

Transforming Global Retailers

Shoppers are the heartbeat of any retail business. As retailers continue to reduce costs and increase efficiencies, they must also drive revenues by deepening customer connections and anticipating customer behavior. The path? Flexibly efficient systems tightly integrated to optimize inventory, manage merchandise, and take advantage of new market opportunities as they arise.

Your Advantage With Cognizant: Stronger Shopper Connections

The Cognizant Retail Services practice helps retailers build stronger connections with shoppers through expert solutions and cutting-edge services.

Retail IT IS

Cognizant offers a comprehensive range of IT infrastructure services, including architecture and design, enterprise computing, and optimization. We are system integration experts and offer a complete range of infrastructure management services.

Retail BPO

With Cognizant's business process outsourcing (BPO) solutions, retailers routinely achieve 50%-plus cost reduction through offshoring, consolidation, re-engineering, and automation. Cognizant's renowned BPO/IT synergies drive performance higher than either can achieve alone.

Results-Driven Consulting

Transformative Solutions, Start to Finish
Seasoned Cognizant retail consultants help you define the transformation roadmap, then work directly with our technical people to ensure promised results are delivered.

Strategic Business Assessment

Business analysts are prominent members of every Cognizant Retail team. Their evaluation toolkit includes process review templates, metrics, key performance indicators, industry benchmarks, and best practices.

Accelerated Packaged Solutions

Cognizant will help you implement and integrate the world's most sought-after retail applications, including Oracle Retail (Retek), SAP-Triversity, JDA, and Yantra.

Full-Spectrum Domain Solutions

Cognizant helps you know, in real time, exactly what products are on your shelves, the rate at which they're selling, and who is buying them.

Supply Chain Planning

We'll help you plan inventory requirements, collaborate effectively with vendors, and replenish stock more efficiently.

Supply Chain Execution

With Cognizant, you'll synchronize and optimize supply chain execution processes, align consumer demand with product supply, improve source-to-consumption cycles, and sharpen warehouse and transportation systems.

Merchandise Management

Improve pricing, assortment planning, category management, space management, marketing resource management, and retail revenue management.

Store Operations

Cognizant is helping retailers worldwide create stores that attract shoppers and inspire loyalty with leading-edge thinking in POS, workforce management, and customer analytics. We



deliver one of the most advanced Store Task Management solutions in the world.

E-commerce

E-commerce is a core Cognizant strength. We'll help you boost Web traffic and convert online shoppers to buyers, measure the effectiveness of your e-commerce sites, and save money with off-the-shelf solutions. With Cognizant, you'll plan, design, implement, and operate comprehensive multi-channel solutions.

Why Cognizant?

1. We know retail and deliver results. Cognizant Retail works with 11 of the top 30 U.S. retailers and eight of the top 30 global retailers.

2. You'll work with specialists. Our retail domain-specific competency group of more than 4000 specialists offers retail intelligence at the highest level.

3. We are truly global and scalable. With 42 offices and more than 70,000 IT consultants on five continents, we are wherever you need us -- able to scale to the largest, most complex solutions.

4. You are assured of true business value. Cognizant Retail occupies the strategic-thinking, results-driven, value-based sweet spot between larger competitors with larger overheads (and a preference for large reports) and purely offshore players who offer commoditized services.

5. You get more for your money. At less cost, you get a full breadth of skills and strategy in a single start-to-finish vendor.

6. We take you down the fastest path to advantage. Your distinct advantage with Cognizant is Cognizant 2.0, a single platform for just-in-time knowledge sharing and project management that drives productivity improvements, standardized/repeatable processes, and workflow collaboration across our global delivery network.

7. We make it easier. Retailers often feel isolated from the process when working with large consulting-based service providers. Cognizant Retail is a collaborative partner, a problem-solver rather than a seller of solutions.

Winning With Cognizant Retail

Real Results:

- A global specialty retailer reduced annual IT expenses by 48%, tripling productivity for every dollar invested in IT-enabled business.
- A leading U.S. retailer saved \$1.36M over five years via the design/implementation of an automated CPFR system.
- The world's leading travel retailer of luxury goods and general merchandise transformed its business through cost-reduction, updating, and consolidating over 300 applications across merchandising, supply chain, store operations, CRM, reporting, and HR.

Can we talk?

Cognizant clients are overcoming today's retail challenges with smart strategies delivered with unrivaled speed and quality. To find out more, please contact inquiry@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 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.

Start Today

At 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: making your business stronger with outstanding systems expertise, industry intelligence, and global resources.



Cognizant | Retail
Passion for building stronger businesses

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