

# Customer Management Solution: Bio-Pharmaceutical Company

## Client Profile

The client is a large bio-pharmaceutical company with over 6000 employees, of whom 600 are in the sales force. The core business activity of the client is to discover, develop, manufacture, and market human therapeutics based on advanced research in cellular and molecular biology. The client has a presence in more than 50 locations around the world, in 18 countries.

## Situation

The availability of real-time information management systems is an imperative to remain close and relevant to the customer. The client wanted to simplify the Customer Management information that was distributed in multiple systems across the Sales and Marketing organization. Overlapping functionality across systems, multiple data capture points, expensive maintenance, disjointed reporting, and non-alignment between business and IT were some of the problems with the existing system.

## Solutions

Cognizant designed, developed, and implemented a system that consolidated all the Customer Management information to a single point data source for other Sales and Marketing systems, including the CRM system. The new system was developed using Web-based technology utilizing a combination of J2EE and EAI technology (TIBCO) with an emphasis on open architecture to allow component re-use.

The system was:

- A multi-tier solution that separated business rules from underlying software code
- Built using a single database to avoid data redundancy and inconsistency
- Reliable, scalable, easily maintainable, and secure

### Benefits included:

- > Centralized customer information for managing accurate customer information
- > Geographic and non-geographic alignment capabilities to support the client's field sales force
- > Enhanced business reporting and analysis capabilities
- > Real-time data synchronization through an open systems interface model and EAI
- > Customer data security
- > Lowered TCO and enhanced service levels with an easy-to-maintain system

## 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 more than 40 global delivery centers and approximately 68,000 employees as of September 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.



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Passion for building stronger businesses

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