



## Cognizant Travel & Hospitality

Our expertise in forming long-lasting partnerships is just as essential as our expertise in your industry.

Long-term partnerships. They don't just happen. We know, because we've spent lots of time nurturing them. With more than fifteen years of providing flexible global IT and business services, our Travel and Hospitality Practice delivers ever-increasing productivity gains and profits for our clients, many of whom are industry leaders. With expertise in business consulting, application development/maintenance, IT infrastructure services and business process outsourcing, we are dramatically reshaping the future of travel and hospitality.

### Airlines and Travel Intermediaries

Years of global experience supporting and transforming operations for leading airline/travel industry companies like Delta, Orbitz and Travelport have helped us build unrivaled deep domain expertise. The result? A unique perspective about what's best for your business... and an uncovering of specific ways to help you compete more effectively.

Our Travel and Hospitality Practice has the business understanding and IT savvy to help airlines and travel intermediaries:

- > Transform business processes.
- > Align IT with business strategy.
- > Improve distribution and merchandising.
- > Optimize operations.
- > Streamline M&A planning and execution.

We have helped our clients become more innovative, collaborative, and flexible – and move beyond pure cost containment to continuous cost optimization and process improvement.

### Restaurants and Food Services

Unlike most diversified global service providers, we have a dedicated sub-vertical devoted to the food service industry. With more than ten years devoted to serving the full restaurant value chain, and with three of the top five global chains as clients, we not only know the restaurant business, we speak the language.

Our industry experts tap into new technologies like social media and mobile technology to deliver the right information at the right time with the right context – helping our clients not only attract new customers, but also increase loyalty. Our work helping companies such as Brinker International improve operational performance is testimony to the significant impact we are having across the dining industry. Our work spans:

- > Point-of-sale optimization.
- > Online ordering implementation.
- > Supply chain simplification.
- > Back-office processes support.

## Hospitality Services

How do you overcome hospitality challenges? We start by helping create a road map for a virtualized, unified, dynamic and cost-effective computing infrastructure that not only addresses today's challenges, but anticipates tomorrow's requirements.

With us in your corner, you can increase operational performance, gain a competitive advantage, and serve valued guests better with:

- > Reservation and revenue management.
- > Distribution and channel management.
- > Franchise management assistance.

Our dedicated Hospitality Services group excels at providing just-in-time business insights and detailed technical planning. Serving three of the top 10 global hotels, one of the world's largest franchise operators and the world's largest time-share company, we have a proven track record of helping hospitality companies overcome their stiffest business challenges with innovative strategies delivered with speed, quality and cost advantage.

## Extensive Expertise, Long-term Partnerships

As one of the few global services providers with expertise across the entire travel and hospitality industry, we are uniquely positioned to deliver a broad portfolio of services, frameworks and methodologies designed to reshape the way the hospitality industry works.

Working with us, you will outmaneuver the competition and reach new thresholds of performance, conquering tomorrow's business challenges, today.

To find out more, please contact [inquiry@cognizant.com](mailto:inquiry@cognizant.com)

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## About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 118,300 employees as of June 30, 2011, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

Visit us online at [www.cognizant.com](http://www.cognizant.com) for more information.



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