



# USA's leading newspaper publishing company partners with Cognizant to transform their business

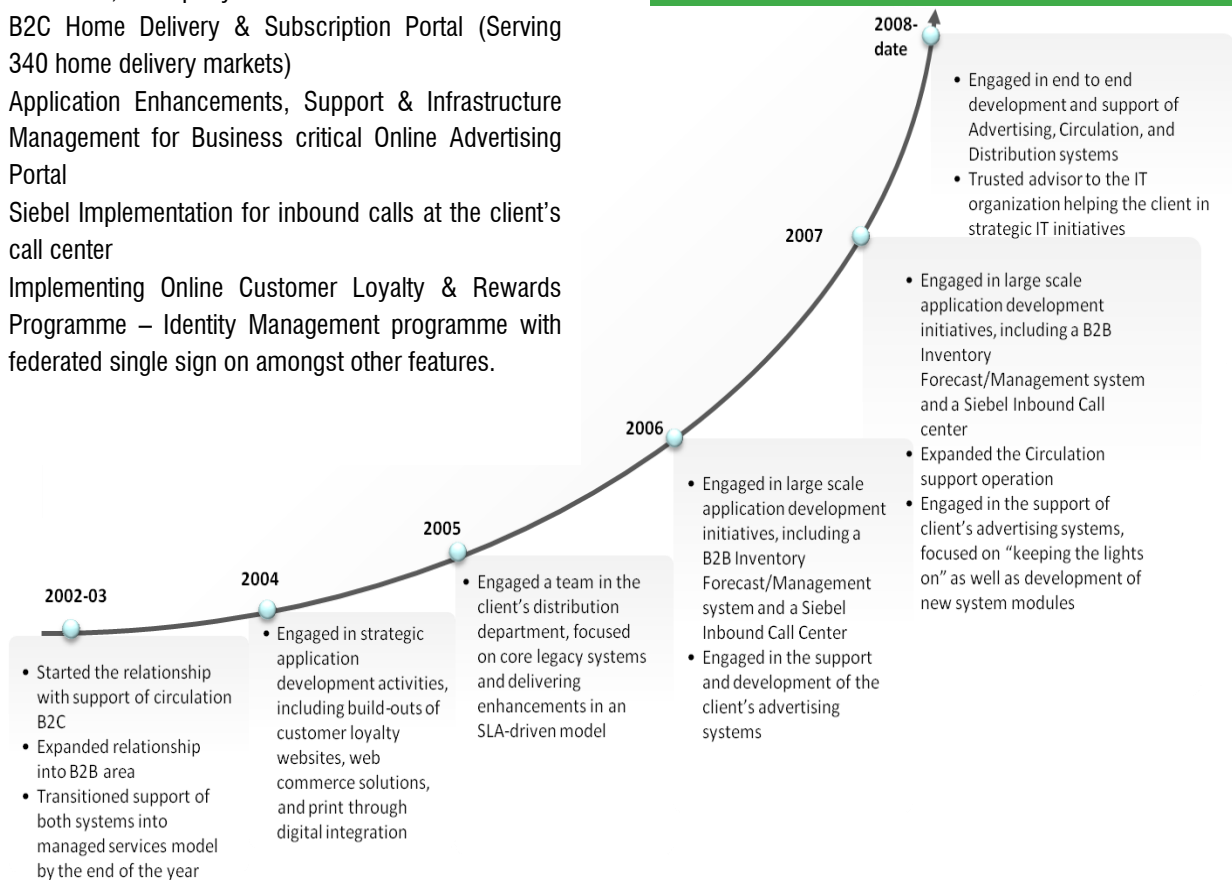
The client is a leading newspaper in the US. Although a local and regional newspaper, it is regarded within the industry as a National Newspaper of Record. Its circulation is in excess of a million copies

Cognizant has worked on business critical applications like

- B2B Circulation Fulfillment Portal covering dealers, Print Sites, Third party sales
- B2C Home Delivery & Subscription Portal (Serving 340 home delivery markets)
- Application Enhancements, Support & Infrastructure Management for Business critical Online Advertising Portal
- Siebel Implementation for inbound calls at the client's call center
- Implementing Online Customer Loyalty & Rewards Programme – Identity Management programme with federated single sign on amongst other features.

## Engagement Overview

- Cognizant has partnered with a large US newspaper since 2002 providing a wide variety of services and has been part of its business transformation endeavors.
- Over this long relationship, Cognizant has implemented complex business applications and continues to support business critical applications



## Case Study 1

### Business Need

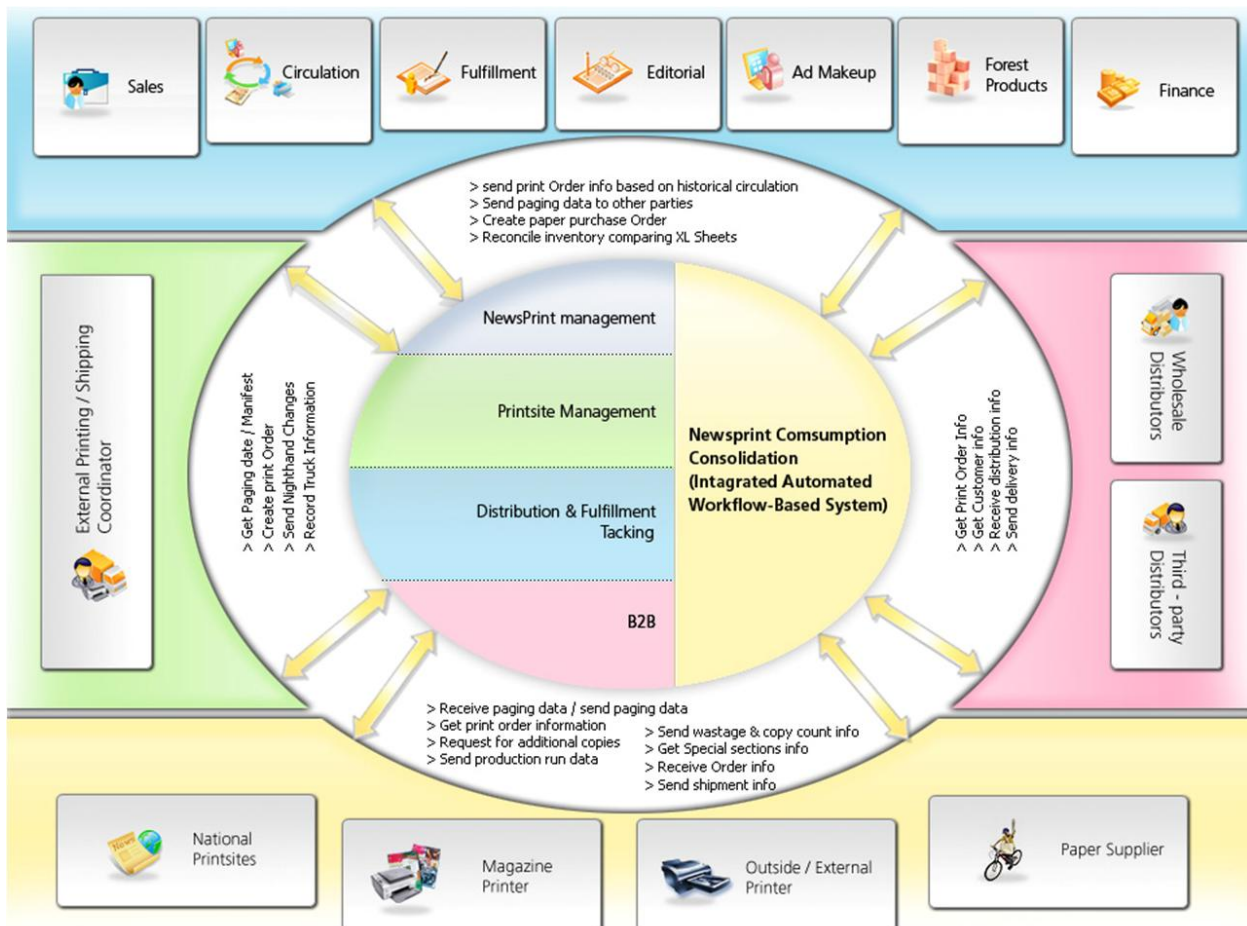
- The initial state of processes related to Print Orders and Newsprint management was chaotic with everything done in an ad-hoc and manual fashion
- All parties involved were not well connected leading to inaccurate print order information and wastage of paper
- Key information exchange was happening through
  - » Phone Calls
  - » Emails
  - » Voice Mails
  - » Fax
  - » XL Sheets

### Business objectives include

- Understand, manage and reduce newsprint consumption across print sites
- Improve print order related operating processes, and to move away from manual tracking and

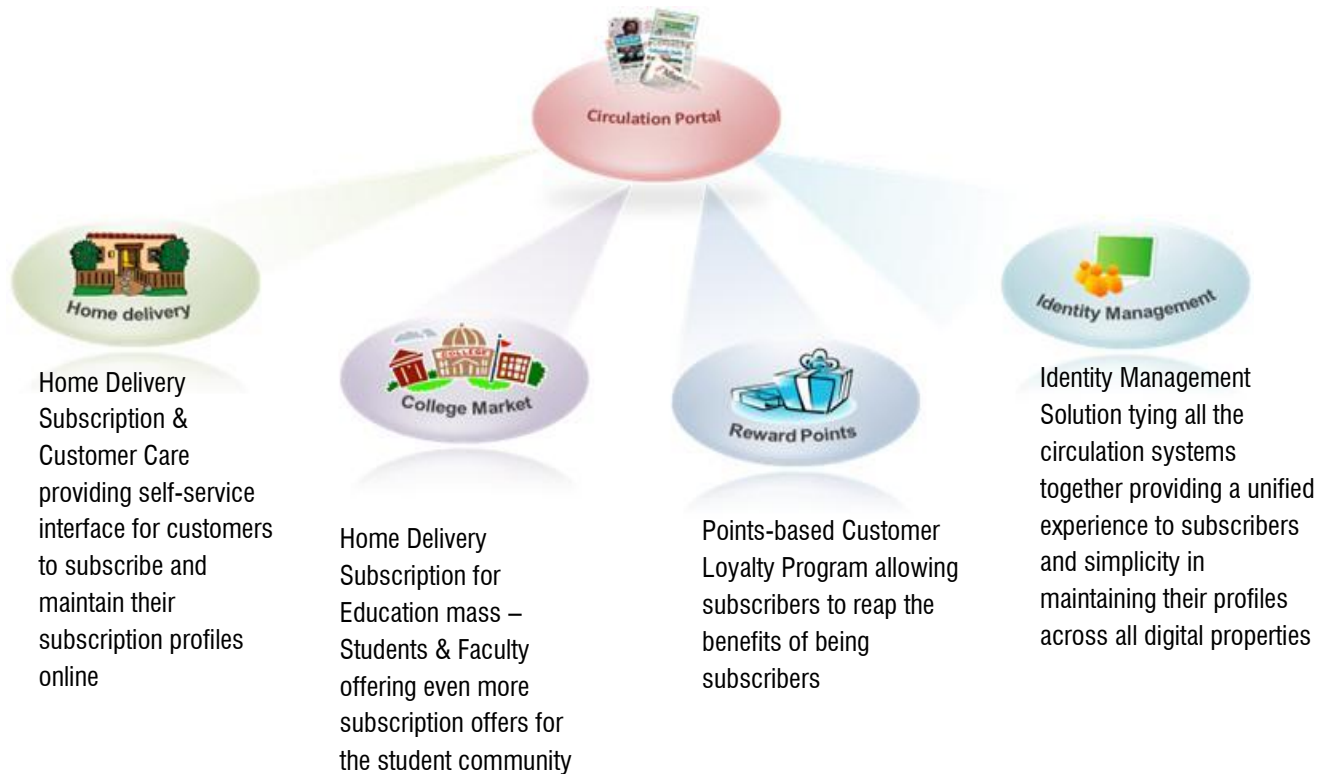
### Cognizant Solution

- Cognizant has helped streamline the processes involved in print order, newsprint and print site management by building a unified system
- The Newsprint Consumption System provides information to management that enables understanding of wastage and reduces newsprint consumption
- Overall communication process is improved by
  - » Tracking inventory and consumption details
  - » Capturing production data uniformly across all print sites
  - » Enhancing the quality of reports
  - » Incorporating the current system used for communication between print sites, enabling the proposed system as the single system for communication
  - » Providing third-party invoicing and a work flow based approval process



## Case Study 2

Cognizant has helped publisher build the circulation platform with the key objective of knowing and retaining its subscriber footprint



### About the Information, Media & Entertainment (IME) Practice

Cognizant's extensive experience spans each of the industry's sub-segments – Information Services, Publishing, Advertising, Filmed Entertainment, Broadcasting and New Media. The practice works with leading Media and Entertainment companies on organization's business initiatives, from strategic consulting to application maintenance support. The IME practice is one of the fastest growing practices within Cognizant with over 4000 associates working for various client engagements and contributing over 7% of total revenues. Leading IME customers include Houghton Mifflin Harcourt, Harris Broadcasting, Rodale and many others. You can visit us at [www.cognizant.com](http://www.cognizant.com)

### 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 more than 78,400 employees as of December 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. Visit us online at [www.cognizant.com](http://www.cognizant.com)



**Cognizant**  
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