

Logistics Performance Manager

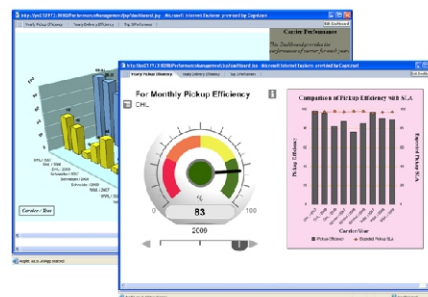
Managing performance through measurement

In today's dynamic and competitive environment, Shippers and Logistics Service Providers (LSPs) across the world are trying to find the optimal trade-off between effectiveness and efficiency that would enable them to meet ever increasing customer expectations. This requires a strong performance measurement solution that provides senior management with a timely, aggregated picture of the logistics value chain across all stakeholders, enabling reporting as well as user analysis. True performance evaluation requires understanding of the underlying processes and benchmarking against the best-in-class to continually improve operational performance. Use of a common set of metrics organization-wide, identification of the root causes of problems, sharing of information across business units coupled with timely monitoring and reporting enables an organization to achieve optimum supply chain capability.

About Logistics Performance Manager

Cognizant's proprietary Logistics Performance Manager (LPM) solution helps clients measure their logistics and transportation performance using technology agnostic frameworks and tools. LPM is the fruition of our domain knowledge and experience in working with top logistics clients and is an endeavor to combine the best practices in logistics with that of corporate analytics to enable organizations take a proactive, intentional approach to operational planning and process optimization. It provides a systematic methodology for implementing an organization's end to end logistics performance measurement needs.

LPM ties together metrics and Key Performance Indicators (KPIs) across the supply chain, starting from the planning stage to sourcing, delivering and handling of returns.



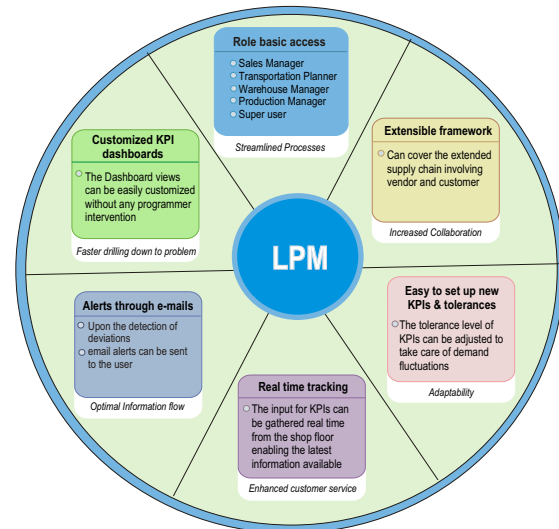
These metrics and KPIs can be analyzed across a number of dimensions such as geography, stakeholders (both internal and external), time horizons, assets, facilities, lanes and modes of transport.



LPM is a performance measurement framework for improving an organizations operational effectiveness by measuring the right metrics in a timely manner

Salient Features

- LPM framework helps to setup a reporting mechanism which aggregates and displays metrics and KPIs and enables further exploration through drill downs to enable root cause analysis.
- Predefined metrics in LPM can be combined to build complex user defined metrics that can be viewed through dashboards and scorecards.
- Tolerance levels can be set for each metric based on the organization's internal and customer service requirement.



Why Cognizant for Logistics Performance Management

- Leverage our LPM framework to reduce time to market
- Access to a strong pool of transportation and logistics domain consultants with extensive experience working with leading clients
- Partnership with market leading analytics providers
- Industry acclaimed DW-BI practice with capability to deliver end-to-end solution in data analytics

Client Benefits

- **Single stop source** for metrics measurement across geographies, lines of business and user levels.
- **Enhanced operational visibility**- improved efficiency and customer service using real time updates.
- **Proactive decision making** through instant access to critical information.
- **Improved client service** as a result of streamlined processes and faster drill down to problem areas.
- **Faster response** to unplanned variances through the use of alerts and status updates.
- **Helps plan organization goals and set targets** to improve the performance of business units.

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

In a time when companies are relentlessly pushing to compete better, move faster and fight harder, Cognizant is the global technology partner with one single-minded passion: Dedicating our systems expertise, industry intelligence and global resources to make your business stronger.

Note: For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at <http://www.cognizant.com>.



World Headquarters

500 Frank W. Burr Blvd
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277
Email: inquiry@cognizant.com

European Headquarters

Haymarket House
28-29 Haymarket
London SW1Y 4SP UK
Phone: +44 (0) 20 7321 4888
Fax: +44 (0) 20 7321 4890
Email: infouk@cognizant.com

India Operations Headquarters

#5/535, Old Mahabalipuram Road
Okkiyam Pettai, Thoraiakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060
Email: sdcc@chn.cognizant.com