

# Cognizant's SOA Center of Excellence

## Introduction

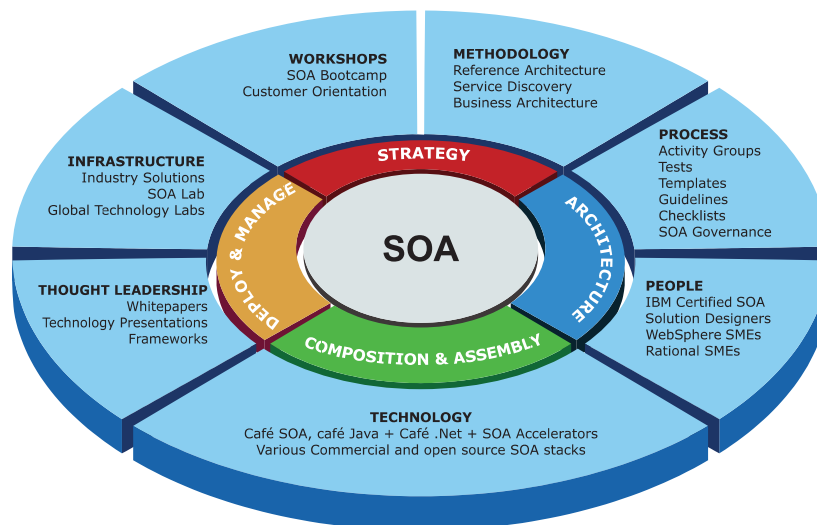
Organizations of all sizes and shapes can extract more value from an enterprise-wide Service Oriented Architecture (SOA) by taking business process and IT infrastructure requirements into consideration from the get-go. To successfully deliver on the promise of SOA (see box below), Cognizant has taken a "SOA Center of

- Improved business responsiveness through a process-centric IT organization
- Reusable IT assets to leverage infrastructure investments long-term
- Lower integration costs and less vendor lock-in
- Business activity monitoring in real-time, for tracking key business issues and opportunities

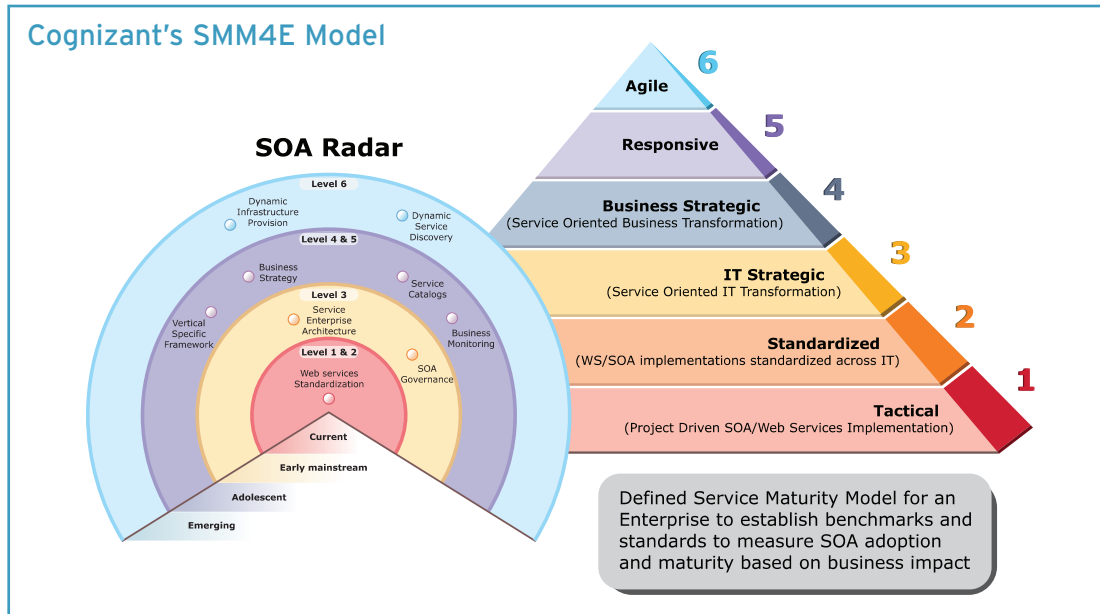
Excellence" approach to create foundational technologies that clients can count on to smoothen the implementation process.

Operating within Cognizant's Global Technology Office (GTO), our SOA Center of Excellence (CoE) has a suite of methodologies, frameworks and accelerators to enable the scalable and productive adoption of SOA. The CoE also works with leading product players to ensure that Cognizant has exceptional fluency and competency in the latest and most relevant technologies in the SOA space. The business process portion of SOA engagements are handled by our industry domain consultants who have deep experience working with companies within their dedicated vertical practice areas. Tight collaboration between our best-of-breed vertical industry and SOA technology practices

## Cognizant's SOA Prospectus



## Cognizant's SMM4E Model



enables Cognizant to deliver on SOA initiatives that lead to continuous top-line and bottom-line improvements.

### SOA Center of Excellence

The SOA CoE is comprised of highly skilled architects, technology managers and domain experts. Cognizant has recruited and trained these professionals on various aspects of SOA such as Business Process Management, SOA Governance modeling, SOA standards and foundational technologies. The center has also demonstrated thought leadership by regular & active participation in leading industry events, such as IBM Impact, IEEE and the STEP Auto Conference.

### SOA Delivery Excellence

Our SOA core team relentlessly builds SOA best practices and reference architectures, and also develops training and enablement assets. Based on extensive field experience and applied industry best practices, the CoE has created a proprietary SOA Maturity Model for Enterprise, also known as SMM4E.

SMM4E provides a six-step framework for gradual and pragmatic adoption of SOA. Our maturity model is a key differentiator that helps determine how mature clients are in SOA and what initiatives would provide the optimum balance of business benefits and risk mitigation. The initial step is a tactical SOA project to demonstrate technical feasibility. From there, the model enables Cognizant to help clients gradually

ascend the SOA maturity curve with a more standardized and business-driven Service Oriented Architecture.

### SOA Accelerators

Cognizant has tools to help accelerate the SOA development process. These tools include Architecture Workbench, which drives the software architecture specification process and Café.SOA, which is an architectural framework to enhance project productivity, promote standardization and improve the quality of SOA project deliverables.

### SOA Lifecycle Services

To enable seamless delivery of large, strategic SOA programs, Cognizant offers an array of SOA Lifecycle Services. "SOA Lifecycle Services" is Cognizant's top-down approach for enabling end-to-end SOA adoption in a heterogeneous environment. They are proven to increase the strategic value of SOA, while reducing the risk in SOA adoption in an enterprise or department-wide setting. Our SOA Lifecycle services are composed of four major components:

- 1) Strategy** - SOA Strategy & Governance Modeling
- 2) Architecture** - SOA Business Modeling & Solution Architecture
- 3) Composition & Assembly** - Service Identification, building and assembling composite services
- 4) Deploy & Manage** - Ensures the best return on SOA assets

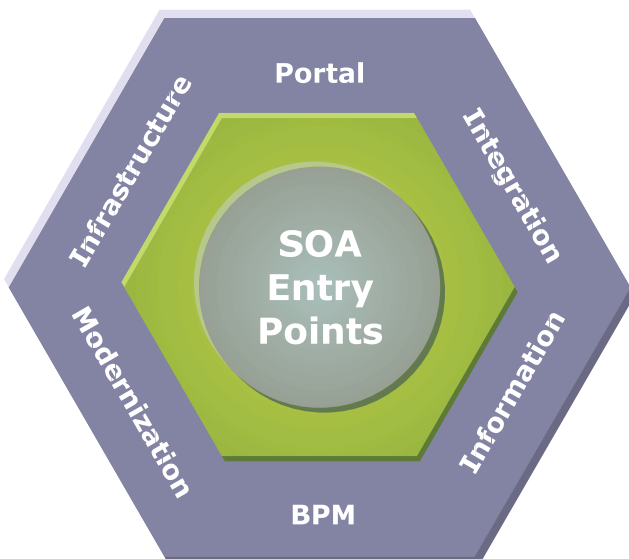
Business process modeling services are available

through our industry practices to ensure that SOA vision and deployment are aligned with business process renovation and innovation strategies.

## Entry Point Services

Cognizant's SOA entry point services offer quick time to value for SOA adoption. These services pivot around common architecture & reusable technology components. Below are Cognizant's key entry point services:

- 1) **BPM:** Model, Simulate, Optimize and Implement business processes that leverage existing assets; deploy new services using tried and true SOA principles.
- 2) **Infrastructure as Service:** Consolidate servers, leverage virtualization, grid and utility computing and strategize provisioning approaches for IT hardware.
- 3) **Information as Service:** Build data & information services for business entities and abstract underlying data sources.
- 4) **Integration:** Enterprise Service Bus patterns to integrate COTS, SAP, legacy applications and Web services.
- 5) **Legacy Modernization:** SOA patterns to modernize legacy mainframe applications leveraging existing assets.
- 6) **Portals:** Standardized front-end SOA patterns for improving collaboration, productivity and user experience.



## Industry Frameworks & Accelerators

Additionally, Cognizant has SOA-based development frameworks & accelerators. These domain specific SOA solutions address well-defined industry challenges. Some of Cognizant's domain solutions are applicable to the Retail, Manufacturing and Logistics, Insurance and Banking sectors. One out-of-the-box solution, for example, offers multi-channel retailers a common back-end integration architectural framework to support mobile, Web-based and store-front retailing.

## Delivery Model

Cognizant's SOA delivery model consists of experienced program managers and enterprise architects from Cognizant's Advanced Solution Practice, domain and process experts from our Cognizant Business Consulting group, and technology experts from relevant CoEs, horizontal and vertical practices. Our matrix approach to SOA delivery provides breadth, depth and scale that ensures tight alignment with business objectives.

## Alliances & Partners

Cognizant partners with some of the leading SOA software providers including IBM, Oracle, Microsoft, and SAP; BPM leaders such as Pega Systems; and SOA niche players like Logic Library. Cognizant is among the first Systems Integrators to receive IBM's "SOA Specialty Partner" status.

## Delivery Teams

The skill set of Cognizant consultants is deep and broad and can be classified into three key areas:

- SOA Domain
- SOA Technology
- Core SOA Consulting

## SOA Domain Focus

- Banking & Financial Services
- Insurance
- Telecommunications
- Manufacturing & Logistics
- Retail & Hospitality
- New Technology
- Healthcare
- Life Sciences
- Information, Media and Entertainment

## SOA Technology Expertise

- IBM's WebSphere, Lotus & Tivoli
- SAP (eSOA)
- SeeBeyond
- WebMethods
- WebLogic
- Microsoft's BizTalk server, WCF, Share Point & MoM
- Open Source SOA - Service Mix, Mule, X-Fire, Axis
- Business Works
- Rational SME
- Oracle Fusion

## Core SOA Consulting Proficiencies

- Program Management
- IT & SOA Governance
- SOA Consultancy
- Enterprise Architecture
- Service-Oriented Analysis & Design
- SOA Technology Stack
- Web Services

## Conclusion

Partnering with Cognizant enables clients to quickly benefit from the cutting-edge SOA research and development work performed by our SOA Center of Excellence. This helps them to accelerate time-to-benefits generated by SOA, from increased operational agility and reduced IT costs through more standardized and consistent business processes, which can boost top-line and bottom-line performance.

As a customer-centric, relationship-driven global technology partner, Cognizant's single-minded mission is to dedicate our business process and innovation know-how, our deep industry expertise and worldwide resources for working together with clients to make their businesses stronger. We are redefining the way companies experience and benefit from global services. If you have the passion to make technology the core of your business advantage, Cognizant delivers a trusted partnership, cost savings and results to get you there.

## 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 58,000 employees as of March 31, 2008, 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 Info Tech 100, Hot Growth and Top 50 Performers listings.

## Start Today

For more information on how to maximize your customer relationship solutions with Cognizant, contact us at [inquiry@cognizant.com](mailto:inquiry@cognizant.com) or visit our website at: [www.cognizant.com](http://www.cognizant.com).



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Passion for building stronger businesses

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