrate to SAP S/4HANA since the product first launched in 2015. Trusted advisor to customers: Our focused, industry best practices led programs are delivered on time and according to the original roadmap, which improves customer satisfaction. Our clients rate us high on overall satisfaction, thought leadership, testing methodologies, agile/DevOps capabilities, functional skills and innovation. Recommended by analysts: Recognized as leader in S/4HANA-driven transformations by leading global analysts, including the Leader Quadrant by ISG, Nelson Hall and Everest Group. Partnership: Cognizant is global partner of SAP. We're also a Global Strategic Service Partner for Intelligent ERP, SAP MOVE, the S/4HANA Beta program and the SAP Model Company. In addition, our partnerships with Microsoft Azure, Amazon Web Services (AWS) and Google Cloud Platform (GCP), among other strategic partners, help us provide end-to-end solutions for your core modernization strategy. SAP Factory Qualification: Best-in-class processes, tools, accelerators and frameworks built into the solution, qualified and validated by SAP. ISG named Cognizant a global leader for Rise with SAP Implementation Partners, and Cloud Economics and FinOps Services for SAP. Cognizant was also named a leader in the US for SAP S/4HANA Transformation for Large Accounts, SAP Managed Application Services and SAP Managed Cloud Services. Functional and technical impact analysis, custom code analysis, conversion roadmap, cost estimation and project plan. Risk mitigated proof of concept conversion prior to the actual conversion, including functional and representative code remediation. Move to S/4HANA with our agile factory, powered by RPA tools and quality gates. Cognizant's Intelligent Enterprise platform leverages AI/ML, built-in industry solutions, best practices, analytics and key performance indicators to enable quick wins to improve the business impact. Tailor-made basis numbers, including users (up to 1,500), database size (up to 2TB) and customer objects (up to 1,000), across multiple package options, to support unique requirement and scale for each of our clients. A medical equipment manufacturer with more than 1,000 users required an ECC to S/4HANA 1809 single-step conversion. Cognizant partnered with the client to define the business case for S/4HANA and implement its S/4HANA conversion program, which helped eliminate custom developments, migrate CRM processes to the S/4HANA core and simplify the IT landscape. Deploying S/4HANA innovations and Fiori apps helped improve customer and employee experiences. A medical equipment manufacturer with more than 1,000 users required an ECC to S/4HANA 1809 single-step conversion. Cognizant partnered with the client to define the business case for S/4HANA and implement its S/4HANA conversion program, which helped eliminate custom developments, migrate CRM processes to the S/4HANA core and simplify the IT landscape. Deploying S/4HANA innovations and Fiori apps helped improve customer and employee experiences. WHITEPAPERS Taking a business value-driven approach, organizations are transforming aging ERP backbones into systems of innovation via SAP S/4HANA. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's

new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Deliver powerful experiences with Cognizant and SAP CX

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/sap-solutions/sap-customer-experience> ----- CX advisory (The evaluate phase) CX implementation (The engage phase) CX managed services (The enhance phase) CX rapid development solutions Cognizant Retail Express Cognizant LifeCare Express Cognizant Site Localization Tool for SAP CX Commerce rollouts Cognizant Product Recommendations Solution Cognizant Voice Powered Shopping Assistant Cognizant Connect for WhatsApp Chatbot Cognizant Multi Product Search Cognizant Payment Approval Workflow for SAP CX Sales Commissions Anticipate customer needs, win market share Offerings Featured industry solution Our industry solutions and IP Enhancing direct to consumer experience for BlueTriton Featured work Insights Our partners Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI

insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Unlock new business potential by delivering powerful customer experiences across every channel with a suite of cloud frameworks from SAP. Many companies have a vision for a great customer experience but very few get it right. Success comes with an investment in the entire ecosystem: employees and partners, technology and processes. We commissioned Forrester Consulting to gain insight into the power of a fully-realized experience ecosystem. Because customer experience only works when it all works. Guide, nurture and delight your customers with hyper-personalized experiences consistently delivered with the latest digital systems. A CX transformation journey typically involves three phases: Cognizant's award-winning digital agency capabilities, SAP expertise and global delivery methodology place CX at the core of your business and help you to harness the full capabilities of your SAP CX investment. In addition, our proprietary frameworks, accelerators and dedicated industry solutions ensure a quick time to market and holistic customer experience. By aligning our offerings with each stage of your CX transformation journey, we add real value to your program—no matter at what stage of the transformation lifecycle you are in. We help your business team identify effective CX transformation strategies and business models and then jointly plan the journey through a consulting-driven approach. Detailed design thinking workshops conducted in close collaboration with business stakeholders help conceptualize and prepare the overall transformation roadmap. The desired user experience then comes to life in the form of personas and user journey maps. These are enabled through the following services: We understand that CX transformation is a key business imperative for our clients, and these programs need to be implemented rapidly to help realize the business case and enable the business to gain the early mover advantage. Cognizant's SAP CX Rapid Deployment Solutions (RDS) are designed to accelerate your CX transformation journey. We have adopted a best-practice driven approach that generates the desired business outcomes efficiently and effectively, thereby magnifying the value of your investment in the SAP CX application suite. The CX RDS includes a rich set of plug-and-play e-business capabilities which can be coupled with pre-built industry/domain solutions to deliver digital enablement and user experience—at an enterprise scale and with an accelerated timeline. The RDS platform spans the entire lead-to-cash cycle and delivers exceptional value via the following capabilities: CX transformation is a journey that continues well after you have implemented the platforms and business processes. Industry disruptions coupled with innovative business models are driving changes at a rapid pace. You will achieve long-term success from your CX investment only if you are able to continue evolving and innovating your customer value proposition in an equally agile manner. Cognizant's CX Managed Services will manage your SAP-based CX programs and platforms, ensuring these anticipate and address evolving customer expectations. We do so with our integrated DevOps, Agile support and continuous integration/continuous deployment (CI/CD) models. Our CX Delivery Framework is a growing repository of best practices related to DevOps, Agile and CI/CD deployment models, as well as a library of reusable code, tools and point solutions. We ensure predictable platform operations with high availability, and help reduce time-to-market while delivering new business capabilities that

broaden the reach of your CX investments. With the CX Delivery Framework, you can: Cognizant expedites your customer experience transformation with tailored Rapid Deployment Solutions (RDS) built on SAP's CX suite. Commerce Cloud RDS Our Commerce Cloud RDS creates a connected ecosystem which integrates the front-office and back-office, while providing industry-specific solutions that can enable an initial go-live in as little as 100 days. Specific components include: Sales Cloud RDS Our Sales Cloud RDS empowers your sales teams to supercharge their performance and customer satisfaction with real-time availability of product, pricing and contract data in addition to 360-degree views of prospects and customers across all channels. Customer Data Cloud RDS Offers relevant, personalized engagements in real-time and identifies new business opportunities by unifying customer data from all digital and physical sources. Service Cloud RDS Ensures frictionless service integrated across all customer contact channels, from self-service portals to agents augmented with AI. Provides a 360-degree perspective on your customers. Cognizant® Retail Express is a Rapid Deployment Solution (RDS) built on SAP Commerce Cloud that is ready to use and customizable to your specific needs. Made for B2C e-commerce in retail and other industries, the solution includes add-on features like AI-driven user journeys and personalized search for improved shopping experiences. Elevate your digital business with Cognizant's SAP CX industry solutions and intellectual properties (IP). Our tailored solutions harness the power of SAP CX to drive personalized engagements, streamline processes and deliver exceptional value across industries. Transform your customer journey with our proven expertise and innovative technologies. Cognizant® Retail Express can help retail and other businesses boost ROI by increasing speed to market by ~40%, decreasing development efforts by 20% and lifting the average order value (AOV) by 15%. Accelerate your CX journey using our customizable, ready-to-deploy Rapid Deployment Solution (RDS) powered by SAP Commerce Cloud. Easily create features and optimize site experience, stability and performance using our plug-and-play approach and available integrations. Increase your consumer base and boost conversion rates with add-on AI-driven user journeys and personalized search for improved shopping experiences. Cognizant® LifeCare Express is an e-commerce accelerator for the life sciences and healthcare industries. The accelerator is bundled with features for inventory management, including barcode scanning, multi-location ordering, product contracts, user management, assisted service management and a dashboard and may help provide a nearly 30% faster time to market for clients. Our solution helps businesses maximize ROI using a global template approach to drive an approximate 20% reduction in development efforts and customer service dependency. Roll out to markets faster and save on costs during SAP CX Commerce rollouts by automating localizations with our Cognizant® Site Localization Tool. The tool lets you easily implement localized content message files for display on the site storefront and allows the translation business user to create and update translated content and upload it to the system—all without involving the development team. The Cognizant® Product Recommendations Solution is built to provide an enhanced user experience by delivering personalized recommendations to users that save time, promote customer engagement and boost satisfaction. The solution uses customer order data to fetch products that customers frequently order or purchase and showcases them as suggestions on the cart page. By

personalizing the buying experience, the solution increases cart-to-order conversions—and also average order amount and revenue. A new dimension in e-commerce, Cognizant® Voice Powered Shopping Assistant enables an interactive voice interface that streamlines the purchasing journey. Accessibility features assist those with visual impairments. Improved accessibility is enabled through voice-based, user-friendly commands, resembling casual conversation that makes shopping simpler for people of all age groups. The technology is device- and platform-independent so it can be easily run on Windows (desktop, mobile, tablet), Mac (desktop, mobile, tablet) and Android devices. Cognizant® Connect for WhatsApp Chatbot improves customer experiences and reduces barriers to communication by resolving frequent queries faster and conveniently using WhatsApp chat. Our seamless communication innovation addresses all order-related queries from the first product recommendation through to order delivery status, with additional insights into conversations to monitor and improve interactions. Make your customer journey smoother, intelligent and natural with 24X7 personalized recommendations for omni-channel user experiences with Cognizant Connect for WhatsApp Chatbot. In B2B or B2C e-commerce, customers tend to place orders for several products on a given user journey, often searching products by code or keywords and adding them to their cart. Cognizant® Multi Product Search simplifies the overall search by speeding the order process and placement, enhancing the user experience and enabling swift bulk orders by providing simultaneous, seamless multi-product search by SKU or keywords. Customers can also add one or all products from their search results and switch between single and multiple searching. Modernize and simplify the necessary multiple-level approvals required once commission application payments get processed with Cognizant® Payment Approval Workflow for SAP CX Sales Commissions. By helping automate this business process, our payment approval workflow allows you to easily assign and manage different approvers. SAP Commissions ensures proper management of payment data and makes it easy to track approvals. Best-practice surveys provide insights into workforce engagement throughout the employee lifecycle, supporting a people strategy focused on talent attraction and retention. Leverage Cognizant's tailored SAP Customer Experience (CX) suite to delight your customers at every touchpoint by enhancing the in-store experience for the digital customers. We establish partnerships and alliances with industry-leading organizations to deliver comprehensive solutions to our clients. Our key partners are: Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Transform and optimize your SAP landscape

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enhanced productivity and performance. Our expertise includes complex integrations for SAP S/4HANA on the public cloud (Amazon Web Service, Microsoft Azure and Google Cloud Platform), seamless transitions, compliance and achieving business objectives. Additionally, our expertise extends to RISE with SAP advisory, guaranteeing a smooth and efficient deployment or migration process. For fail-proof infrastructure architecture design, Cognizant facilitates meticulous visualization of end state by capturing crucial business and security requirements, establishing design principles and making informed hosting choices. We help you leverage multiple advantages of operating SAP systems in public cloud, including: Our unique SID-based pricing model gives you a truly consumption-based pricing approach, from both an infrastructure and managed SAP platform perspective. In addition to the advantages of operating SAP systems in public cloud, Cognizant's expertise in managing SAP systems operated in RISE with SAP further enhances your cloud experience. Cognizant improves agility, reduces TCO, accelerates provisioning and ensures defect-free cloud transition with our experience in RISE with SAP. We partner with you to deploy your SAP landscape on the public cloud, whether it's a green-field implementation (SAP Cloud Fit) or migrating existing on-premises SAP workloads (SAP Cloud Shift). With 99.9+% platform availability, we deliver highly available SAP S/4HANA systems on public cloud with fail-proof disaster recovery. Our investment in the Cognizant's SAP Cloud Assessment and Transformation (cCAT) Framework, along with the SAP HANA Assessment and Transformation Framework, enables us to swiftly adopt and execute your cloud strategy, accelerating your SAP migration and reducing capital expenditure on SAP. Cognizant has delivered multiple high-profile SAP engagements, including SAP cloud hosting, SAP HANA and SAP S/4HANA adoption projects. All of these demonstrate the value we bring to SAP and our customers. Our SAP cloud assessment workshops for customers typically include: CONSUMER GOODS MANUFACTURING CONSUMER GOODS MANUFACTURING INSURANCE MANUFACTURING TRANSPORTATION & LOGISTICS LIFE SCIENCES Gain operational resilience to stay viable in uncertain times with intelligent ERP environments like SAP S/4HANA on AWS—and catch up with market changes. Streamline the migration process with our cCAT framework and mPaaS, reducing manual work by 60% and enabling up to 55% cost savings. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Here are some of the strategic partners that we work with. Cognizant is Partnering with Accuray to Accelerate Corporate Transformation and Drive Operational Efficiency in Their Radiation Therapy Business Nike Expands Relationship with Cognizant to Manage its Global Technology Operations Cognizant acquires Utegration for energy and utilities clients Centrica extends its relationship with Cognizant Cognizant, Google Cloud tie-up to help client modernization See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Transform your business with SAP on Azure

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Grundfos' biggest IT project ever. And in the spirit of future ways of working, the conversion was completed remotely." – Peter Munk Larsen, Senior Director, IS Information Solutions at Grundfos Management A/S

"Adopting digital transformations like hosting our SAP estate on cloud has great potential when operated on hyperscale platforms like Microsoft Azure. Cognizant is a trusted technology partner and advisor with strong credentials in orchestrating a migration of SAP to Microsoft Azure." – Richard Pym, Head of Technology at Etex

"This is the biggest ERP go-live in Orkla history, and I assume one of the biggest go-lives on S/4HANA in northern Europe ever. We appreciate Cognizant's and all the partners' efforts, consistency, competency, endurance and initiative, which has been key to this successful delivery." – Frode Jensen, Orkla SAP platform manager

"The transformation wasn't just an IT initiative to upgrade the system and change the infrastructure, but an overall change in how the organization operated." – Sascha Wenninger, Technology Lead, Orica

"Cognizant has drawn on its expertise in SAP and cloud technologies to migrate our SAP applications to Microsoft Azure. Cognizant also deployed a one-click disaster recovery solution for the migrated systems, which will improve resiliency of our financial applications, be more cost-efficient and increase self-service." – Alexander Türk, IT Foundation Lead, Swiss Re

Cognizant's experience in SAP on Azure hosting includes consulting, technical operations, infrastructure services, and architecting and executing SAP migration to Azure—all offered in a consumption-based pricing model. Cognizant provides top-notch advisory services, tailored to your business for migrating and deploying SAP applications on Azure and benchmarked against industry standards. We have delivered multiple high-profile SAP engagements, including Azure cloud hosting, SAP HANA and SAP S/4HANA adoption projects. Our cloud advisory service offering includes:

Our joint SAP Cloud assessment workshop with Microsoft includes:

With Azure, we use best practices for deploying your SAP landscape on cloud by providing a smooth greenfield implementation through our proprietary solution Cognizant® Cloud Fit for SAP. Cognizant has experience in implementing SAP S/4HANA on Azure with 99.9%+ platform availability and fail-proof disaster recovery. Our SAP on Azure implementation program covers:

The results include improvement in your business agility, reduction in total cost of ownership (TCO), accelerated provisioning and zero-defect transition to cloud. Migrate your existing on-premises SAP workloads to cloud with Cognizant® SAP Cloud Shift. With our expertise in SAP on Azure services, catalog-based operations, and unique pricing models (Pay-per-use model, SID-based pricing), we help you achieve your modernization goals. Our Cloud Shift key offerings include:

Cloud Shift helps your organization with:

Our unique SID-based pricing model for managed platform as a service (MPaaS) for SAP applications gives you a truly consumption-based pricing approach in managing technical operations of SAP systems on Azure. To design a fail-proof infrastructure architecture for deployment and migration of SAP to Azure, you must streamline technical operations with attention to detail. Cognizant helps by capturing key business and security requirements, establishing a set of design principles to clarify objectives and priorities, and making design choices for SAP deployment on Azure. We help you leverage multiple advantages of operating SAP systems in Azure cloud, including:

Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk

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Build an intelligent, networked, sustainable enterprise

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Enable business transformation through Intelligent Core with S/4HANA on cloud and an agile business network to deliver end-to-end customer experiences. With Cognizant® Intelligent Enterprise Platform, Industry Solutions and SAP BTP solutions, we use industry best practices supported by AI/ML and process automation. Our solutions accelerate the move to RISE with SAP by up to 30% with industry best practices and preconfigured accelerators for S/4HANA. Our solutions cover all key industries like life sciences, discrete manufacturing, utilities, chemical manufacturing, consumer-packaged goods, medical devices manufacturing, travel among others. Accelerate your core modernization and transformation journey to cloud with predefined, automated paths and industrial delivery models. We deliver first-time right quality using our unique solutions: SAP Qualified Cognizant® SmartMove integrated with SNP Crystalbridge, Cloud Migration Factory and Integrated Quality assurance with Tricentis. Transform and improve your business processes using intelligent technologies and BPI with Signavio. We help companies realize value and continuous innovation through our ROI Value Realization Framework, SAP Certified Cognizant® Automation Center and Application Value Management (AVM) Factory models that can potentially reduce operational costs by 20%. Learn how IT core modernization using our industrialized offerings and AWS collaboration can move your digital business forward. Cognizant Learn, Enable, Accelerate, Perform helps you reimagine the transformation journey using a value-driven approach. “A week ago, we successfully upgraded the ERP system to SAP S/4HANA! A huge thank you and gratitude towards the app. Our 200 colleagues and consultants from Cognizant and SAP, who spent part of their Easter holiday ensuring a smooth migration. This is the largest IT project ever done with Corona, and then the conditions suddenly changed. It was a truly virtual migration as everyone was working from home from all corners of the world, participating in live Teams channels during the full migration. We clearly see the benefits of our global IT setup with colleagues supporting each other in a ONE global 24/7 virtual environment. Super impressive!” “Cognizant were able to deliver a working SAP S/4HANA system for our new greenfield plant in a period of 15 months from RFP to go live, and nine months of active delivery. A core team of technical and functional analysts were supported by a much wider team to deliver the project in a remote working environment across eight time zones, enforced by the COVID-19 pandemic. A fantastic achievement. Big THANKYOU to all involved.” ISG named Cognizant a global leader for Rise with SAP Implementation Partners, and Cloud Economics and FinOps Services for SAP. Cognizant was also named a leader in the US for SAP S/4HANA Transformation for Large Accounts, SAP Managed Application Services and SAP Managed Cloud Services. Cognizant has been selected as an SAP Pinnacle Awards 2023 Finalist in the Business Process Transformation category. This award category recognizes us as a partner that demonstrates the greatest contribution to solution development, innovation and customer success with SAP Signavio solutions. Cognizant and Signavio have signed a first-of-its-kind agreement to offer business process intelligence (BPI) led transformation journeys that build greater visibility into process analysis, best practice adoption and automation while accelerating modernization. Clients can find process inefficiencies and define improvements to achieve higher agility and resilience. Cognizant is recognized as an “Innovative provider with industry-aligned SAP S/4HANA

offering and solutions” in the HFS Top 10 SAP S/4HANA Services, 2022 report. It reflects strongly upon our customer centricity, industry specialization and solutions, innovation, and willingness to take any challenge attitude. Cognizant has won several awards from Microsoft, including the 2022 MSUS Partner Award for ‘SAP on Azure’. These awards recognize our capability of delivering innovative digital transformation outcomes to our clients and addressing their complex business problems using the Microsoft Cloud & SAP. Cognizant is named a winner among more than 3,300 nominations from over 100 countries for the Partner of the Year awards. Cognizant received a total of nine Microsoft award recognitions, including Partner of the Year Award for SAP on Azure. HEALTHCARE MANUFACTURING As transformation partner for an educational organization, we helped drive core modernization using Cognizant’s framework to future-proof the digital core on cloud and simplify end-to-end student lifecycle management. An integrated ERP-based solution helped an automotive company enable seamless integration of S/4HANA and other third-party systems. It also provides an easy to use, intuitive user experience for sales and after-sales processes and transactions. Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Engineer innovation in your intelligent core

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intuitive edge to succeed. Our implementation offerings include: With Cognizant's expertise, you can leverage innovative SAP BTP solutions to optimize processes and run your business with ease. We offer platform support in the following areas: We leverage SAP BTP to build, integrate and enhance solutions that give our clients an intuitive edge to reach their sustainability goals. We leverage SAP AI to transform your recruitment efforts, giving you a competitive edge to attract the right talent. ISG named Cognizant a global leader for Rise with SAP Implementation Partners, and Cloud Economics and FinOps Services for SAP. Cognizant was also named a leader in the US for SAP S/4HANA Transformation for Large Accounts, SAP Managed Application Services and SAP Managed Cloud Services. We establish partnerships and alliances with industry-leading organizations to deliver comprehensive solutions to our clients. Here are the key partners we work with. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Enabling the digital workforce of the future

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centric experience, we elevate HR process maturity for increased efficiency and employee satisfaction. Our targeted interventions in process automation, process harmonization and change management lead to improved workforce performance and adaptability. Through continuous refinement and automation, we empower your HR ecosystem to evolve seamlessly to ensure sustained growth and success for your business. Recognized as runner-up for SAP BTP and the SuccessFactors-based IntelliHire solution in the “Line of Business solutions powered by SAP Artificial Intelligence” category. Transform and modernize the candidate-to-employee journey by leveraging Cognizant’s IntelliHire solution based on SAP BTP and SuccessFactors. Best-practice surveys provide insights into workforce engagement throughout the employee lifecycle, supporting a people strategy focused on talent attraction and retention. We establish partnerships and alliances with industry-leading organizations to deliver comprehensive solutions to our clients. Our key partners include: Serving customers by looking forward as well as back is a big promise, but the power of today’s new digital capabilities is vast and growing. Let’s talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Data-driven insights that spur innovation

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with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI.

SAP DATA AND ANALYTICS SERVICES

Accelerate your business outcomes and decision-making with SAP data and analytics. We modernized our client's data platform to SAP BW/4HANA, streamlined core models and upgraded apps and reports while addressing high-security group financial platform needs. Our in-house tools and accelerators supported our client's SAP S/4HANA rollouts, providing end-to-end frameworks, product partners and on-time project completion. We provided a holistic digital budget management platform and boosted funding requests handling, expense reconciliation and budget tracking; SAP SAC enhanced planning and collaboration. We helped a top German pharma client with capex planning and forecasting solution in SAC. Advanced features improved workflows for successful submissions and approvals. We helped our client improve health analysis for 100K+ global vehicles by integrating near-real-time data and creating global-to-asset-level visualizations using SAP BTP. We offer a holistic approach to SAP-based data and analytics, enabling you to explore valuable insights, improve data-driven decision-making and reduce overall cost through services including embedded analytics; Master Data Management (MDM); governance and privacy; enterprise information management (EIM); cloud-based analytics; and SAP data fabric. In today's data-driven business landscape, having the ability to analyze and derive actionable insights is crucial for success. With our delivery accelerators and in-house industry solutions built atop SAP data and analytics, we empower our clients with a range of significant advantages. Seamlessly analyze vast volumes of data, effortlessly make informed decisions and elevate productivity, all while experiencing unparalleled advancements with smarter decision-making capabilities. Harness the transformative capabilities of embedded analytics to unlock the true potential of your data. Data governance and privacy are critical for businesses to ensure regulatory compliance, protect sensitive data and lower the risk and reputational, legal and financial costs of increasingly prevalent data breaches. Leverage the unmatched expertise of our dynamic team of 1000+ seasoned SAP data and analytics pros. With a profound understanding of data management and governance, we excel at shaping comprehensive policies, procedures and standards that drive flawless data management, ensure impeccable data quality and exert meticulous control over data access. Our proficient team also offers unmatched support in data acquisition, data analysis, data curation, data storage and data utilization. Ignite the true potential of your business with enterprise performance management (EPM), a key solution that drives operational excellence. Our robust EPM community empowers our clients with unparalleled support in

crucial management processes such as financial planning, budgeting, forecasting, value creation modeling, results consolidation and performance analysis. Harness the power of a closed-loop model that provides invaluable operational insights, enabling you to make strategic decisions and drive optimal business performance. Gain unparalleled freedom and scalability for your business with our SAP Analytics Cloud (SAC) capabilities. Seamlessly integrate data sources, including the SAP HANA suite, into a unified model and evaluate performance, uncover trends and monitor KPIs. Extract profound insights from vast databases with advanced predictive analytics capabilities. Develop exceptional applications with our SAC solutions specialists. And drive precise and smarter decision-making with ML and AI. Cognizant combines cloud visualization with usability and graphic design to enhance your experience and ensure optimal application adoption. Our expertise in SAP BTP extends to complete cloud visualization and business transformation solutions. Empower your data with data fabric solutions that seamlessly connect and automatically manage your data between systems and applications in real time. With SAP Datasphere solution and Cognizant SAP Data Fabric, you can create a single source of truth and access that data whenever and wherever you need it. Our dynamic SAP Data Fabric community, an integral part of SAP data and analytics, simplifies data integration, especially in complex distributed architectures, making it ready for use in analytics, AI and ML applications. Leverage our SAP Data Fabric consultancy and solutions to scale your businesses' systems in rapidly changing markets—and activate new possibilities for your business. Enable integrated capturing and real-time tracking of sustainability goals through a unified central data platform. Enable line-of-sight to profit and loss impact, through shop floor to top floor integration and role-based actionable insights. Unveil hidden trends and drive savings for optimizing your spend and reimagining your spend strategy. Maximize productivity and minimize downtime by unlocking real-time insights and expediting decision-making. Automating our client's product management processes to maintain market competency and sustainable growth, we developed an accelerated decision-making tool that categorizes and applies business relevancy rules and reduces SKU load times—and resulted in \$1M+ in additional sales in one year, cut manual processes by 50% and boosted data quality by 5X. Cognizant named winner of ESG Scope 3 sustainability solution built on S/4HANA and SAP BTP at #Hack2Build 2022. Syniti, a platinum SAP partner, is our preferred provider for driving data migrations to S/4HANA. We rely on the company's AI and intelligent, proprietary algorithms to maintain high data quality, and the Syniti Knowledge Platform (SKP) as our centralized and trusted landscape to achieve business transformation goals faster. We establish partnerships and alliances with industry-leading organizations to deliver comprehensive solutions to our clients. Our key partners are: Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Build a smart supply chain with the technologies of tomorrow

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/supply-chain-management> ----- Integrated planning Strategic sourcing and procurement Dynamic fulfilment Smart manufacturing Supply chain advisory Supply chain transformation Supply chain operations Digital innovation Digital supply chain transformation Offerings Our services We serve clients across the spectrum of industries Our capabilities Primary platform partners Latest thinking Featured work News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. SUPPLY CHAIN OF THE FUTURE Cognizant's Supply Chain Management practice can work with you to create high-performance supply chain solutions enabled by next-generation technologies. These tools will enable you to modernize your supply chain operations, reduce costs and improve your ability to handle risks. With these SCM offerings, you can modernize your supply chain, lower operational costs and respond to new opportunities—all without adding risk to your operations. The next generation of business planning will be

integrated and predictive—no longer isolated and reactive. To unlock additional value from your supply chain, our team of planning consultants will help you create and refine strategies to improve your operations. Our expertise includes demand forecasting, production, inventory and distribution planning, as well as S&OP from 60+ engagements. Benefits: With sourcing becoming increasingly cognitive, the digitalization of procurement has become a reality sooner than expected. Our intelligent sourcing and procurement solutions involve sourcing at predictable costs, managing contracts, transforming experiences and providing options for touchless invoicing. Our S2P delivery specialists will work with you to deliver long-term value. Benefits: Warehousing, transportation, manufacturing and delivery are complex processes that can dramatically affect customer service, brand image and bottom lines. Our delivery experts can help you enable omnichannel fulfillment capabilities emphasizing speed and customer experience with multiple dispense mechanisms. Benefits: Cognizant's smart manufacturing solutions drive continuous operational improvement, increased productivity and reduced costs. Our digital engineers will ensure self-monitoring and predictive maintenance enabled by machine learning as well as real-time awareness of the state of production equipment and raw materials to meet customer demands—giving you the ability to innovate and develop new products and services. Benefits: Our business process consultants and strategy experts identify capabilities, measure business value, lay out roadmaps and prioritize key initiatives to drive digital transformation. With our deep experience in supply consulting, we provide our clients: Drive technology initiatives to deliver high-impact client outcomes and improved business metrics leveraging broad footprint and niche supply chain platforms. Managed services of supply chain platforms at the highest industry service standards with a focus on continuous improvement and cost optimization. Cognizant partners with clients to innovate and provide differentiated capabilities to stand out. We make it easy for you to understand and adopt cutting-edge technologies to increase supply chain agility and resiliency. Retailers need to be ready to deliver fast and impeccable service as omni channel becomes the new norm. A dispersed footprint and network of micro-supply chains will replace the old single site mass manufacturing model in the life sciences industry. Supply chains are now more unpredictable than ever. As global disruption increases, businesses are at a greater risk of exposure that could lead to loss of revenue, goodwill and service levels. Relying on market leaders and updating to the latest platforms helps organizations stay ahead of the competition and grow market share in challenging times. Cognizant and its trusted partners are transforming the way our clients do business. When multiple processes work together in harmony, a business can create unique service delivery and supply chain models that help drive differentiation amid competition. Bringing this scenario to life requires a unified ecosystem that uses the power of AI to reduce costs, increase resiliency and free employee bandwidth from mundane tasks. Cognizant can help you embrace the change from legacy to cloud, so your business can instill new life into its supply chain. Due to market disruptions brought about by the COVID-19 pandemic, traditional supply chains are facing sudden shortages, inability to forecast, increased managing costs and difficulty hiring and retaining talent. Cognizant can help you overcome these challenges by leveraging smart manufacturing and strategic management to give you the intuitive edge

needed to succeed in a global economy. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Strategic alliances with the world's leading companies enable us to provide complete solutions to your business and IT challenges. Five must-haves, and 4 nice-to-have features CIOs should look for in this under-used software. Our Agile Chain Excellence Maturity Model combines technical prowess, extensive research and relentless commitment to excellence. Gen AI has the potential to revolutionize the logistics industry in the coming years. AI agents that interact not only with humans but independently among themselves are already transforming business operations—and the technology's potential is just beginning to be realized. Using AI, manufacturers can identify operational changes that result in quantifiable improvements to both sustainability and the top and bottom lines. In this sector, it's especially important to zero in on high-feasibility projects that can deliver results quickly. To achieve a more sustainable way of doing business at scale and speed, life sciences businesses will need to move more quickly in their supply chain sustainability endeavors, according to our recent research. The supply chain control tower is a valuable instrument for maintaining a stable and transparent global supply chain. As supply chains return to normal, businesses can use supply chain assessment tools to ensure their software selection meets all their future needs. Emerging technologies and a strong desire to change show the way forward for global supply chains battered by disruptions. Retailers are at the mercy of gig drivers, but we show how to boost acceptance and on-time rates. Let's look at key steps in creating an industry that is resilient and better prepared for future crises. In the face of global supply chain disruptions, a combination of emerging technologies and growing impetus for change offers a promising path forward for global supply chains. In the critical race to combat climate change, sustainable supply chains are a key business imperative. Supply chains are responsible for more than 90% of these emissions. MANUFACTURING
MANUFACTURING OIL & GAS OIL & GAS TRANSPORTATION &
LOGISTICS Know more about Cognizant Named an Authorized
Implementation Partner for Coupa Know more about Cognizant news
Cognizant becomes Blue Yonder's Newest Company-Level Accredited
Partner See all Cognizant News Stay on top of what's happening across
Cognizant. Serving customers by looking forward as well as back is a big
promise, but the power of today's new digital capabilities is vast and
growing. Let's talk about how digital can work for your business. ©2024
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Connect in ways only digital can make possible

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Cloud contact centers Experience engineering Digital business
transformation Customer service transformation Connect in ways only
digital can make possible Offerings Capabilities Our partners Partners in

contact center intelligence: Cognizant and AWS Omnichannel CX with CII & Salesforce Revolutionizing customer experience Experience as a service with Cognizant and Genesys Featured work Latest thinking Recognition In the news Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. IMMERSIVE EXPERIENCES Deliver dynamic, personalized customer experiences. Provide services using cognitive engagement tools that support natural customer interactions. Delve into the future of customer experience with experts from Unum and AWS, who join us to offer their insights, experiences, the latest trends and actionable strategies for delivering exceptional CX. Explore trends in generative AI shaping agent, business and customer experience—and envision the evolving role of gen AI in contact centers in the coming year in this joint webinar with Cognizant and NICE. Bringing generative AI capabilities to the modern contact center will revolutionize customer experience. Learn how our end-to-end approach drives insight and speed as you build, deploy and scale AI-powered customer services that boost productivity, cut costs and drive impact. As experience-altering tools and applications continue to proliferate, many believe that the very nature of customer experience will be forever changed. Learn what leaders and stakeholders will need to determine how to best serve their customers in this ever-evolving digital landscape. Connect in ways only digital can make

possible Human-like self-service experiences across multiple channels—voice and digital—powered by bots, virtual assistants and digital humans. Migrate client customer journeys and contact center suites to modern, asset-light CCaaS platforms. Available as pay-per-use with proven security, global reach and scalability. Take advantage of dynamic, real-time experiences engineered for customers and agents to offer context-based services and recommend next best actions. Transform business operations for clients by synergizing efforts across people, processes and platforms to achieve end-to-end transformation. Benefit from hyper-automation, value-based economics and more. Identify current state challenges, define critical capabilities, create future state roadmaps, build business cases and prioritize key initiatives to drive future of customer service. Design, build and overhaul your customer service landscape by re-engineering processes and platforms, to effect a digital shift and deliver high-impact client outcomes and business metrics. Deliver frictionless customer and agent experiences using automated testing and monitoring that simulate real-world customer interactions across IVR, voice and digital channels. Managed services of contact center infrastructure at the highest industry service standards with a focus on continuous improvement and process innovation. We form partnerships and strategic alliances with world-class organizations to expand our service offerings and deliver comprehensive solutions to clients. Here are some of the strategic partners that we work with. Amazon Connect, one of the most exciting and fast-growing contact center platforms today, has revolutionized the area of Contact Center as a Service (CCaaS). Learn how Cognizant and Genesys are partnering to help businesses modernize customer engagements with cloud, digital and AI technologies that drive customer and employee experiences at scale. Providing effortless customer service through contact centers is key to building long-lasting relationships. To achieve this, you need a future-ready omnichannel CX solution that allows your business to gain agility, scalability, sustainability and cost benefits. Let Cognizant help you navigate this journey with Amazon Connect, the leader in contact center as a service. Offering omnichannel customer experiences (CX) has become the need of the hour. To address the demand, businesses must deliver crucial self-service capabilities and a higher degree of personalization—at scale. Learn how Cognizant and Google CCAI can help you boost your CX while demanding less effort from your customers. Cognizant continues to drive impactful digital transformations. Discover how we achieved a remarkable 9% reduction in calls and a 28% decrease in AHT by accelerating CX with Amazon Web Services (AWS). Omnichannel CX with CII & Salesforce

EDUCATION INSURANCE AUTOMOTIVE HEALTHCARE
COMMUNICATIONS LIFE SCIENCES TRANSPORTATION & LOGISTICS
TRAVEL & HOSPITALITY

Provide your customers proactive support and real-time information, and handle queries in a more intuitive and human-like way—with conversational AI. We offer tips on creating and deploying these avatars without alienating customers. Three tips to help you create and deploy virtual persons—without alienating customers. Designing consumer-centered digital healthcare experiences focused on outcomes. Out with the contact center, in with the customer experience center. CX transformation using our framework is an evolutionary journey that lets you adapt to the evolving needs of today's customers. Cognizant and Siemens Healthineers together won Best Cloud Implementation Partner at Genesys Xperience

2023. Cognizant is the only GSI Partner accredited as Amazon Connect Ready, due to Cognizant Intelligent Interactions (CII), our in-house solution suite. Cognizant and Calabrio partner to deliver customer experience transformation Cognizant unveils Cognizant Intelligent Interactions (CII) for banking and financial services Cognizant engaged by Volkswagen Group Ireland to transform its digital customer experience See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved
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Accelerate growth with industry-proven solutions

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/oracle> ----- Digital services Cloud Transformation and consulting Analytics Modernize and transform Cognizant wins big in Customer Success category at Oracle CloudWorld 2024 How Kudu Corp navigated the digital shift in Saudi Arabia Offerings News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps

in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Deliver multichannel experiences across the enterprise, industries and business processes. This year at the Oracle CloudWorld 2024, Cognizant was felicitated with four awards recognizing our excellence in implementing, integrating and managing Oracle Cloud solutions to drive real business outcomes for our clients. These awards are a testament to the fact that we are constantly raising the bar in cloud services. The rapid rise in new and innovative technologies and tools has compelled leaders to modernize the employee experience through new digital platforms, apps and service delivery channels. Cognizant's Oracle Digital Services can help you implement digital transformation by unifying business and technology architectures to enable competitive advantage and top-line growth. Simplifying and modernizing business processes and IT infrastructure are crucial in today's digital mandate. Oracle's Cloud technologies play a critical role in supporting digital transformation initiatives. Cognizant is a proven leader in digital transformation initiatives, and one of the industry's leading consulting and advisory companies—both for businesses that have migrated and for those considering a move to Oracle Cloud. Organizations across industries must implement processes infused with the speed and agility to match changing markets, stay relevant and capitalize on new opportunities. Cognizant helps you make smarter decisions and deliver superior results through innovative solutions that improve performance, enhance productivity and drive growth initiatives. Our experts provide a consultative approach to help transform your existing application environment. Cognizant's Oracle Analytics applications are complete prebuilt solutions that deliver intuitive role-based intelligence for everyone in the organization, from front-line employees to senior management. This allows you to gain insight and reap value from a range of data sources and applications to support diverse user needs. Our Oracle Analytics practice offers a rich pool of specialists with experience in multiple Oracle Analytics applications gained from more than 100 customer engagements. They are supported by proprietary tools and accelerators that fast-track customer value by reducing time and effort, identifying customizations, accelerating data loads and providing statistical estimates. Our Oracle Analytics product offerings include Oracle Analytics Cloud Services and Enterprise Performance Management Cloud, each with several sets of products—OBIA, OBIE, BI Cloud, DVCS, Hyperion Cloud, Endeca and more—that cater to a wide spectrum of industries and business processes. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Streamline processes to improve engagement

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systems integrators with multi-pillar cloud implementation capability across multiple domains: finance, HCM, SCM, EPM and CRM. With more than 60 solution accelerators covering the cloud transformation spectrum, we speed deployment and organizational change management (OCM). Cognizant's Cloud Shift transformation helps your enterprise shift its entire suite of enterprise resource planning (ERP) applications (finance, supply chain, HR and CRM) to Oracle Cloud's ERP applications. We offer end-to-end services that include: Our team of consulting experts plays an important role in driving business strategy through finance and HCM transformation during cloud implementation projects. Cognizant's Cloud Lift offering is based on Oracle cloud infrastructure as a service (IaaS), which helps you move your existing applications to the cloud in their current state. Our tested, reliable solution covers application inventory, assessment, code analysis, migration planning and execution, and post-migration support. We begin with an in-depth inventory of your current enterprise landscape, collecting pertinent data that's fed into our proprietary cloud assessment tools. The data is key to calculating the appropriate fit among public, hybrid and private clouds. This process also helps predict the most appropriate model for migrating your environment to cloud—IaaS or platform as a service (PaaS).

Cognizant's 1ClickDbUpgrade is a reusable and customizable solution that helps reduce manual effort in the complete migration process.

1ClickDbUpgrade enables you to automate and streamline the move from Oracle Database to Oracle Cloud Infrastructure. The solution facilitates and accelerates migration across multiple operating systems, and virtual and storage platforms. It also helps optimize resource utilization and enhance productivity by enabling allocation of resources to high-priority tasks. The Oracle Cloud Managed Service Provider (MSP) Program recognizes partners with the skills and expertise to build, deploy, run and manage both Oracle and non-Oracle workloads on Oracle Cloud Platform. The program enables Oracle Partner Network (OPN) members to offer a complete managed service solution for workloads running on Oracle PaaS and IaaS. As a key partner, Cognizant can buy Oracle Cloud Platform based on a customer's unique needs, package MSP services and sell the integrated solution through an efficient business model. Customers receive a comprehensive solution for optimizing their cloud initiatives while reducing risk, cost, duration and complexity. Using our global team of Oracle consultants with delivery expertise in a variety of industry sectors, we ensure that you receive seamless end-to-end support for your Oracle Cloud applications. With our mature processes for improved efficiency, you're assured of increased flexibility and scalability, improved coverage and reduced total cost of ownership. Cognizant's OCI services help companies advance their cloud adoption journey, drive innovation, increase operational efficiency and improve value realization from the cloud. Our services offer the agility and reliability needed in cloud for enterprises to adapt and scale in the digital age. Cognizant offers a comprehensive 360-degree solution for organizations implementing Oracle Cloud HCM to help them boost HR operational efficiency. This support spans the entire employee lifecycle, providing valuable insights into workforce trends for enhanced performance, reduced attrition and quicker adaptation to organizational changes. When HCM Cloud capabilities are leveraged effectively, HR teams gain the transformative power to reshape the organization. For clients adopting a multi-cloud strategy as they migrate their entire set of existing applications

to the cloud or build new applications that leverage the best of Oracle Cloud and Microsoft Azure, this cross-cloud solution opens up new opportunities. See all Cognizant News Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Elevating HR for a brighter future

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services offer future-ready solutions that help businesses meet their HR goals and transform the employee experience. Payroll cycle time reduction increase in employee self-service capabilities savings in HR technology costs faster employee inquiry resolution time improved employee experience Everest Group's Oracle Cloud Applications (OCA) Services Peak Matrix® Assessment 2023 names Cognizant a Leader and a Star Performer. This upgrade recognizes our investments in IP tools to speed implementation timelines for OCA clients and our dedication to enhancing our workforce with OCA-certified professionals, showcasing our readiness for large, complex engagements. Our all-in-one HCM Cloud services are built for the enterprise of tomorrow to enhance every HR process within the organization and improve the user experience for human interactions across all devices. Our end-to-end services, from advisory to post-implementation support, ensure we deliver the right HCM transformation. Our advisory services utilize an integrated, quick-scan approach to help organizations assess their readiness to adopt Oracle Cloud HCM. First, we evaluate the organization's IT and application strategy and map it to Oracle's product features, which provides clear insight into any gaps. Our Cloud Map Advisory methodology incorporates structured workshops with organization leaders from HR to understand business requirements, develop a comprehensive view of functional processes and identify key connection points related to cloud migration. Our implementation services help businesses move to the cloud with higher productivity and agility. Our next-generation delivery platforms, built on modern cloud technology and best-in-class tools and accelerators, help maximize efficiencies, improve resource utilization and achieve faster go-to-market. Our industry-specific PaaS solutions and services are geared specifically for Oracle Cloud HCM and designed to fulfill our clients' unique business needs. Our post-implementation services streamline quarterly release management and new functionality adoption, optimizing cloud investments for our clients. Cognizant's AI-driven AppLens platform, combined with the Business Value Realization Framework, ensures flexibility, lower costs and global Oracle Cloud HCM expertise for seamless support for our clients throughout their cloud journey. EMPLOYEE EXPERIENCE SERVICES TRANSPORTATION & LOGISTICS Powered by Oracle Cloud HCM, Cognizant's SwiftCloud HCM unifies HR processes, talent and workforce management, employee experience, payroll and analytics into one system. We help organizations provide the best experience to their employees while bringing an end-to-end modern functionality that covers all facets of the employee lifecycle. INFOGRAPHIC Powered by Oracle, our HCM cloud solution unifies HR processes and talent management in a single connected system. Cognizant is a strategic Oracle Partner with 24+ years of expertise in delivering end-to-end cloud services. Ranked in the top five for Oracle Cloud certifications using digital learning for rapid skills advancement, we provide the competency needed to make clients successful in their cloud transformation journey. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Resilient, future-ready cloud infrastructure

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OCI advisory services OCI transformation services OCI managed services Accelerate business transformation with cloud services Cognizant and OCI deliver real-world value to clients with digital transformation 40% 5X 20% 25% 30% Offerings Featured work Our partners In the news Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Our Oracle Cloud Infrastructure (OCI) services help businesses in a fast-changing world adapt quickly, improve performance and reduce costs for enterprise-intensive applications.

lower infrastructure costs improvement in application performance operational efficiencies improvement improved transaction processing faster inventory order processing We provide future-ready solutions on Oracle Cloud Infrastructure for enterprises to create an agile platform that migrates critical business processes. Our advisory services, innovation in accelerators and tools and certified managed services make us a trusted

partner for OCI services. Cognizant's CloudFit assessment services help define enterprise end-state cloud architecture and right-size capacity for both performance and resilience. Our advisory services help design the cloud migration roadmap by analyzing your readiness to cloud in terms of business applications and their infrastructure requirements. We address the broad data ecosystem of a single cloud, multi-cloud or hybrid cloud to adopt a diversified strategy. Whether you need to design a cloud strategy, optimize existing infrastructure or migrate workloads to OCI, our deep understanding of industry best practices enables you to move toward a cloud-based future. Our cloud infrastructure services help businesses design, architect and deploy a resilient infrastructure that enables you to simplify, optimize and transform workloads to a future-ready solution—and harness the full potential of OCI. Our services align with Oracle's Exadata Cloud@Customer offerings for on-prem applications and OCI Dedicated Regions. Cloud Move and Improve for Oracle and non-Oracle workloads help improve agility, enhance performance and drive cost efficiencies. Cloud migration services are driven by Cognizant's cloud innovation, One-Click Cloud Accelerator Suite, which delivers 25% automation in cloud infrastructure provisioning and configuration. Our managed services help continuously evaluate applications supported on cloud and the end-user journeys they provide. As a CSPE partner, we are a single point of contact to support the end-to-end stack, from infrastructure to application services under unified SaaS-like service levels. We have expert advisors, specialized tools and services for enterprise risk mitigation, monitoring, security, resilience and performance optimization. We automate workload management, extend the cloud environment and manage regulatory compliance. With 24/7 support under a unified SLA, ITSM Framework and a committed year-over-year service improvement strategy, we understand every aspect of your cloud infrastructure. INFOGRAPHIC As more organizations than ever gain the benefits of the cloud, it's no surprise that the number using multicloud environments is increasing too. We are a strategic Oracle Partner with 24+ years of expertise in delivering end-to-end cloud services. Ranked in the top five for Oracle Cloud certifications using digital learning for rapid skills advancement, we provide the competency needed to make clients successful in their cloud transformation journey. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Delivering solutions that value the best experiences

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Next-gen cloud Connected enterprise Programs Cloud lift Exadata services
Building digitally inspired solutions Featured work Offerings Platforms
Resources Take the first step Americas Middle East Europe Asia Pacific

Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Drive top-line growth with innovative technologies that modernize processes and improve experiences.

TRANSPORTATION & LOGISTICS At Cognizant, we're inspired to make digital work for you by streamlining existing processes, augmenting current operations, creating new capabilities and inspiring digital thinking at the deepest levels of your business. UpGraduate: Using Oracle's "UpGraduate" Tech Platform Refresh, Cognizant helps modernize your technology platform. We'll migrate/upgrade your current Oracle technology to a next-gen application that keeps you ahead of the technology progression curve while providing continued product support. Our upgrade/migration offering also helps digitize and streamline your business processes by eliminating the existing customization, resulting in reduced total cost of ownership (TCO). Oracle products we use include Forms, APEX, ADF, Oracle 12c, 18c (Autonomous Database) and Fusion Middleware (Weblogic, SOA).

Application Transformation: Cognizant can help you modernize existing, restrictive legacy applications to newer scalable technologies while retaining the value of the legacy investment. Our approach extends the life of your applications, enhances UX by improving interfaces and functionality, reduces deployment, run-time and maintenance costs, and preserves business logic. Process optimization revolves around business-critical systems that carry higher risks, which are addressed through sound

strategies, detailed planning, deep technology expertise, robust governance and rigorous execution. Tailored Apps: Cognizant offers custom development services, leveraging the bundled toolset that comes with a database license package. We'll build or customize an application to suit your business process/extension, utilizing Oracle Core Technologies viz., DB12c/Autonomous (PL/SQL), Application (ADF/Jet/J2EE/Forms) and Advanced UI (Polymer, REACT, Angular JS, ADF, JET, Spring, Java and more). We also provide the standards-based applications integration that's critical to IT efficiency, delivering solutions across the enterprise. Adopting Oracle SOA/WebLogic API helps ensure the interoperability and integration you need. Using the Oracle Cloud Platform (PaaS), we can integrate your existing IT with next-generation cloud services, accelerate application development and deployment, and help drive business transformation. Oracle products we focus on include SOA Cloud Service, AI Cloud Service, Data Integration, Cloud Service, API Cloud Service, IoT Cloud Service, Mobile Cloud Service, Blockchain Cloud Service, Integrated Cloud Service and Messaging Cloud Service. Using Oracle's Internet of Things (IoT) platform, we provide a comprehensive set of solutions that help you quickly capture and analyze massive amounts of IoT-related information. Our solutions include: Cognizant offers you a host of value-added services, including: We offer platforms to help you meet your business goals, as well as supercharge your OLTP applications and workloads. Cognizant's Oracle Cloud Lift offering helps your enterprise rapidly obtain value from its Oracle Cloud platform and infrastructure investments. Our offerings include migrating Oracle and non-Oracle enterprise workloads to the Oracle Cloud environment. Oracle Exadata is the leading grid architecture for delivering extreme performance for OLTP applications and workloads. Leveraging all that Oracle Exadata offers, our offering can help you reach higher levels of business performance. Our services include advisory services, platform consolidation roadmap and planning, and platform optimization. E-BOOK SOLUTION OVERVIEW This Oracle PaaS application manages employee requests for various types of company stationery, such as business cards, letterhead and more, with an ability to show preview. SOLUTION OVERVIEW This Oracle PaaS application provides a standard application for managing the lifecycle and workflow of an employee policy violation and corresponding disciplinary action. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Make smarter decisions that deliver superior results

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with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Improve performance, enhance productivity and drive your growth opportunities. Cognizant's offerings will help you modernize existing restrictive legacy applications into newer scalable technologies while retaining the value of the legacy investment. Our approach extends the life of existing applications, enhances user experience with better user interfaces and functionality, and reduces deployment time, run-time costs and maintenance costs while preserving business logic. Today's enterprises seek solutions focused on equal parts technology, innovation, business maturity and an organizational change management strategy. Human Capital Management (HCM) plays a crucial role in your organization's ability to fully optimize its talent and people processes. As a series of drivers come together to create a disruptive change in the talent landscape, Cognizant works with you across domains to provide tailored HCM solutions and value additions that align with your 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 EBS Applications. Our HCM Center of Excellence (CoE) leverages HR business process expertise and industry-leading practices across: With the advent of digital technologies, the role of finance is evolving. Social, mobile, analytics and cloud are generating new business models at a rapid pace, resulting in

greater expectations from the finance function. Finance leaders are faced with myriad challenges, including managing governance, mitigating risk and ensuring compliance. With global engagements across industries and proven best practices, Cognizant offers robust financial management solutions that help you make better decisions and increase efficiency while delivering maximum business value. We enable your journey toward modern finance with solutions that focus on taxation and billing & compliance (Oracle CC&B, ORMB), in addition to industry-specific solutions like IFRS, CFO Analytics, Value Map, Taxonomy (GST in India, VAT in the Middle East), Advanced Revenue Recognition, M&A, Financial Consolidation and more. Supply chains are under pressure to adapt to changes arising from increasingly complex global markets, economic fluctuations and labor issues. Technology is a strategic driver, ensuring that supply chains grounded in the power of digital capabilities like IoT and analytics gain an edge over competition because they can anticipate problems, predict outcomes and propose suitable solutions. Cognizant helps you unlock additional value from your supply chain by creating solutions tailored to meet market needs. Our supply chain strategies draw from demand planning and forecasting, production planning, inventory planning, distribution and ecommerce. The result: reduced cost to serve, optimized inventory, increased working capital and quicker response to demand changes. Today's consumers are more knowledgeable, connected and empowered than ever before. Digital disruption demands seamless, persuasive and personalized experiences across channels. Identifying the best CX technologies for your business is only the beginning; you must also adopt effective change management strategies to align your people and processes with your customer relationship goals. Cognizant is an Oracle Partner for Oracle CX Cloud Suite, a cloud-based suite covering the core functions of marketing, sales and service. Our expert services include the expertise and experience to implement rapid, agile solutions. A successful implementation requires a systematic approach to drive ownership and adoption. Cognizant's Organizational Change Management (OCM) framework is robust, comprehensive and customized to meet the needs of financial, supply chain and human capital management (HCM) modules. Our OCM framework ensures an approach integrated with the program management methodology and designed to address people, process and technology elements associated with your application. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Fuel engagement and process automation

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work Analyst recognition Offerings Latest thinking News Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Achieve breakthrough business results with Pegasystems' unified CRM platform. consecutive years of Pega Partner Awards at the annual PegaWorld Events including the 2023 Pega Industry Excellence Award in Telecommunications INSURANCE The report highlights our rich portfolio of Pega services, strong execution capabilities enabling digital transformation, innovative offerings and highest customer reference score amongst service providers. Through our deep industry focus, global footprint, expertise across thousands of large, complex global engagements, and a large certified talent pool, we team with Pegasystems to transform clients' businesses at scale. Get the most out of Pega Marketing to drive engagement across the entire customer journey. Cognizant leverages the Pega CRM Suite to help you revolutionize customer engagement, with end-to-end automation and real-time AI on the industry's only unified CRM platform. Cognizant's deep CRM domain expertise coupled with Pegasystems' unified CRM platform enables faster implementation and rapid realization of business value. To maximize your ROI in sales automation and customer decision hub, we provide insights, develop a strategic roadmap, optimize processes and manage organizational change. Our dedicated business process advisory and consulting services group is staffed with

experts with deep experience in Pega CRM. Our comprehensive service catalog covers all facets of advisory, consulting, implementation, assurance and support services, involving: With transparent, robust, scalable and profitable processes, Cognizant helps you increase productivity, meet regulatory requirements and simplify your lifecycle management and KYC processes. We leverage Pega Client Lifecycle Management to transform and automate rigid processes and legacy systems, and deliver adaptive, flexible processes while automating end-to-end client journeys. Our solutions seamlessly orchestrate front-to back-office processes around the globe, ensuring compliance with regulatory requirements and providing an enriching omni-channel experience. Our proven implementation methodologies incorporate end-to-end program delivery, including customer journey mapping and development with an emphasis on program management and organization change management. These are adaptable by industry-, product- and client-specific processes, enabling you to deploy at speed. Cognizant brings significant implementation experience in Customer Onboarding and Customer-product Onboarding and helps clients reduce the onboarding time, improve customer retention and expand the revenue base. Cognizant specializes in implementing expansive, process-driven applications while providing a platform for rapid, business-driven applications using Pega Platform. We leverage Pega business process management (BPM), case management, workforce intelligence, low-code development and chatbots to automate processes, fast-track innovation and enhance productivity. Using Pega to power Enterprise Digital Transformation at Scale with a unified, no-code platform, our end-to-end digital process automation solutions use task-automating bots, process optimization, case management and BPM to revolutionize your businesses and operations. If you're struggling with operational inefficiencies and release management issues, we can help you implement best practices and methodologies to improve your IT operations. We use Agile methodology to build apps that are modern, easy to change, and quick to deploy—significantly shortening your time to market. In addition, our low-code approach to DevOps makes continuous deployment easier than ever. Cognizant teams have pioneered the adoption of DevOps with Pega Platform and have demonstrated significant automation and cost savings to our clients. To meet the needs of an ever-changing business environment, Cognizant enables you to attain a sustainable competitive advantage through scalable and customizable market-leading cloud capabilities. With our "Pega On Cloud" offering, we help develop your vision, strategy and execution journey, so you can leverage cloud to achieve better customer engagement, limitless market adaptability and faster time-to-market at lower risk. Our solutions can also fit seamlessly with your enterprise's existing cloud infrastructure, giving you a competitive and sustainable edge to achieve your corporate vision. Cognizant's cloud offering is backed by years of experience in managing cloud infrastructure, IT and data security, expertise in application deployments, real time implementations involving migration of on-premise applications to cloud, strategic partnerships with cloud service providers and time-tested Pega platform support experience. Cognizant partners with you on your end-to-end DPA journey, powered by the Pega Product Suite. Backed by a dedicated business process advisory and consulting team of experts with deep Pega experience, our comprehensive offerings include: With over 20 years of experience in

delivering Pega programs, our teams can help you establish a business process automation roadmap for your digital transformation journey. We'll show you how the Pega platform can enable you to offer world-class services to your customers. To implement Pega projects, we employ our "Deploy Success" methodology, which covers program/project governance, process-led transformation, implementation, user adoption and change management. Cognizant offers immersion workshops to try out the rapid product implementation and deployment processes, and to show your staff the latest Pega Product Suite offerings. Cognizant is Pegasystems' first authorized partner, with numerous successful Pega product upgrades among all SIs to keep its customer platform current. And we are the only partner to provide L2-L3 support for Pega products. Our comprehensive methodology integrates best practices with Pega's and our in-house IP-based tools to deliver fast, seamless upgrade services. In addition, our established Pega Upgrade Center of Excellence encompasses upgrade technology experts who provide technical thought leadership and guidance on approach, methodology and best practices for all upgrade programs. Cognizant's upgrade CoE team helps clients manage their application upgrades without having to incur significant R&D costs and long implementation time. Cognizant's Upgrade Offering accelerates the overall upgrade process with assured success. Cognizant brings significant implementation experience in Pega Robotic Process Automation (RPA) and Robotic Desktop Automation (RDA). Leveraging Pega's patented attended automation and Workforce Intelligence, we can improve the speed, efficiency and precision of your enterprise workforce. And we add our own rich automation consulting experience and knowledge to identify where, what and when you should automate, ensuring maximum business impact and ROI. By automating lower-value, repetitive activities in your desk side or front office and high-volume, rules-based processes in your back office, we facilitate your digital transformation journey, utilizing both attended (RDA) and unattended (RPA) bots. This reduces costs, accelerates productivity, reduces human error and frees up your resources to perform higher-value work—thus delivering the promise of 'Digital at Scale and Speed'. Unlike RPA-only solution providers, Cognizant offers end-to-end robotics, CRM and BPM for your digital enterprise, maximizing the value of your two biggest investments: people and technology. The result: You can leverage robotic process automation, desktop automation, workforce intelligence, and case management to enable more productive employees and a better customer experience.

WHITEPAPERS Extending process management to business logic offers enterprises increased flexibility, agility and adaptability in evolving and complex business ecosystems. See all Cognizant news Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business.

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Cognizant's Salesforce Data Cloud Navigator

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all your data needs, both inside and outside of Data Cloud. Cognizant launches new offering to help companies using Salesforce Genie build personalized customer experiences with real-time data See all Cognizant News Stay on top of what's happening across Cognizant. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved

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Tap into the power of Workday

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stay competitive in the evolving world of AI. **WORKDAY IMPLEMENTATION**

Combine the power of Workday's HR and finance solutions with the expertise, innovation and culture of Cognizant and transform your organization into something incredible. As the longest-tenured Workday services partner, Cognizant has helped more than 2,100 Fortune 500 companies and large- and medium-sized organizations around the globe transform their businesses. Cognizant's Workday practice was formed in 2020 through the acquisition of Collaborative Solutions, a leading global finance and HR transformation consultancy. Today, our 1,700+ experts provide full lifecycle services—advisory, deployment and post-production—using proven, proprietary tools. We deliver the guidance you need to apply the power of Workday in your business, to break down data silos, address inefficient workflows and build a foundation for new initiatives like AI and automation. Finding the best technology deployment provider is key to a successful implementation—a trusted advisor who has the expertise and flexibility to guide your Workday implementation from start to finish. We work with your business to create a deployment methodology that meets your unique process and technical requirements. Cognizant's Workday practice brings the tools, templates and best practices to ensure your business goes live on time and on budget. Our post-deployment services help organizations realize the full potential of their Workday investment. We have flexible plans, global resources and the ability to service organizations of all sizes, including medium and large enterprise clients. When you take advantage of Workday post-implementation support, your organization can drive greater value, improve organizational efficiency and take steps to operate more strategically. Workday advisory services help you make sense of organizational transformation that takes your business beyond your software deployment. We help you understand the journey of transformation as an ongoing process of getting your organization from where it is now, to where it needs to be in the future. Our proven track record has enabled us to help our clients get comfortable with change. Whether you are considering an initial cloud-based deployment, looking to increase user adoption or improving your systems to derive more value from your investment, we will partner with you to solve those challenges. Largest post-production Workday support provider Third largest Workday practice partner globally 100% deployment success 98% client satisfaction rate Cognizant has been identified as a Leader in the 2023 ISG Provider Lens™ Workday Ecosystem study in both Europe and the US. This marks the second consecutive year that Cognizant has received the recognition in both regions, reinforcing its excellence in all facets of the Workday Ecosystem. Workday implementations can vary, requiring unique considerations and best practices depending on industry. Cognizant operates as an extension of your team to solve your organization's challenges so that you achieve your goals, according to your specific requirements. Meet new market demands with a trusted partner and improve organizational agility by using the latest ERP, analytics, forecasting and automation solutions. Drive efficiency, increase adaptability, reduce costs and find new ways to deliver better experiences to your constituents. Choose an experienced partner and a team of experts that bring a proven track record in government. Adapt to change with the expertise and guidance you need to modify business models, source and streamline supply chains. We can also help you develop and retain talent to sustain your mission of superior care. Make your institution future-ready

across HR, finance and student management. Choose a trusted advisor who can give your leaders the tools they need to make fast, data-driven decisions. As an advisor to dozens of NPOs, we can help your organization streamline operations so you can focus on supporting initiatives that will help you achieve your mission. Get the guidance you need to retain top talent, improve organizational agility and manage project profitability. We can help you with revenue cycle management and planning a path to success and growth. Make your retail business more agile as you improve customer satisfaction, employee engagement and organizational efficiency—and ultimately your bottom-line—with help from Cognizant’s Workday practice. Optimize core business processes so your organization can operate faster, smarter and with greater agility. Combine HR, finance, analytics and more. Streamline business processes and tedious work so teams can focus on customers and creating incredible experiences. Become a part of our award-winning team and help organizations transform their finance, HR and student management programs with Workday. Workday We are the largest post-production Workday support provider. AppLearn AppLearn’s digital adoption platform improves business outcomes, increases workforce productivity and reduces SaaS support cases. Automation Anywhere Automation Anywhere is an intelligent digital workforce platform utilizing RPA technology so intuitive, anyone can use it. Phenom Enjoy a powerful talent experience complete with hyper-personalization, AI and chatbots for candidates, employees, recruiters and managers. Turnkey Solutions Turnkey Solutions provides the only autonomous testing automation and data validation system for Workday. Connect with us to learn how Cognizant can help you along your HR and finance transformation journey. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved

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Ensuring long-term success with Workday

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across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Undertaking a digital transformation is an ongoing process. Post-deployment support helps ensure lasting value and continued adoption. As a leading global provider of Workday full-platform post-production services with a flexible, knowledge-transfer approach proven to power client self-sufficiency, our post-deployment support services are invaluable in helping your organization see continued return on its technology investment. Cognizant post-deployment Workday support ensures your integrated technology is performing efficiently and operating accurately. We offer ticket-based support for system issue resolution, enhancements and change requests, and our major event support assists with open enrollment, performance reviews and compensation planning. Application managed services (AMS) provide flexible support designed to adapt to your changing business needs. By providing a holistic managed services engagement for clients, we promise progression from transition to optimization. AMS amplifies our clients' key resources by supplementing their IT workforce, thereby freeing them to focus on more strategic matters. This process unlocks ongoing innovation, business process improvement and user adoption to allow our clients to deliver on the promise of their enterprise resource planning transformation and investment. Having assisted in the successful technology integration of numerous clients undergoing a merger or acquisition, our Workday practice delivers on our deep understanding of the process. We help identify which tenant will become the system of record, determine organizational alignment and data harmonization strategies, identify the new reporting and analytics needs, and look at the change from an employee experience standpoint. Get the support necessary to customize and deliver maximum value from your technology investment. To maximize the return on investment of digital transformation well beyond go-live, we help enhance

and build upon your current tools and systems. With improved data and information obtained through technology that accelerates your performance, we take your investment into the future, implementing new solutions as they arise. In addition, we support the biannual Workday release program with live webinars and resources to assist clients with new updates. Deploying cloud-based technology is only the first step in a journey of continuous innovation. Learn about the role of post-deployment services and how they can secure a strong return on your investment. Connect with us to learn how Cognizant can help you along your HR and finance transformation journey. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved =====

Deploying Workday solutions with scalability and flexibility

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Building a foundation for change with Workday

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driving force for true digital transformation, making change management critical to the success of any cloud deployment. Maximize your organization's technology investment by ensuring success and user adoption with comprehensive organizational change management and communications strategies. We start before day one to build an effective change strategy to guide you through the full lifecycle of your Workday deployment; we provide direction and materials you can use well beyond go-live to ensure strong employee adoption and satisfaction. When undertaking significant technological change, organizations need guidance that aligns with their unique needs. Learn about the benefits of our Workday advisory services and how your organization can improve processes efficiently with the help of an experienced implementation partner. Connect with us to learn how Cognizant can help you along your HR and finance transformation journey. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved =====

Cognizant Cloud Integration Brokerage

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Creating intelligent experiences As a leading Salesforce strategic partner, Cognizant is driven by advanced technologies, real-time data analysis, accuracy, and quality to enhance interactions with every stakeholder. Building on a strong Salesforce foundation, we leverage our CX expertise, a consultative approach and intuitive technologies to create new digital experiences for our customers and their clients, at scale. And as one of the industry's largest pools of Salesforce-certified consultants, our designers, technologists, and industry experts bring a strong cross-industry focus to global clients; they leverage Salesforce's rapid application development platform to create modern CX, optimize sales and marketing, and launch communities for collaboration; they drive next-gen business disruptions based on UX tools such as Salesforce Lightning and AI technologies including Salesforce Einstein. This recently published Avasant white paper, sponsored by Cognizant, explores how gen AI integration can enhance healthcare accessibility and equity in the US, especially the underserved communities, by offering personalized care through data-driven interventions and infrastructure investment. Our capabilities extend beyond core cloud offerings to span digital process automation, enterprise integration and sales and industry transformation. Our team provides personalized solutions for businesses to create brand loyalty and deliver smarter, stronger customer experiences that drive growth. Cognizant's Salesforce Data Cloud Navigator enables you to identify impactful business use cases faster and provides the tools to harmonize trusted data ready for activation in the Salesforce enterprise. With MuleSoft now a part of Salesforce, the Anypoint Platform™ is even better positioned to help your organization connect enterprise information across multiple cloud and legacy data sources. Cognizant brings forth the most value from the Platform as you transform your business in the digital era. Cognizant helps companies engage their customers by envisioning and building enhanced capabilities powered by intuitive technologies. Our focused approach helps clients create connected, pan-industry products and services, with a focus on clouds, including Salesforce Industry Clouds, Marketing Cloud, Revenue Cloud, Commerce Cloud and MuleSoft. With rising prevalence of chronic diseases, medical costs and fast-changing regulations, pharma companies need innovative, intuitive patient care and management solutions. Cognizant's depth of digital capabilities and global presence provide differentiated value, helping customers deliver better patient outcomes. Our clientele includes most of the world's pharmaceutical and biotech firms, making us the ideal partner to integrate digital into customers' business

strategy and create intelligent offerings and experiences. Our offerings and solutions include: With new digital skills and technologies impacting manufacturing, smart and connected factories are leading the Industry 4.0 revolution. Manufacturers are building strategies based on real-time data, and Cognizant is helping clients make the transition. Solving the manufacturing industry's biggest challenges, we offer comprehensive, next-gen solutions for customer needs in industrial or process manufacturing—from managing field service operations to improving productivity, to optimizing costs. We do this while ensuring the highest level of data security and compliance. Check out our latest offerings: One sector that has seen unprecedented and consistent digital transformation is banking and financial services. In the last decade, banking has moved from physical to internet to mobile, making key, day-to-day transactions simpler, faster and effortless. Putting the customer at the center, Cognizant has helped clients cope with challenges, streamlining their processes with Salesforce CRM competencies and integrated strategies that accelerate business growth. Whether the focus is retail or commercial, lending or payments, we create end-to-end experiences that deliver efficient operations and customer delight. See our offerings: Powered by robust Salesforce technologies and a comprehensive digital ecosystem, Cognizant aims to accelerate our insurance clients' growth around the world. We bring together specialists, distributors, claims processes and AI to enable insurance companies to provide best-in-class customer service while staying ahead of competition. Explore one of our offerings: COVID-19 changed dynamics between brands and customers, compelling CMT organizations to find new ways to create value and deliver seamless, personalized omnichannel experiences. Capitalizing on Salesforce Marketing Cloud expertise, Cognizant engineers data driven CX, enabling our clients to monetize insights and deliver bottom-line results through two offerings: While consumer purchases are mostly going online, retailers are showing greater revenue growth and a higher percentage of sales from digital channels. To meet the needs of the new-age consumer, companies must constantly reinvent their products, along with enhancing their supply chain and inventory management processes. Cognizant's solutions apply fresh thinking to solve these unique challenges facing retail and consumer goods clients. Our data-based offerings are focused on what matters most, the end user experience, while also helping retailers keep costs in check. See one example: Advancements in cloud, digital and AI enable customer experience centers to drive personalized journeys and business value—and delivery frameworks that support scalability, speed and team alignment. Check out our intuition-driven solutions that clients can use to bring the right technology to the right users to accelerate targeted outcomes: They know what quality looks like. We're proud to be recognized by our peers for delivering to the highest industry standards. 11X Salesforce Partner Innovation Award 2015, 2016, 2018, 2019(2), 2020(2), 2021, 2022(1), 2024(2) 10X Customer Success Partner of The Year Award 2016, 2017, 2018(2), 2020, 2021(2), 2022(2), 2023 MuleSoft Americas Practice Development Partner of the Year 2023 Digital Revolution Award 2022—Tech for Good 2023—Digital Transformation Project of the Year for Network Rail Leader Salesforce Services 2023 Leader Salesforce Ecosystem Partners 2024 Leader Salesforce Services in Insurance PEAK Matrix® 2022 This mega annual event celebrates Cognizant's strategic partnership with Salesforce, featuring leadership addresses, panel

discussions and breakout sessions on emerging technologies and trends, solutions showcase, rewards and recognitions, music, mingling and more. This year, the India celebrations are coming to Chennai. Date: July 25, 2024 | Time: 8:30 a.m. to 5:30 p.m. IST MANUFACTURING Cognizant Engaged by Volkswagen Group Ireland to Transform its Digital Customer Experience Cognizant Named an Exclusive Partner to Implement Salesforce Maps in EMEA Cognizant Launches New Offering to Help Companies Using Salesforce Genie Build Personalized Customer Experiences with Real-Time Data HFS Ranks Cognizant #1 Global Provider for Application Modernization Services See all Cognizant news Stay on top of what's happening across Cognizant. To learn more about the strengths of this strategic partner, visit: I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. Let's connect to find out what the power of our partnerships can do for you. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved =====

Meet your end-to-end Salesforce Marketing Cloud partners

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them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. **MARKETERS HELPING MARKETERS** We help our clients weave strategy and expertise into every solution to drive success. Strategy drives every customer engagement—from leading global digital transformations to reinventing customer journeys, or even completely reimagining the way you use Salesforce. Here's how we can help: When it comes to planning and implementing solutions, we've seen it all—from large, global organizations to small companies and across all industries. With a winning combination of next-level marketing strategies and deep technical expertise, we'll maximize your ROI and set your team up for success. Having a single, complete view of the customer can accelerate a business, but bringing together multiple data sources and merging customer data is no small task. We've executed countless integrations, making us experts in data mapping, migrations and building audience segments to help our clients better connect across their entire business. We'll dig deep into your business to identify areas of opportunity for growth and provide strategic recommendations backed by proven results in advanced channel and audience segmentation, personalization, creative and data services. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Modernize the sales-to-revenue landscape

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/salesforce/revenue-management-solutions> ----- Strategy consulting Implementation Architecture Data and AI Revenue operations Build an ecosystem for intelligent orchestration Offerings Our differentiators Our revenue management partners Our capabilities Sales-to-revenue transformation across multiple domains Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise.

Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. **REVENUE MANAGEMENT** Combine the power of modern revenue management solutions with the expertise and innovation of Cognizant—and gain the insight and speed to supercharge sales. As our clients transform for the future, they recognize that years of existing growth investments were made in silos. Going forward, winning brands must find a way to break down these silos and redefine experiences. The ability to deliver best-in-class experiences requires businesses to be run with an enterprise ecosystem consisting of orchestrated technologies and processes working in harmony. This approach provides an inherent brand advantage that enables companies to work smarter, be more resilient and outpace the competition, to deliver market-leading capabilities and unlock pathways for growth. Cognizant's Revenue Management practice was formed in 2018 through the acquisition of ATG, a leader in Quote to Cash solution services to both commercial and large enterprise brands. As leaders in cloud computing and SaaS consulting, we help our customers achieve critical outcomes, and successful outcomes are rooted in understanding the end-to-end people, process and technology for managing customers and revenue. **REVENUE MANAGEMENT STRATEGY SERVICES** Revenue management strategy services help organizations make sense of transformation that takes the business beyond software deployment. We help you understand the journey of transformation as an

ongoing process that takes your organization from where it is now, to where it needs to be—ready for the future.

IMPLEMENTATION SERVICES Finding the best technology deployment provider is key to a successful implementation—a trusted advisor who has the expertise and flexibility to guide your software implementation from start to finish. Cognizant’s revenue management experts bring the tools, templates and best practices to ensure your business goes live on time and on budget.

APPLICATION SUPPORT SERVICES Our post-deployment services help organizations realize the full potential of their technology investment. We have flexible plans, global resources and the ability to service organizations of all sizes, including medium and large enterprise clients. Cognizant’s Atlas® Framework is designed to enable a reliable, on-time, on-budget delivery for projects of varying complexity and size Salesforce-wide. The Monetization Ecosystem® provides a comprehensive view of all that’s relevant to managing customers and revenue in rapidly evolving industries. Save time and reduce errors with Cognizant’s Fusekit®—the cloud-based Salesforce configuration, development, deployment and data migration toolkit. Cognizant’s proven methodologies, tools and training techniques are the foundation upon which we have become the most trusted implementation partner in the industry. We empower inspiring transformations for our clients across multiple platforms. Streamline revenue lifecycle management and drive efficient revenue growth and optimization with an end-to-end solution powered by Salesforce Revenue Cloud. DocuSign helps organizations connect and automate how they navigate their systems of agreement. Xactly provides cloud-based enterprise software and services that optimize sales performance management and sales compensation. Conga drives predictable revenue by aligning processes, teams and technology under a unified data model throughout the revenue management lifecycle. BillingPlatform empowers businesses with innovative software solutions to optimize revenue generation through every stage of the customer lifecycle. It powers growth through operational agility and a frictionless customer experience. The Gotransverse intelligent billing platform is a leading cloud-based billing and monetization platform that enables one-time, recurring or any combination of usage-based billing. Cognizant’s revenue management team guides clients through transforming experiences, re-imagining processes and modernizing technology within the sales-to-revenue landscape. Leverage our expertise to boost sales agility, sustainable growth and profitability. Let Cognizant evaluate your current state revenue management processes and technology. With decades of experience in revenue management, we can optimize your revenue management technology stack with an assessment of your organization’s use and configuration and guide you through the vendor RFP and selection process. We have a host of revenue management health checks available from the following vendor offerings designed to identify potential deficiencies in previously implemented solutions: Great experiences are moving from being technology-enabled to technology-orchestrated. Harmonizing our clients’ processes and technology is the core of what the revenue management team does, implementing a full suite of offerings from CPQ and billing to contract management and commissions. We work closely with clients and their key stakeholders to deliver business outcomes that ignite the selling process and customer interactions. Intelligently orchestrated technology is bookended by innovative and comprehensive

architecture and deployment strategies moored in operational industry best practices. Our deep practical knowledge of account hierarchy and product catalog databases ensures data integrity and allows our clients to go to market faster with new monetization strategies and product offerings. Learn more here: Modernizing and migrating data can be a daunting task for any organization, particularly when dealing with databases in disparate systems or from an acquired company. Cognizant's revenue management team has the expertise to do a full migration or provide your company's internal resources with guidance and best practices to complete the task. Cognizant offers post-deployment support for revenue management implementations to assist with training employees and optimizing user adoption. We also provide staff augmentation to assist your existing IT staff with critical subject matter experts who can address domain- or solution-specific issues. Cognizant's expertise spans all technology domains across the quote-to-revenue spectrum. CPQ bridges the gap between front- and back-end systems and assists companies in the lead-to-order and lead-to-cash processes. CLM enables the processes of creating, negotiating and executing all the legal obligations, contracts and agreements for an organization. Order Management efficiently tracks and fulfills sales and service orders, and includes the people, processes and technology that create a positive CX. For companies whose product offerings include more dynamic relationships with their customers, enterprise billing supports usage, recurring and non-recurring charges. Sales Performance Management is the strategy of a company's revenue operations functions. It aims to enhance efficiency and results, and optimize sales processes. B2B commerce facilitates transactions between businesses within the supply chain, driving efficiency and expanding opportunities through digital platforms. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/digital-process-orchestration> ----- AI-assisted process consulting Platform consulting and blueprinting Execution and engineering Customer success services Digital process orchestration Offerings Our partners Partner with us Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights

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ORCHESTRATE AND TRANSFORM We become your digital process consultant, understand your AS-IS business processes, identify gaps and draft cohesive strategies. We provide: By thoroughly understanding the existing business processes in digital transformation initiatives, your business can transform from a collection of disjointed silos into a well-oiled machine, gaining a competitive edge and delivering exceptional results. We integrate and orchestrate your existing business processes, systems and people, ensuring smooth information flow and eliminating silos. We drive: By integrating systems, your business can finally achieve the unified and efficient workflow necessary for success. We design and implement intelligent hyperautomation process solutions, empowering your workforce and boosting efficiency. We implement: This empowers your organization to create a truly optimized and responsive business environment, allowing it to adapt and flourish in a dynamic marketplace. We continuously monitor and optimize your processes and applications, ensuring a flawless performance every single time. We support: This enables your organization to operate with precision and efficiency, eliminating the unnecessary delays and errors that can impact your performance—and ensuring continuous improvement. We have strategic partnerships and alliances with world-class organizations to expand our service offerings in digital process orchestration and hyperautomation space, and deliver comprehensive solutions to our clients. Here are some of the strategic partners we work with, but not limited to: Our capabilities—process and platform consulting, tech blueprinting, execution and reengineering, and customer success services—empower your business with the following benefits. Unlock new efficiencies and innovation with AI-powered systems—driving faster and smarter business decisions. Reimagine your business with cutting-edge digital strategies that accelerate growth and agility. Reduce operational costs by leveraging AI-driven automation and intelligent resource management. Enhance performance consistently with AI insights and real-time process optimization. Overcome the challenges of disconnected systems and manual workflows by orchestrating your digital transformation—and empower your business to thrive. Contact us today to explore how we can help. ©2024 Cognizant, all rights reserved =====

Achieve customer experience excellence

----- Article source ----- <https://www.cognizant.com/us/en/services/enterprise-platform-services/adobe> ----- Content at scale Journey insights and data activation Customer journeys at scale Enabling services Your trusted Adobe partner Offerings Our partners Featured work Cognizant Netcentric is your trusted partner Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Connect with your customers at scale and thrive in the digital era. As the world's leading end-to-end experience-led growth partner, Cognizant excels in customer experience transformation through its Adobe Center of Excellence, Cognizant Netcentric. We are dedicated to building scalable Adobe solutions that empower brands to connect with their customers through business-critical digital experiences. Leveraging our proven expertise and numerous Adobe certifications, we utilize cutting-edge technology and best practices to address unique CX challenges. As a trusted business partner, we guide clients through every step of their transformation. Our mission is to enable our clients to achieve customer experience excellence and thrive in the

digital era. To deliver personalized experiences consistently to each user on a large scale, businesses must face the challenge of managing a growing number of assets across different channels and workflows. The success of transitioning to content at scale can be a decisive factor for brands. Using innovative solutions, businesses can enhance customer experience and successfully manage the delivery of personalized content across channels and touchpoints. These include:

Organizations are harnessing vast amounts of data effectively to better understand their customers. Investing in the right data infrastructure and strategies can give businesses the competitive edge they need to succeed. At Cognizant Netcentric, we partner with companies to build solid data foundations and technology infrastructures to power their marketing and experience operations. By combining data from various sources, we create enriched customer profiles and automate tailored customer journeys. We use our expertise to help you solidify your brand and deliver personalized experiences while maintaining trust. Our solution benefits include:

Customer-centricity is the main brand differentiator in today's business landscape. Businesses that are able to understand and anticipate individual needs, and tailor their interactions accordingly, are the ones earning trust and building relationships over time. To do this at scale, however, is no easy feat. Businesses can achieve the unification of data sources to create a single source of truth that drives customer-centric decisions. By leveraging cutting-edge technology, Cognizant Netcentric helps multinational brands in optimizing the customer journey at scale, reaching millions of customers across various channels and markets. We provide support in unifying online and offline touchpoints, seamlessly integrating them into a cohesive journey. Additionally, we enable businesses to optimize their marketing tech stack and create customer journeys that can dynamically respond to behavioral engagement in real time. Our offerings include:

Organizations strive to bring together strategy, architecture and execution to gain a long-lasting competitive advantage and effectively manage change—while upholding innovation and customer-centricity as core principles. At Cognizant Netcentric, we collaborate with organizations using our CX Excellence Framework, producing solutions that are based on customer and employer needs to create significant business value. We provide end-to-end support, from strategy to execution, to develop scalable experience solutions that align with the organization's long-term objectives. Our focus on innovation drives transformation. We offer these services:

Cognizant Netcentric builds scalable enterprise marketing solutions that deliver business-critical digital experiences through our partnerships. Marketing leaders who deploy gen AI safely and strategically today can achieve differentiation far beyond the typical “first mover” advantages. Discover how to leverage gen AI's opportunities and navigate its challenges to maximize marketing outcomes. Experience next-generation personalization powered by gen AI and Adobe. With Solari Astrocraft's smart companion, users embark on a journey to design their dream spaceship. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

Cognizant Data and Insights Marketplace

----- Article source ----- <https://www.cognizant.com/us/en/services/data-insights-healthcare> ----- A holistic, unified data resource. Why partner with us ? AWS Snowflake 3,000+ Thought leadership Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. SINGLE SOURCE INSIGHTS Cognizant Data and Insights Marketplace is a managed service that consolidates AI/ML, data, insights, analytics and BI reports to accelerate data-to-decision. Manage internal and external data, AI/ML models, BI analytics/insights and end-user needs to accelerate decision-making and ROI. Decrease data management time and apply new learnings to other use cases to further streamline resourcing and costs. Increase comprehension and inspire greater collaboration while maintaining strong data security and privacy protection. longest global partnership partner of the year trained experts Our new survey of healthcare execs reveals what motivates them to pursue automation and gen AI and the opportunities and challenges they face. Dr. Scott Schell discusses the latest automation trends among

healthcare providers, including the impact of generative AI. Find out what businesses can do now to position themselves for success amid the generative AI stampede. We once again achieved the Leader positioning and differentiated ourselves with our strengthened cloud partnerships ecosystem, IP-led D&A delivery services strategy and investments in expanding the features of our AI platform and offerings, including LEAF. Serving customers by looking forward as well as back is a big promise, but the power of today's new digital capabilities is vast and growing. Let's talk about how digital can work for your business. ©2024 Cognizant, all rights reserved =====

----- Article source ----- <https://www.cognizant.com/us/en/services/experience-services> ----- Cognizant Moment reinvents experiences in an AI-enabled world Some of our partners Focus areas A global network of experience studios Recognition Thought leadership Featured work Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. As a team of creative leaders and technology experts, Cognizant Moment™ provides Cognizant's clients with a unique perspective to foster growth, attract new customers, strengthen loyalty, and drive new revenue streams with intuitive and engaging content and products. One that combines big data insights with

the imaginative application of generative AI to drive innovation and deliver hyper-personalized, dynamic experiences that shape the world of tomorrow. Cognizant Moment's global network of ingenuity and creativity, supported by a deep tech engineering background, is delivering hyper-personalized, dynamic experiences. Connecting strategy and design to data and technology to drive brand growth and differentiation. AI-powered, hyper-personalized, dynamic experience design, leveraging the creative content generation power of gen AI models. Connecting strategy to technology, data to operations, across the entire ecosystem, leveraging AI to inform and automate across applications to create a dynamic experience ecosystem. Enabling brands to innovate and reimagine how they operate to generate new growth, meaningful differentiation and economic value. Using human-centric agile methods to envision and deliver products that win with customers and employees. Shifting brands from legacy manual management to AI and data-driven personalized marketing, all supported by a full suite of creative services. Integrating and orchestrating the entire commerce ecosystem to deliver a connected and immersive commerce experience. Crafting learner-centric interactive employee experiences to enable behavior change and skill-based performance. Studios bring together people, processes, tools and technologies, which are networked globally to cocreate, ideate, design, build and innovate with clients. STUDIO HIGHLIGHT Cognizant Moment's Benelux headquarters in Amsterdam is the home for our teams and a networking hub for clients and partners—to connect, collaborate and accelerate innovation. It is an inspiring facility that supports the hybrid work model in all facets, uniting digital technologies and human intuition. STUDIO HIGHLIGHT The Cognizant Moment Chennai studio is not just another workspace, but an environment where ideas come to life. The studio is designed to foster collaboration, co-creation and immersive experiences, featuring a variety of specialized areas. It features cutting-edge gen AI tools, accelerators and demos that highlight the transformative power of technology. Explore this dynamic environment to see firsthand how tech-driven solutions are shaping the future. Cognizant continues to excel as Everest Group has named us a marketing services leader for the fourth consecutive year. Our unique vertical and geo-focused go-to-market strategy, proprietary Gen AI content creation engine, and widespread delivery network is helping clients run insight-driven campaigns at scale. The HFS Horizons Report for Customer Experience Service Providers 2024 recognizes Cognizant's industry-focused and tech-enabled approach to CX transformation. Smart Communications recognized Cognizant's skills, technology and approaches that deliver exceptional customer experiences and maximize business outcomes for our shared clients. Quadient has named Cognizant the CXM Services Partner of the Year for the Americas, 2023, for creating personalized experiences across all channels. The HFS Horizons report for Digital Marketing and Sales Service Providers 2023 recognizes our creative capabilities, business operations and technology expertise. REPORT Forrester Consulting describes how a powerful strategy that leverages technology, data and AI—can revolutionize customer experience delivery. Commissioned by Cognizant. EBOOK With latest tech advancements, rapidly changing customer choices and increasing eco-consciousness, the automotive industry is constantly evolving. BLOG Generative AI boosts the importance of critical thinking and meaningful human interaction—demanding a rethink of the workforce skills of the

future. CONSUMER GOODS MEDIA & ENTERTAINMENT MEDIA & ENTERTAINMENT From designing the journey to developing key touchpoints and personalizing continuous engagements with active customers, Cognizant Moment can help. We simplify the complex to shape the world of tomorrow. Ready to take the next step? Fill out the form below and we'll reach out. ©2024 Cognizant, all rights reserved

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The future of experience is already here

----- Article source ----- <https://www.cognizant.com/us/en/services/experience-services/future-of-customer-experience> ----- Tomorrow's innovative experiences Seven themes shaping the future Contact us Thank you for your interest in Cognizant. We are sorry. Unable to submit your request. Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. We explored more than 200 signals of change pinpointing seven dominant themes already transforming

our digital world. We've identified seven major themes expected to shape the next generation of experiences. These themes are rooted in paradigms we understand today—health, ownership, trust, community—that are being revolutionized by the pace of change in technology and consumer values-driven transformations. Ownership is being fractionalized as digitalization of goods and services makes it ever easier to spin-off functions or features into standalone services. At the same time, new collective purchasing schemes are putting luxury ownership within reach for an emerging class of customers seeking the owner experience. Thanks to new Web3 tools, financial transactions are evolving beyond just the movement of currency to include the exchange of information. These tools will allow money to be integrated into social apps and networks, resulting in transactions becoming more social as these tools foster collaboration and cooperation among users. The “it just works” ethos is shifting to “the work is up to you” as customers increasingly are becoming workers, whether by scanning and bagging their own groceries or ordering food in restaurants via QR code. As application of services accelerates, so will this population of DIY customers. Attacks on our attention—alerts, notifications, algorithmic newsfeeds—are making it more difficult to keep up day-to-day with news, and it's affecting our ability to separate fact from fiction. As a result, we are sheltering in smaller, hyper-personalized filter bubbles and fracturing societal consensus and trust. People are abandoning the churn and toxicity of social media and instead building intentional, more authentic communities on services like Geneva or Discord. These communities—part interest group, part fandom—allow users to connect, create and share with each other—and are generating interest with brands and marketers. Biohacking is a loose collection of ideas and practices with the goal of improving physical capabilities or extending life. Customers are beginning to actively engage their bodies' chemistry and performance into their own hands to function better, more efficiently, slow the aging process, experience more embodied sensations and create paths to recovery. The emerging hallmark of Gen Z is one of a continual work-in-progress, not one with a fixed identity. This generation is proving adept at persona-switching—presenting different ideas about who they are, what they like and how they interact depending on the engagement platform or situation. We explored more than 200 signals of change pinpointing seven major themes already transforming our world. Learn more about Cognizant's Digital Experience practice and our experience design firm, Idea Couture. I would like Cognizant to contact me based on the information provided above. I agree to the processing of my personal data as described in the Privacy Notice. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply. We'll be in touch soon Please try again or post your inquiry to inquiry@cognizant.com. ©2024 Cognizant, all rights reserved =====

Engineering business impact and agility

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modernization Product engineering Platform engineering Software that powers modern business Business outcomes and strong ROI Cognizant Flowsource: The next-gen engineering platform Focus areas of our work Software engineering: The new value creation engine How we go farther with clients Featured work Related thinking Take the first step Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Across industries, software is the alchemy that powers modern business. Leading in software is more than skillset—it's a cultural shift. It's building sustainable systems of delivery. It's smart usage of technology, ecosystems and platforms to gain insights, respond with agility and deliver impact. We engineer products that produce outcomes for your business. Some of the results we've delivered Opex savings through platform engineering YoY customer acquisition improvement Customer shift to digital onboarding versus human-led Saved through reduced customer churn Improvement in global organizations engineering speed Give designers, engineers and product owners everything they need to build the software of tomorrow at speed with a focus on business impact. To capture today's opportunities, organizations need partners who can adapt and scale to meet their dynamic needs. Cognizant supports clients across the fundamental pillars of modern software engineering. Cognizant partners to drive fundamental improvements in the

way organizations design, build, launch and improve upon software. By setting our sights on processes, skillsets, platform enablers and culture, we co-create a pathway for project-to-product transformation fit for the enterprise. Through delivery modernization, we collaborate with our clients to initiate pilot projects that ignite transformation and showcase their success and scale. We integrate modern tools like generative AI into the software delivery process to speed and further value generation. Delivery modernization is about future readiness on an enterprise scale and we help our clients get there. In all industries, today's leaders are defined by how well they have applied software to critical touchpoints across interactions with customers, employees, partners and beyond. Our product engineering capabilities help enterprise clients innovate, build and optimize software experiences through a well-orchestrated strategy. This approach is built to scale and backed by technology. We configure location, model and skills around client needs. We focus on end-users and operate with agile autonomy to beat expectations and create continuous business value. This is modern engineering done right. No matter the project, Cognizant's software engineering teams are ready to accelerate the roadmap. Software delivery at scale requires coherent and consistent use of underlying technology that enables teams to share, leverage and follow proven pathways to achieve successful solutions. Our engineering capabilities help clients create, evolve and operate core cloud-native systems—including commercial off-the-shelf (COTS) software—to provide their teams with a digital core fit for tomorrow. Through platform engineering, our client teams address problems, create economies of scale and build synergies across products and lines of business. From strategy through implementation and continuous management, Cognizant creates a foundation for modern software engineering. Organizations with top-quartile development velocity grow 4-5 times faster than bottom-quartile peers. Enhance your engineering capabilities to unlock new levels of business performance. Don't let competitors outpace you. When partnering with Cognizant for software engineering services, our clients expect us to deliver measurable business value. That means speed, adaptability to real-time needs, an unshaken commitment to quality, smart usage of technology to drive efficiency and collaborative ownership over vision and outcomes. Our services are people-led and backed by IP and processes that accelerate our work to get more done, in less time and with better results. Cognizant's Neuro AI platform bundles tools, models and frameworks for accelerated responsible adoption of enterprise-grade generative AI. Skygrade is a "cloud done right" solution that enables organizations to unlock the full potential of hybrid and multi-cloud estates at enterprise scale. Unlock previously impossible levels of efficiency, transparency and optimization across IT operations through our modern AIOps platform. An AI-powered, full-stack software development lifecycle platform for next generation software engineering. Bring subject matter experts and key stakeholders together to define, design and validate new software initiatives that drive modern business. Collaborate with Cognizant to turn software requirements into an actionable, high-fidelity backlog, roadmap and budget. Identify opportunity areas and maturity across operating models, engineering processes, organization structure, shared services and more. Explore practical opportunities, get the specifics and answer questions about generative AI innovation, governance and productivity opportunities. BANKING EDUCATION MEDIA &

ENTERTAINMENT INSIGHTS Discover how integrating gen AI across the CMMI framework can revolutionize development processes, with real-world examples of Cognizant's implementation. INSIGHTS Cognizant commissioned Economist Impact to define what it takes to be future-ready. Our analysis reveals the elements of a modern business that's prepared for whatever happens next. PERSPECTIVES Organizations that deploy open platforms to expand customer capabilities will accelerate growth initiatives, creating strategic advantages in the digital economy. Constellation ShortList solutions are selected by analysts through a research process that includes client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. Offers a competitive analysis of professional services firms and the value they create with enterprise clients adopting and experimenting with generative AI (gen AI) technologies. Recognizing companies that consistently exhibit leadership and top performance across key themes influencing engineering R&D. Evaluating engineering service providers for their overall and vertical-specific software product engineering capabilities and market impact. Evaluates providers based on product and service development as well as CX design, platform engineering, aftermarket value delivery and associated competencies. Assesses how well service providers are helping their platform clients efficiently run their operations, expand their business and realize value. No matter where you are in your organization's software engineering maturity journey—whether seeking transformation, seeking innovation or just needing a partner to accelerate programs—we meet clients where they are to drive change. When you're ready to take the next step, fill out the form below and we'll contact you to discuss more. ©2024 Cognizant, all rights reserved =====

Elevating full-stack engineering to new heights

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Software engineering: the new superpower fueling innovation

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experiences. To remain competitive, companies need to embrace agility, efficiency and continuous innovation. In this context, software engineering is emerging as a true superpower, helping enterprises make the change required to succeed. By adopting an engineering-centric IT operating model, your business can become more agile and responsive, deliver more innovative products and services, operate with greater efficiency, and attract and retain highly skilled IT talent. Generative experiences, intelligent agents and advanced robotics are reshaping how work gets done. Embracing concepts such as site reliability engineering (SRE), full stack engineering, infrastructure as code and software development engineering in test (SDET) helps CIOs future-proof IT operations and enable the business to succeed. Our experts use software engineering, AI and automation to help: Shorten the time from idea to market with agile engineering practices. Develop more innovative features that set your offerings apart. Use AI and automation to streamline processes and boost productivity. Transform IT operations with SRE for enhanced agility. Cognizant Flowsource is an AI-powered, full-stack software development lifecycle platform for next generation software engineering. Give designers, engineers and product owners everything they need to build the software of tomorrow at speed with a focus on business impact. Let's discuss how we can help you turn software engineering into a value creation engine for your business. ©2024 Cognizant, all rights reserved =====

Run a modern business on apps fit for purpose and the future

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with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Businesses are struggling to manage the cost and complexity of legacy technology while operating effectively and preparing for the future. Our end-to-end work enhances operations, increases efficiency, removes technical debt and modernizes applications for what is coming next. Some of the results we've delivered

- Saved for a client through AI-led IT process automation
- Monthly savings through cloud estate optimization
- Bots introduced into insurer's business processes
- Growth in active user-base for business application
- Reduction in time required to implement system changes

Cognizant's force-multiplier for enterprise application modernization services, Skygrade, offers generative AI, modern tooling and deep hyperscaler specialization to accelerate holistic cloud-native transformations. Cognizant partners with businesses to engineer, modernize and manage enterprise applications with unmatched speed and efficiency, backed by automation and intelligent tooling. By leveraging modern software engineering principles, homegrown platforms, deep industry expertise and strategic partnership networks, we help our clients do more and think big. By connecting proven cloud-modernization tooling, industry experience, reference architectures, observability systems and innovative new AI-driven techniques, Cognizant's award-winning modernization services are more capable than ever of accelerating enterprise cloud transformation. Backed by our Cognizant Skygrade™ platform, Cognizant experts take an automation-first approach to cloud modernization and migration, transitioning applications to cloud-native faster while prioritizing business agility and elastic scalability. With Cognizant's tooling-backed, consultative approach, we develop a comprehensive understanding across stakeholders of how modernization can drive value and achieve key business goals and set a clear path forward for transformation programs. With Skygrade, we provide stakeholders with custom dashboards to monitor modernization programs and estate performance. Achieve the hyper-industrialization of application management and reduce operational expenses by up to 50% through intelligent automation. With Cognizant, businesses gain access to rich application management expertise backed by our Cognizant Neuro® IT Operations platform, bringing AI-driven automation to the entire IT operations lifecycle. Get the most from your applications, reduce human effort and decrease complexity to accelerate business-critical innovation programs. When partnering with Cognizant for application services, our clients expect us to deliver measurable business value. That means speed, adaptability to real-

time needs, an unshaken commitment to quality, smart usage of technology to drive efficiency and collaborative ownership over vision and outcomes. Our services are people-led and backed by IP and processes that accelerate our work to get more done, in less time and with better results. Implement a “cloud done right” solution that enables organizations to unlock the full potential of hybrid and multi-cloud estates at enterprise scale. Unlock previously impossible levels of efficiency, transparency and optimization across IT operations through our modern AIOps platform. Cognizant’s Neuro AI platform bundles tools, models and frameworks for accelerated, responsible adoption of enterprise-grade generative AI. An AI-powered, full-stack software development lifecycle platform for next generation software engineering. Our AppLens platform drives a zero-maintenance strategy that automatically identifies debts across the enterprise application portfolio and enables self-healing tickets to drive estate efficiency. Identify opportunities by assessing architecture, running migration gap analyses, defining a target state, building a future state roadmap, reviewing backlogs and more. Identify opportunity areas and maturity across operating models, engineering processes, organizational structure, shared services and more.

INSURANCE UTILITIES COMMUNICATIONS COMMUNICATIONS
HEALTHCARE Discover how integrating gen AI across the CMMI framework can revolutionize development processes, with real-world examples of Cognizant’s implementation. An ideal IPM partner must be able to assess your current technology and identify modernization opportunities while also making business goals central and hitting ROI targets. Capitalizing on the technology’s benefits starts with an unbiased look at existing core systems. Spoiler alert: It won’t be pretty. After years of modernizing, banks, asset managers and financial intermediaries have more to do, especially in the areas of core modernization, personalization and rethinking the operating model. This report evaluates providers that offer ADM expertise under longer-term contracts, using a range of technologies to improve clients’ application development abilities, including project management tools, platform-as-a-service (PaaS), software-as-a-service (SaaS) and low-code/no-code platforms. This report evaluates service providers that manage clients’ entire portfolio of applications in production. Services include application support, enhancements, platform upgrades, security, bug fixes and troubleshooting. Providers must support Microsoft and Oracle technologies, Java programming and major relational databases. This report analyzes the dynamics of the global application automation service provider landscape and assesses application automation service providers. This report covers service providers' ability to harness automation for transforming business services, corporate functions and the IT landscape, with proprietary solutions and accelerators and using a lifecycle management approach. Whether pursuing modernization of your enterprise application estate or seeking a modern, more efficient approach to application management, Cognizant is here to help. When you’re ready to take the next step, fill out the form below and we’ll contact you to discuss more. ©2024 Cognizant, all rights reserved =====

Leapfrog legacy hurdles with AI

----- Article source ----- <https://www.cognizant.com/us/en/services/application-services/gen-ai-legacy-modernization> ----- The right time to take action AI-first for mainframe modernization Self-funded modernization Unlocking value through AI-powered modernization Transforming legacy into leadership Powering modernization with industry leaders Accelerate your enterprise with modernization Americas Middle East Europe Asia Pacific Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. Discover industry-specific solutions and expertise. Establish our leadership in A&D with Belcan. Ignite peak performance and efficiency in your business. Add gen AI to your manufacturing competitive advantage. Accelerate growth with customer-focused solutions. Explore insights tailored to your industry. Deep industry expertise to propel your business into the future. Expand our ER&D and IoT capabilities with Belcan. Put AI to work and turn opportunity into value. Accelerate time to value for industrial edge AI. Maintain high integrity across the AI lifecycle. From transforming customer and employee experiences to supercharging marketing and sales, find out how you can channel the strengths of generative AI into tangible business outcomes. AI insights to inspire enterprise transformation. Leaders must invest in people to unlock the power of AI. Our research shows strong AI leadership but gaps in business readiness. Explore the future of business with our Gen AI insights. Established businesses can't become AI natives, but they can learn from them. Discover how businesses can gain insights from AI natives to stay competitive in the evolving world of AI. LEGACY MODERNIZATION IT leaders have grappled with the challenge of legacy system modernization for years. Now, AI offers the tools to overcome it. Over two-thirds of businesses use mainframe or legacy apps for core business operations and more than 60% rely on them to power customer-facing applications. How generative AI provides a way out from legacy application constraint and stagnation on the mainframe. Our unique approach integrates run operations within the modernization process. We use a self-funded model that allows continuous reinvestment of simplification and automation benefits, providing greater control over speed and business impact while significantly reducing risk. Unlike traditional approaches, we ensure that modernization is not a standalone program, but a strategic, ongoing process aligned with your

business objectives. Respond swiftly to market changes with cloud-native architecture. Self-fund modernization through operational efficiencies and automation. Prepare your infrastructure for large-scale AI adoption and integration. Reduce modernization risks with AI-driven legacy system analysis. We help you navigate the complexities of modernization, ensuring a smooth transition to agile, cloud-native architectures. Use gen AI to unravel complex legacy systems, enabling comprehensive understanding and efficient modernization planning. Migrate and refactor applications for cloud environments to enhance agility and prepare for AI integration. Benefit from our strong partnerships with major cloud providers. We offer specialized versions of our modernization solutions in collaboration with each hyperscaler to ensure optimal performance and integration. Experience up to a 70% increase in modernization velocity with our Skygrade platform. AI-driven analysis, code refactoring and cloud migration tools streamline your journey to a modern, agile infrastructure. Our modernization approach is tailored for seamless integration with major cloud providers and leading technology providers. We'll help you navigate complex legacy systems, design a future-proof roadmap and leverage AI to supercharge your transformation. ©2024 Cognizant, all rights reserved

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