

Creating best in class capabilities

We help companies engage their customers by envisioning & building enhanced capabilities.

Cognizant is an end-to-end provider of **Salesforce services**, including **design, consulting, implementation & support**.

We build on latest **Salesforce tools and equip clients** to succeed with digital & CX transformations by helping them identify, design, and deliver digitally enabled products and drive next-gen business disruptions.

16 Experts

59 Specializations

5 Acquisitions in Salesforce space



Platinum in 9 Geos

US, UKI, Northern Europe, ANZ, Canada, India, Germany & Austria, RoEMEA & France

Key offerings

- 1 **Digital process Automation**
- Einstein Automate
 - BPA through Omni Script
 - AI - Einstein Discovery
 - Force.com

- 2 **Customer service**
- Service Cloud
 - Field Service
 - Experience Cloud
 - Slack

- 3 **Sales transformation**
- Revenue Cloud
 - Sales Cloud
 - Marketing Cloud
 - B2B / B2C Commerce

- 4 **Enterprise integration**
- MuleSoft
 - Any Point Platform

- 5 **Industry transformation**
- Industry Clouds

With services across Salesforce value chain

| Managed Innovation

Insight, Strategy & Design

Business Strategy, Innovation, Prototyping, Experience Design, Technology Vision & Agency Services

| Business / IT Transformation

Platform Advisory

Transformation Strategy / Roadmap, Center of Excellence Design, Application Modernization, Product Evaluation, Org Health Check, Org Rationalization, DevOps

| Seamless Industrialization

Build

Implementation, Core Build, Global Deployment, Change Management

Test

Application Testing, Automation Testing, Performance Testing

Run

Application Support, Release Management, Change Management

Our service offerings enable, engage & transform businesses

1

Advisory & Solutions Transform & Accelerate

Advise & craft solutions on multi tower deals linking other Business Units, Cognizant Consulting Practices

- Advisory-led
- Platform Consulting
- Industry Transformation
- Digital Garage
- Solutions-led
- Bolt Solutions
- Accelerators
- Industry Solutions

2

Offerings Engage

Offerings for proactive, inbound marketing & digital acceleration

- Customer 360
- MedVantage
- Chaos to Catalyst on Work.com
- Digital Garage
- Monetisation Ecosystem (Quote to Cash) from ATG
- Digital Marketing Services

3

Capability Enable

Industry & Platform capabilities supporting implementations, managed services, DevOps enablement

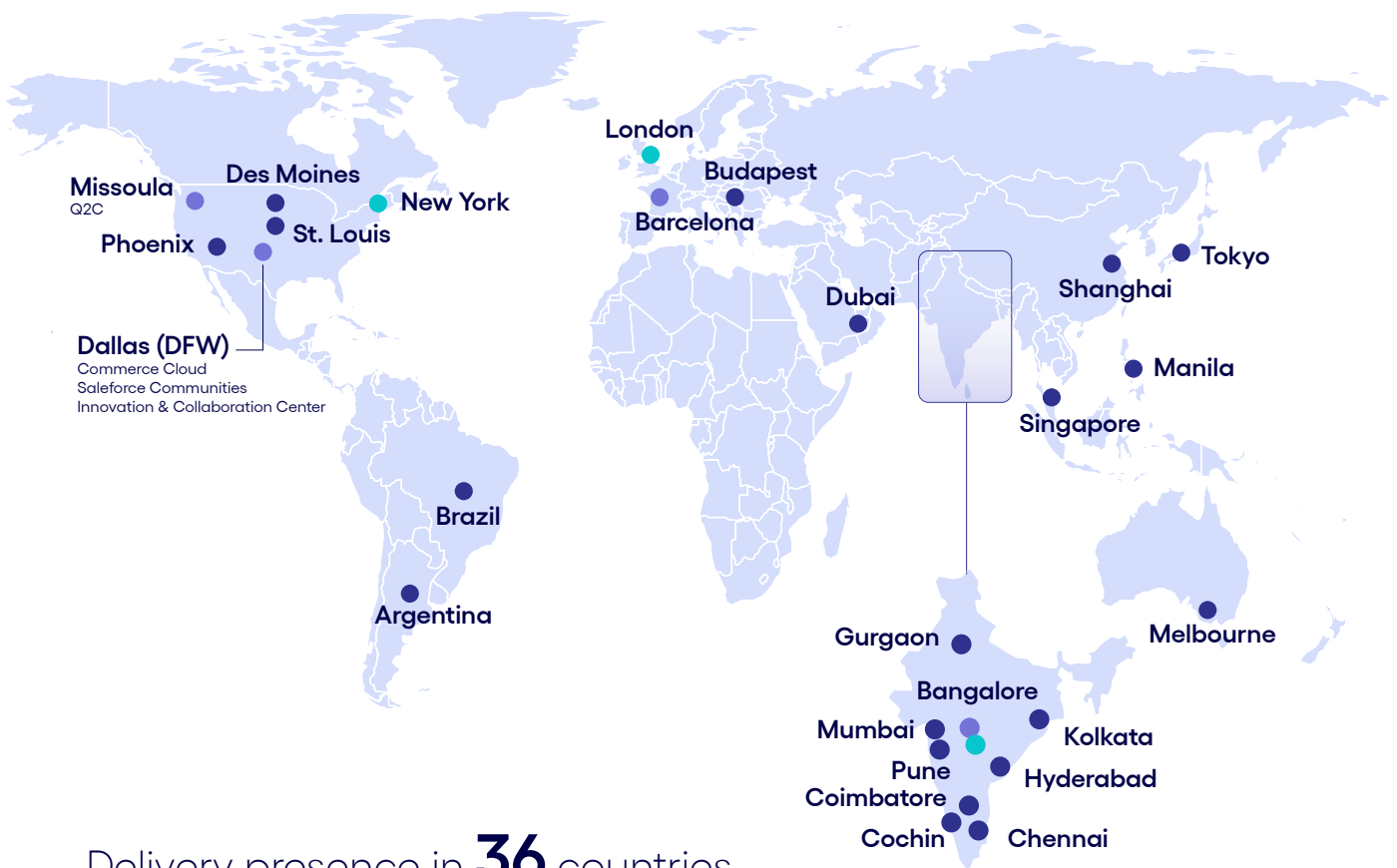
- Multi Cloud Sales Plays
- Sales, Service, Community
- Commerce & Marketing
- Q2C, Einstein, FSL
- Industry Clouds
- AppExchange Capabilities e.g., Veeva, IQVIA, Vlocity, nCino
- Integrating Clouds : MuleSoft Sales Plays

4

Capacity Supply & Deliver

Predominantly supporting capacity augmentation based on client requirements

Spanning a global Salesforce delivery footprint



Delivery presence in **36** countries

- Digital collaboratory
- Salesforce delivery center
- Salesforce success center



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or follow us @Cognizant.

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