



CASE STUDY



Information Services

**Legacy Modernization for a leading
global business information provider**





The client is one of the largest publishing & financial information company in U.S with annual revenues of more than \$2 billion. The client's business spans across consumer media, enterprise media, providing content for leading business news broadcasters and financial market indices.

They needed a partner who would help them transform their legacy system into a scalable content management system seamlessly without affecting existing business within a specified timeline.

Content Management system is the business critical function any media company; and Cognizant's innovative solution design team came up with a transformation plan to ensure both functional and technical guidelines were met.

Cognizant's expertise in legacy modernization was once again proved by the Scalable and Robust Content Management system enabling the client for a faster transition from legacy to new system.

Business Need

The client had a legacy content management system which used non-standard formats for content and styling. This inhibited any efforts to interface this system with other systems and also to scale-up the system. The client decided to move towards a better content management system which would help them scale and also to interface with other systems in the future. They needed a partner who would help them transform to this new content management system seamlessly without affecting existing business and also to get this new system up and running in quick time.

Cognizant's Solution

Cognizant's solution addressed client's core objectives through an effective and thorough approach as given below

Understanding the 'As-Is' business process

Content Management is the crux of any information company and without understanding the intricacies of the business rules involved in it, a transformation cannot happen smoothly. Cognizant with the help of the client understood, documented and disseminated 'As-Is' process knowledge to the team

Understanding the 'To-be' business process

'To-Be' business process and the data flow that would happen if the new content management system was in place, was also understood thoroughly and documented

Taking the Optimal Solution route

Cognizant's innovative solution design team came up with a transformation plan which would ensure that the new system would be in place in quick time and also make sure that none of the business rules in the 'As-Is' process were overlooked

Quality Conscious delivery

Cognizant not only made sure that the client's current business was not affected, but also helped the client move out of a legacy system fast enough to address day-to-day business challenges without any hitches by ensuring high quality delivery

Challenges

The major challenge during program execution was to understand the existing system and business rules; within the specified timelines for getting the new system up and running. Also since this was a business-critical operation we had to devise fool-proof ways of ensuring all business rules are covered.

Client Benefits

- Transformed to new content management system seamlessly without affecting existing business
- Quicker time-to-market with separate teams for development/enhancements and production support
- Proactive support through continuous improvement initiatives.
- Efficient onsite-offshore support model.

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, United Business Media, Viacom/MTV, Associated Press, Rodale, News America Marketing and many others. You can visit us at 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 85,500 employees as of March 31, 2010, 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.



Cognizant

**Information, Media &
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Passion for building stronger businesses

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