Technology disruptions coupled with businesses expecting higher returns on investment (ROI) are making it necessary for the IT industry to create innovative cost effective solutions that are winning over traditional approaches.

Cloud infrastructure is one such innovative and cost effective initiative which is defining the essence and need of today’s IT landscape. Companies dealing with Business to Business (B2B) integration are considering with increased seriousness the strategies to move their B2B landscape on the cloud. Integration Platform as a Service (iPaaS) and Software as a Service (SaaS) applications are replacing the existing on premise applications.

Integration brokerage (IB) otherwise referred to as “B2B/electronic data interchange (EDI) managed services” has been defined as a category of IT outsourcing for application and data integration projects that includes implementation and managed services, by a leading market analyst.

Cloud Integration Brokerage service providers serve as intermediaries between businesses and cloud service providers and are helping companies address the need to customize, integrate and generally enhance cloud services.

Leveraging the Cloud to Overcome Key Business Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
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</thead>
<tbody>
<tr>
<td>Focus on core business</td>
<td>By outsourcing IT integration portfolio on cloud</td>
</tr>
<tr>
<td>Increase profit margins</td>
<td>By reducing capital and internal IT maintenance costs</td>
</tr>
<tr>
<td>Ensure minimal disruption to business</td>
<td>By implementing B2B on the go without disturbing legacy systems</td>
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<tr>
<td>Respond quicker to changing needs</td>
<td>With highly scalable B2B infrastructure and managed services model</td>
</tr>
<tr>
<td>Optimize IT expenditure</td>
<td>By using cloud based pay-per-use model</td>
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Cognizant Cloud Integration Brokerage (CCIB)

CCIB is a holistic solution providing B2B Managed Services with in-built scalable infrastructure on the cloud. It comes with pre-configured B2B software having multi-tenant features and a managed services team packaged together. This helps provide our customers with the ability to leverage service provider advantages, the scalability to grow in tandem with the organization’s growth and the flexibility to customize the solution and services to suit their needs.

Our solution can integrate with your systems and external trading partners either on premise or on cloud. We provide end-to-end services for our customer’s B2B needs involving Electronic Data Interchange (EDI) and/or Managed File Transfer (MFT) as a part of this solution.

We can help our customers implement this solution on their cloud environment, or in any other public or private virtual cloud environments (including our own private cloud offering) suited to their specific needs. We will provide the migration services from the customer’s existing landscape to CCIB along with the production support driven by mutually agreed Service Level Agreements (SLAs).

CCIB Solution in the Customer’s B2B Landscape

The B2B services within CCIB will be powered by a market-leading product offering all the requisite features to execute EDI and MFT seamlessly without compromising on the expectations or needs of the customer.

Alternatively, the customer can also take advantage of low-cost alternatives to satisfy basic B2B demands by leveraging our home grown solution B2B Conflux, which will act as an integration broker that will take care of communication, data translation, routing and audit tracking. B2B Conflux supports SFTP, FTP and AS2 protocols and can connect to the customer’s back end systems and external trading partners using any of these protocols. The solution is also available as a stand-alone on the client cloud where Cognizant will provide end-to-end implementation and managed services support.
The CCIB platform will be managed by a dedicated shared services team on a 24x7 basis with a choice of offerings between Standard and Premium Support based on SLAs, volume and up-time requirements. The managed services team is a group of trained professionals on cloud administration, B2B software and associated tools for migration, development and support and well-trained in ITIL processes in order to be able to meet customer needs without compromising on quality of services erstwhile offered on the on premise solutions.

CCIB Platform Features:

**Partner Management**
- Easy to use setups and automation tools to aid faster partner on-boarding
- Support for multi-protocol and secured communication channels like FTP, SFTP, AS2 and AS3

**Data Transformation**
- Support for industry standard data formats such as ANSI X12, EDIFACT, HIPAA, XML, CSV, flat files, SAP IDOCs and canonical file formats
- Pre- and Post-processing of data possible with additional utilities like Split, Zip/Unzip, and Encrypt/Decrypt

**B2B Reporting Analytics**
- Dynamic and customizable reports to help track the business
- Smart dashboards to show data processing details
- Audit tracking and transaction reprocessing
- Enhanced audit tracking with end-to-end tracking capability
- Reprocessing capability after fixing the errors

**Unique Pricing: Pay-per-use**
- Distinct pricing models as per customer need
- Transaction or unit based pricing for ongoing activities and flexibility to choose based on subscription

**CCIB Service Offerings**
Our assessment framework can help you decide which of our CCIB service offering would be best suited to your needs.

**CCIB Optimal**
This is the ideal solution if you do not have an on premise EDI solution but would like to enable EDI or MFT. The volume of file transfer and trading partners is less and does not justify the capital expenditure associated with on premise solution. This offering is more suited for clients who want EDI as a service and are looking for a multi-tenant, shared environment for executing data transfers and EDI transformations. It is available for deployment either as an on premise solution or as a platform on a public/private cloud. However, it works best on a public cloud, multi-tenant environment in order to keep the costs low while maintaining easy scalability based on need.

**CCIB Standard**
This offering is best suited for you if you already have an on premise B2B environment but have problems scaling up for new business or partner on boarding. CCIB Standard is best suited for a hybrid scenario where LOB implementations can be quickly deployed without having to worry about affecting the performance of the customer’s existing on premise system and the lack of team bandwidth to handle the additional business. This model is available on a multi-tenant platform or a private dedicated network.

**CCIB Enterprise**
Ideal for businesses looking for complete range of adapters supported across multiple connection protocols like FTP, SFTP, AS2, MQ and various industry standards and compliances for B2B. It is available in multiple service models like Pay-as-you-Go or Subscription Models, with dedicated 24x7 support as per agreed SLAs. Our offering comes with a dedicated public/private cloud instance and dedicated managed services team. It is most suitable for large enterprises who want to cut their IT related CAPEX and OPEX costs while at the same time need focused attention and assurance for their IT systems and business transactions even when moved to an external environment.

**Benefits**

**Higher Return on Investment (ROI)**
An optimized onsite-offshore service model (~90% of services executed out of India), outsourcing the capital expenditure on infrastructure and software and leveraging the economies of scale by capitalizing on cloud implementation benefits
Reliability
Pre-defined SLAs promise a reliable integration guarantee

Scalability
Easy to handle future growth and demands from business, since the responsibility for execution shifts to third party and it is driven by agreed timeline and SLAs

Role based access
Access calibrated for developers, support staff, admin, and end users with the level of security that you can define

Guaranteed Performance and Uptime
Key Performance Indicators (KPIs) ensure performance and uptime

Hassle-free installation and maintenance
High availability, failover, disaster recovery is provided by Cognizant

Pay-per-use
Elastic scalability and additional advantage of paying only for what you use as your load demand changes

Dynamic Information
Metrics and dashboards to provide dynamic and configurable information as per your needs

Reduced Risk
Software and infrastructure upgrades by us ensure lower risk

Cost Advantage
Offshoring and consolidation in license cost provides tremendous cost advantage

Flexible Working Environment
Reusable components provide flexibility of working with a highly customizable environment. Reusable components can be designed in collaboration with your architects where additional business process workflow management, B2B, A2A, MFT and Portal integration can be provided as per your system landscape and design

Shared Service Support
Cost effectiveness enabled through utilizing resources only for work needed thereby reducing cost overheads to the client.

CCIB has been built with the intention of helping our valued customers to handle their integration requirements in today's rapidly changing IT landscape. It is best suited for companies who are looking at keeping up with industry trends, wanting to move their B2B landscape on cloud or need a low cost managed services solution for their B2B needs.

Want to know more about the Cognizant Cloud Integration Brokerage and how we can support your B2B needs please contact inquiry@cognizant.com for more information.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcings 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 75 development and delivery centers worldwide and approximately 211,500 employees as of December 31, 2014, 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 or follow us on Twitter: Cognizant.