



**Cognizant**  
Passion for building stronger businesses

## CASE STUDY



# Information Services

Scalable Integrated web Platform for a  
global business information provider





*The Client is a leading provider of Business-to-Business Credit, Marketing, Purchasing and Receivables Management and decision-support services worldwide*

*Our client decided to build a scalable integrated web platform to enable the client's customers to monitor the business-worthiness of their suppliers.*

*It was a multi-disciplinary and multi-location project with firm deliverables on Go-Live Date across 3 countries, 3 vendors and 6 locations*

*The Client was delighted with our ability to enable fastest time-to-market for his customers.*

### **Business Need**

The client's customers needed a service where they could access and monitor the operations of their suppliers for business risks. Our client decided to build a scalable integrated web platform to enable their customers to monitor the business-worthiness of their suppliers. This web platform allowed supplier registration and legal & financial monitoring. It also supported multiple fulfillment options through web portal, File Transfer Protocol (FTP), Email & Web Services.

### **Cognizant's Solution**

Cognizant's solution addressed client's core objectives through an effective and sustainable application development and maintenance process which significantly reduced client's time to market when new functionality is added.

### **Solution highlights**

#### **Agile Methodology for faster time to market**

- 4 development Sprints of 5 weeks each + 1 development Sprint of 2 weeks for CRs
- 4 QA sprints of 5 weeks + 1 QA sprint of 2 weeks CRs
- Immediate Start of next Sprint after completion of earlier Sprint. Dev and QA Sprints running in parallel
- SCRUM Master leading the project team at offshore
- Stream wise – daily SCRUM calls + daily SCRUM OF SCRUM calls, Weekly SCRUM calls, Program level BA sync up calls
- Continuous adherence to Product Backlog

#### **State-of-the-art knowledge transition frameworks for better business understanding**

- Instant Messengers, Wiki & SharePoint for better collaboration
- Story Boarding & Activity Diagrams for faster understanding of complex requirements

#### **Excellent delivery quality and ROI**

- Hudson and sonar reporting to improve code quality
- The project has successfully completed 5 development and QA Sprints within 6 months and is on schedule to meet the upcoming deliverables of UAT. Every sprint had only miniscule spillovers thus ensuring that there has not been a single day's extension of Go-Live Date
- Thin-onsite, thick-offshore model even for Agile-Scrum methodology enabled

## Challenges

- The inherent complexity in the project is that existing functionalities (more than 50% of scope) have no documentation available.
- Other constraints include firm Go-Live Date and integrating deliverables across 3 countries, 3 vendors and 6 locations

## Client Benefits

- Faster time to market for the product
- Scalable and Robust web platform addressing their customer's needs

## 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](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 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](http://www.cognizant.com).



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