

Providing Services for a Major Car Manufacturer Across the Automotive Value Chain from the Client's Captive Center

Situation

This client is among the top three automotive OEMs headquartered in U.S. In addition to manufacturing of cars and trucks, client and its subsidiaries engage in other businesses, including vehicle financing.

Challenge

The client's overarching goal was to reduce the operational constraints facing various stakeholders and improve the responsiveness, efficiency and effectiveness of its IT investments with an underlying philosophy to reduce costs. This project took on urgency given its strategic importance. Key business challenges included:

- Business customers across different regions were in need of a global solution.
- Extend customer reach across geographies to increase sales.
- Reduce supplier response and business customer approval time.
- Real-time visibility of vehicles across the value chain.

Solution

Cognizant provided a spectrum of IT services to this client from its captive center in South Asia. We implemented, developed and maintained key applications that connect internal employees,

external business partners and customers across the value chain. Our robust methodology included:

- Requirements gathering and interaction with business customers from various regions (NA, EU and APAC) was performed and subsequently the system was designed from the offshore captive center, thus reducing time & significantly reducing costs.
- The Cognizant team worked along with business customers and interacted with Tier 1 suppliers at different stages of the development phase to understand the existing system challenges and to develop a customized solution within the desired timeframe.
- As a result of this successful engagement, Cognizant became the preferred vendor understanding client's domain, project and business objectives and replaced existing vendors in global and regional applications.
- To further strengthen the partnership Cognizant was involved in various other strategic projects such as supplier material management system, product development support, manufacturing, environmental issues, dealer and finance applications.
- From the process point of view, Cognizant was able to seamlessly integrate with the client processes. We aligned our processes with client's **Solution Development Methodology (SDM)**.



- Cognizant made significant investments in the relationship by calling upon the services of its in-house **Centers of Excellence (CoE)**. Cognizant leveraged the technical expertise within our **Portal CoE** and **DW/BI CoE** to train resources in the latest Plumtree technology and to provide application support. Other elements of the solution included:
- **Strong Domain Experience:** Cognizant engaged its business analyst and SMEs to assess the disparate functional areas across different geographies. Business customers across different regions had to follow different processes and regulations, which in turn required business knowledge of the application. We developed the system to address regional and global regulations and successfully prioritized OEMs Toxicology and Environmental & Quality office (EQO) department's needs.
- **Leverage Existing Framework:** Cognizant leveraged its proprietary Yardelligent framework to achieve better visibility for vehicle tracking. Cognizant customized and imple-

mented its Yardelligent framework, which helped the client avoid unwanted costs.

- **Cognizant's Experience with Multi-vendor engagements:** A large number of vendors were embedded in the client's captive center, which required made it challenging to handle issues and escalations. Our experience in multi-vendor engagements coordinated methodically to avoid significant delays caused by deviation from the critical project path.

Benefits

- Total transparency of build and quality issues to manufacturing plants.
- Reduced inventory of PDI complete vehicles by faster processing of dealer orders.
- Improved business customers efficiency; reduced materials waiting for approval to a maximum of 30 days.
- Vehicle monitoring, accessorization and personalization across geographies.
- Improved overall efficiency by better tracking of vehicles.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and 63,700 employees as of March 31, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings.

Start Today

For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at www.cognizant.com.



Cognizant | Manufacturing & Logistics
Passion for building stronger businesses

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277
Email: inquiry@cognizant.com

European Headquarters

Haymarket House
28-29 Haymarket
London SW1Y 4SP UK
Phone: +44 (0) 20 7321 4888
Fax: +44 (0) 20 7321 4890
Email: infouk@cognizant.com

India Operations Headquarters

#5/535, Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060
Email: inquiryindia@cognizant.com