Digital Experience Management (DXM)

While marketing organizations have always been busy with the challenge to create quality content, it is no longer enough! They now need to look further ahead, to continuously seek where the customer is looking, the device he is engaged on, and make their presence felt in that digital context.

Companies are investing heavily across digital marketing channels to grow customer mindshare and market share. Marketers must increasingly allocate funds prudently, track and analyze results quickly, and adjust campaigns on the fly.

Since timelines are shorter than ever, marketing teams and agencies need to work smarter, harder, and with greater agility than ever before. So how does a marketing organization stay on top of it all? The simple answer: assetSERV™.

Asset to Keep It Simple: assetSERV™

assetSERV™ is a DXM Platform that offers CxOs a new, unique way to manage marketing programs. A digital experience management tool would support the marketers through the complete gamut of functions starting from digital asset creation, review and approval.

It would then provide the platform to publish these assets to external websites, including social networks and mobile applications. With assetSERV™, organizations have access to a centralized repository and deep set of features that supports simplified:

- Brand/ Packaging Artwork Management
- Campaign Management
- Content Distribution and Publishing
- Digital Archive Management
- Analytics

Brand Consistency, Efficiency, and a Whole Lot More

assetSERV™ supports global enterprises with large product or service portfolios where brand consistency is critical but hard to maintain. With assetSERV™, they can access content in a single repository and execute standardized workflows around digital assets. This helps avoid frequent marketing pain points like:

- Inconsistent or unapproved content published by mistake
- Duplicate versions of content created from scratch unnecessarily
- Higher costs for creative agencies
- Inability to find content when needed
- Longer timelines to launch campaigns

assetSERV™ is an end to end solution that bundles the core DXM functionalities with Cognizant’s consulting and service capabilities and a scalable cloud infrastructure.
Digital Campaign Management

For a marketer, building a marketing campaign starts with liaising with the marketing agencies in creating the marketing content. It would then extend to selection of different digital modes of communication that would be utilized and executing the campaign based on a clear time and budget schedule. assetSERV™ would be an indispensable advantage through all these stages.

Analytics

The wealth of customer behavior data available today offers marketing organizations a clear advantage of making data-driven decisions. This is where assetSERV™ analytics come to play. It would enable the marketer to manage his campaign based on feedback about level of success in delivering the marketing asset to customer and also about customer’s reaction to the same. assetSERV™ also leverages the features of Google Analytics to build on it analytics engine.

Under the Hood

assetSERV™ provides a one stop solution to Digital Experience Management (DXM) by leveraging applications that include:

- Amazon Web Services
- Highly secure system architecture
- SSO integration via SAML2 insertions
- Accelerated file distribution capabilities
- Business process workflow tools
- Asset transformation and transcoding
- Open API integrations

An intuitive user interface ensures that diverse and intermittent users can get up and running with little or no training. Responsive web design ensures that assetSERV delivers the same experience across devices.

Cognizant Services

assetSERV™ is backed by Cognizant’s industry leading comprehensive services portfolio. Available services include capability assessments, platform, infrastructure, and application evaluations, security evaluations, content creation, asset migration, metadata creation and rationalization, helpdesk support, analytics, business intelligence, and a coveted group of 3000+ consultants across 12 verticals with deep industry knowledge to provide strategic consulting.

Good Riddance to Hidden Costs

assetSERV™ provides a flexible, highly configurable off-the-shelf system with significantly reduced costs, deployment timelines, and support requirements. It comes with a simple monthly subscription pricing model based on the number of users. With its cloud-based infrastructure, assetSERV™ virtually eliminates:

- Operational readiness activities
- Infrastructure deployment and support
- Software deployment and integration
- Maintenance and upgrade downtime

Try Before You Buy

assetSERV™’s free trial software, available at https://trial.assetSERV.com, gives users a preview of assetSERV™. Upon request, a Proof of Concept test can also be implemented for your organization. Contact us with any questions you may have as well as for further information.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquarters 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 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, 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.

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