

Decoupled Hardware Platform Licensing Solution - Client Case Study

Client

The customer is a leading manufacturer of optical and electronic network testing equipment that is extensively used by telecom service providers, television broadcasters, DSL and cable internet/television service providers, optical component manufacturers and others. Life Sciences and Industrial division makes precision electronic products used by customers in the fields of scientific research, biotechnology, and electronics manufacturing.

Business Challenge

The test equipment was built on modular platforms based on the Windows-CE/Mobile or Windows/XP operating system that come with bundled software. The client wanted to start selling the maintenance contracts for these software packages separately, unlocking them from the hardware bundle to generate new revenue streams. Also, some of their current processes were not in compliance with regulatory policies. The objective of the engagement was to modify and enhance current business processes to support a new business model to realize:

- Additional revenue streams.
- SOX compliance.
- Improved customer service.

Cognizant's Solution

Cognizant analyzed the scenario and suggested an approach satisfying the core business objectives. Cognizant's innovative solution incorporates the SAP Contract management module with Cognizant's

Integrated License and Entitlement Management system (iLEMS) framework based on the iBase functionality in SAP. The approach enabled the client to manage the software license through iLEMS and related customer contracts through SAP's contract management module. Cognizant also executed the following enhancements and modifications to support the new business model.

Order Management

- Implemented SAP Install Base and Service Contracts.
- Ensured that Install Base record gets created/ updated at shipment.
- Built standard BOMs and custom tables to maintain baseline configurations, software options compatibility, etc.
- Automated Service Contract creation from Sales Order.
- Provided tracking functionality using Install Base.

Contract Management

- Implemented Service Contracts.
- Defined new SKUs and automated creation of software contracts from Sales Order.
- Created unique pricing for contracts.
- Implemented features for customer notifications (renewals).

Portal Enhancement

- iLEMS framework to build tightly integrated customer-facing portal.
- Real-time entitlement validation.
- Integration and real-time software license key generation.

- iLEMS functionality to enable software publishing and file management.
- Implemented software download feature.
- Implemented Web services to update the software key and module software option key directly on the platform when it is connected to the Net.

Customer Benefits

Increased Revenue

- Ability to sell software maintenance contracts leading to increased revenue.
- Better control and compliance around software access and download for customers reducing revenue loss due to non-compliance.
- Increased intelligence around customer entitlement.
- Information to improve cross-sell and up-sell efficiencies.

Reduced Costs

- Management of software version and entitlement information to improve service/repair quality.
- Enhanced customer self-service by improving portal functionalities reducing customer interaction and support costs.

Improved Customer Satisfaction

- Reduced customer complaints around maintenance and repair.

Satisfying Regulatory Compliance

- SOX-compliant processes.

Practice Overview

Cognizant's Technology practice addresses business and technology challenges of high-tech companies, Independent Software Vendors (ISVs) and online companies working on cutting-edge technologies. With over 2500+ technologists spread across delivery centers in multiple geographies and 12 Centers of Excellence in multiple emerging technologies like Mobility, RFID and Open Source, the practice works with top technology companies in the online (5 out of the top 7), ISV (5 out of the top 10) & hi-tech space (top 2 out of 3 EDAs; top 2 out of 5 Network OEMs). Cognizant's 3,800+ SAP practitioners are proficient in all SAP modules, working continuously to address the critical business problems of technology companies.

Start Today

In a time when companies are relentlessly pushing to compete better, move faster, and fight harder, Cognizant is the global technology partner with a single-minded passion: Dedicating our systems expertise, industry intelligence, and global resources to make your business stronger.

Note:

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



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