

Unleash New Business Value

Technology-Powered Business Solutions That Improve Operational Efficiency, Drive Growth and Gain Competitive Advantage

Leveraging Technology for Business Growth

Rapidly changing digital technologies, business models, and content paradigms have created the perfect environment for business evolution and growth. But only for those companies willing to step forward and rethink their traditional business and distribution models --- and the technology that drives them. To expand your company's footprint in the digital arena, you need to think creatively and respond quickly when new opportunities arise.

For C-level executives who need a strategic business partner to help them unleash new business value and gain competitive advantage, Cognizant's Information, Media & Entertainment (IME) practice provides technology-powered business solutions and a client-centric approach that dramatically improves operational efficiency and drives business growth.

Our 3,000-plus IME consultants are unique in their ability to combine pragmatic business strategy with deep industry knowledge and real-world technology expertise. We enhance the value of our innovative solutions with a highly efficient, cost-effective and proven global delivery model. Clients who form long-term strategic partnerships with Cognizant's IME practice are positioned to excel operationally and lead their respective industries.

Results You Can Rely On

We have a passionate focus on client needs, working collaboratively to ensure outcomes that meet current business goals while setting a strategic course for the future.

- A leading newspaper and media company worked with us to cut costs by 30% and reduce the turn around time for advertisements from 24 to 8 hours
- A UK distribution company worked with us to save \$3.5 million and improve supplier satisfaction by increasing the productivity and efficiency of its accounts payable processes.
- A leading market research company worked with us to reduce IT costs by approximately 35% while increasing the level of client-ready insights.

Join the Company of Industry Leaders

Industry leaders keep their positions by moving quickly, thinking smarter and delivering a better customer experience consistently. It's the reason why many of the leading companies in the information, media and entertainment space partner with us. And they return again and again for reliable industry-specific IME solutions to their ever-evolving challenges.

Global industry leaders that choose to partner with us include:

- 4 of the top 10 information service companies worldwide
- 4 of the top 10 Global Media companies
- 6 of the major U.S. Film Studios



Cognizant

Passion for building stronger businesses

Comprehensive Industry Coverage

Cognizant's IME practice expertise spans key industry sub-sectors, including:

- **Advertising & Marketing:** ad agencies, media buying agencies, market research firms, rating and auditing agencies.
- **Broadcasting:** broadcast and cable networks, satellite and cable operators, Internet portals, and radio stations.
- **Entertainment:** movie studios, music labels, interactive gaming, post production facilities, agencies and guilds, and new media companies.
- **Information Services:** business information providers, financial and economic firms, measurement and marketing firms, credit and risk bureaus, and legal and regulatory bodies.
- **Print & Publishing:** newspapers, magazine and book publishing, printers, directories and yellow pages, and educational, corporate, and business information publishers.

Our Portfolio of Services

Across the information, media and entertainment business segment, Cognizant provides a broad and expanding range of information technology consulting and business process outsourcing services, including:

- Project-based application services
- Business process outsourcing
- Business and technology consulting
- IT infrastructure outsourcing
- Complex systems integration
- Testing solutions, Analytics, ERP, CRM, Business Intelligence, Data Warehousing and Supply Chain Management
- Application Outsourcing

Put Industry Expertise into Action

Work with people who know your industry inside and out. Cognizant's IME practice is powered by more than 3,000 domain consultants and technologists, onsite management consultants, business analysts, research and development personnel, and usability engineers. This impressive group works in concert with Cognizant's external partner network of leading technology solution providers and Cognizant's internal Centers of Excellence (CoEs) to deliver industry-leading solutions based on the latest and most client-appropriate ideas and technologies.

Get the Latest Digital Delivery Solutions

Our Digital Media Lab (DML) acts as your company's R&D think tank creating re-usable frameworks and components, high-value delivery tools, processes, and technology assets for your business. We support your technology investment with the backing of our Center of Excellence (CoEs) in specialized areas such as digital security, mobility, usability, portal and content management, legacy modernization, Java and .NET. We work closely with clients and the latest digital technologies to develop proofs of concept to demonstrate quick return on investment, speed of implementation and business impact. And we're continually looking at new technologies from leading vendors and developing alliances with industry leaders.

Why Partner With Cognizant?

Our IME practice offers clients a unique combination of critical success factors to enable your business to grow and prosper:

- **End-to-End Solutions:** From assessment and consulting to implementation, our comprehensive solutions span the entire content value chain.
- **Recognized Expertise on a Global Scale:** With more than 3,000 domain consultants and technical experts and three CoEs -- including our dedicated Digital Media Lab -- we lead the industry in developing information, media and entertainment solutions that deliver innovation and results for clients. Plus, our IME practice is part of a unique blend of 68,000 professionals worldwide. This means you get access to the best business, process, and IT resources and skills when and where you need them.
- **Industry Leadership:** The leading companies in the information, media, and entertainment space prefer to partner with Cognizant. Our unmatched industry knowledge and technology expertise drives success for our clients and places Cognizant at the forefront of industry evolution. To meet the specialized needs of each client, we invest deeply in industry-specific capabilities, continually adding experienced team members, new skill sets, and solution centers worldwide.
- **Powerful Partnerships:** Our strategic alliances are market-driven. We partner with some of the best companies in the world to provide you with innovative and high-performing solutions. Our

partners include IBM, Microsoft, Oracle, Interwoven, Documentum, Vignette, Telestream, ClearStory Systems, Mark Logic, and SAP.

■ **Superior Customer Satisfaction:** Our “client-first” culture of customer satisfaction results in more than 90% of annual revenue from existing clients.

■ **A Passionate Focus on Client Needs:** We work collaboratively with clients to ensure outcomes that meet current business goals while setting a strategic course for the future. We make our clients’ businesses stronger and more valuable.

About Cognizant’s Information, Media & Entertainment Practice

Cognizant’s Information, Media, and Entertainment practice provides innovative consulting, business process, and technology services for advertising and marketing, broadcasting, entertainment, information services, and print and publishing firms. We form strategic partnerships with clients to help them transform their organizations to achieve business growth, increase operational efficiencies, and generate sustainable competitive advantage while significantly reducing costs. We leverage our industry-leading global delivery model to implement solutions quickly and cost-effectively. For more information, please visit <http://www.cognizant.com/html/solutions/industries/mediaEnter/LandingPage.asp>.

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 68,000 employees as of September 30, 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. Visit us online at www.cognizant.com.

Start Today

For more information on how to elevate your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at: <http://cognizant.com/html/solutions/industries/mediaEnter/LandingPage.asp>.



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