

Digital Information Solutions

The information industry has imploded with change during the last decade and that change is expected to remain constant for the foreseeable future. Fueled by heightened consumer demands and technology innovations, entrenched players need to radically reinvent themselves to stay viable. Investments in new processes and IT must be a strategic priority to continuously reduce operating costs and improve business performance.

Digital technology has forever altered the information services industry. In industries as diverse as healthcare, law, education, and entertainment, digital technology is transforming the way people receive access and interact with vital information. Traditional businesses are rapidly moving to the Web. Our proven execution expertise positions us as an ideal technology partner for portal development and Web-enablement of applications. But making the right investment decisions isn't always easy. As a key player in this rapidly evolving market you need to:

- Work across disparate platforms - both hardware and software - to integrate content from a plethora of sources spread over multi-geographies, and make it available in a seamless manner to consumers using multiples channels.
- Leverage the power of digital tools to face the challenges and opportunities provided by Web 2.0 and growth in the mobile market.
- Innovate and build flexible IT systems to provide strategic advantage to your business, to tap in the new opportunities in the information industry and at the same time benefits from the new age services such as cloud computing, grid computing, SOA, etc.

We have extensive domain expertise in information management and technology which enable us to help you reduce costs, manage complicated data retrieval and delivery systems and to uncover innovative new ways to organize, package and distribute information by creating breakthrough products and services.

With 15-plus years of experience, we are leading the way in providing globally delivered IT, consulting and business process outsourcing services to the information services industry. Our domain knowledge and technology capabilities are considered best-of-breed. Our expertise can help you realize cost benefits; leverage top technical talent to manage your data sources and delivery channel, and deploy cutting-edge technology to grow your business. We will help you to transform your business and boost your business intelligence by effectively managing vast amounts of data flow, storage and analysis. Our solutions will help you develop and maintain integrated data collections and reporting applications at a lower cost.

We believe your key challenges can be turned into competitive advantage. We'll work with you to maximize the potential of your products and services while helping you adapt to the proliferation of digital technologies and the growing demand for customized content delivered in multiple formats to wide-ranging devices.

Our expertise in working with legacy systems will help you modernize by building more robust and scalable systems and at the same time reducing costs by eliminating redundancies and achieving optimizations.

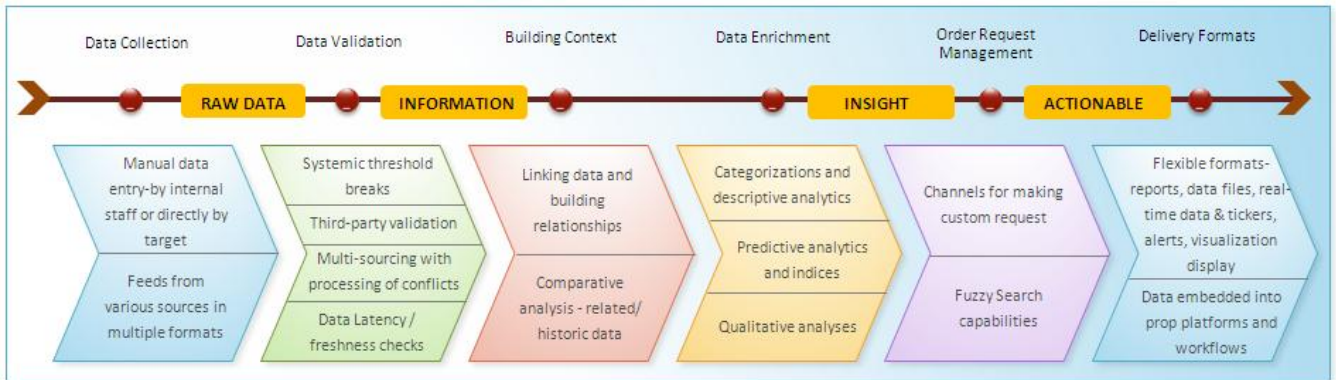
Our information services practice brings together leaders, domain experts and technology specialists with diverse backgrounds. Their experience helps us deliver the best-of-breed, from processes and methodologies, through domain and technology expertise, to build and deliver state of art solutions for your business that span the information services industry.

With our wide spectrum of domain expertise and a blend of technology centers built for specific technology focus, we provide proven solutions that will enable you to focus on the business rather than the underlying technology shifts in the industry.

Information Services				
Media Measurement		Business Information Services		
<ul style="list-style-type: none"> • Data Collection • Sample Management • Data Analytics & Reporting • Addressable Advertising 		Focus on sub-segments: <ul style="list-style-type: none"> • Credit & Financial • Information • Legal & Regulatory • Scientific, Technical & Medical Information 		
Domain Service Offerings				
Data Filtering and Validation		Data Fulfillment	SOA-based Data Aggregation	
Data Security	Search	Data Channel Integration	Metadata Management	
XML and Binary Content Management		Real-time Data Delivery	Information Asset Management	
Technology Service Offerings				
Technology Portfolio Assessment	Testing	Architecture Planning	Usability	ERP
Legacy Modernization and Systems Integration		Performance Engineering	Web2.0	BPO
Infrastructure Assessment and Support		Process Consulting	Datawarehousing	CRM

Reengineering the content value chain

Working with some of the largest information providers in the industry, we help clients transform their content sourcing, processing, delivery and revenue generation platforms from traditional print-based mechanisms to state-of-the-art delivery channels such as on-demand services, delivery through mobile, rich Internet. We have expertise and exposure in managing heavy-data usage portfolios with disparate underlying technology environments that are accessed by millions of concurrent users across the globe.



Digital content value chain

Intuitive Search and Metadata Management

With ever-growing data on the Web, and with infinite linkages between data types, information services companies strive hard to provide the right data to the user when they need it. User demands for effectively sourcing content has dramatically risen over the last few years, giving way to a market scenario in which users choose the vendor that provides mechanisms through which they can find their content with less effort and with great accuracy. We have invested in researching multiple search mechanisms such as natural language search, semantic search, ontology-based search and other intuitive context/location-based search mechanisms. As such, we have enabled clients with the implementation of leading products such as Endeca and Fast to enhance their search capabilities.

Enabling Real-time multi-channel delivery

Information and data are updated frequently based on market dynamics. Since most business decisions are made based on the most current information, data must be updated as quickly as possible so it doesn't lose its value in the market. Real-time delivery of data is the most critical factor in choosing the right information provider. We provide real-time delivery solutions that enable our clients to reach their customers faster with the freshest information. Our Data Warehousing/Business Intelligence (DWBI) CoE and ITIS practice provide a blended solution that facilitates real-time delivery of most updated data to information services consumers.

Enhanced Business Intelligence and Reporting

Through our dedicated Business Intelligence practice, we help clients to effectively mine and repurpose data to generate alternate revenue from existing information. Companies have started exploring opportunities to repurpose archived content and generate revenue by selling this content to a variety of sources. Our DWBI practice provides solutions such as end-to-end solutions design and development; business requirements analysis and data modeling; ETL architecture and development; and custom reporting and OLAP solutions. We have also delivered intuitive solutions that enable data mart consolidation and clickstream intelligence gathering.

Innovative Subscription models

As technology and new business processes transformed the Web into an essential information delivery channel, companies started to enhance their business models from traditional subscription (annual/monthly) to pay-per-view, and on-demand content. The market is in the verge of adopting micro content payments where users will be provided with the choice of paying for what content they consume rather than the whole Article or Report. Cognizant's solutions enable its information services clients to generate revenue from stakeholders who are not their customers. With our unique array of digital transformation solutions, we create customized ways to help clients revamp and recharge their business models

Online Content monetization

As the thrust towards online readership increases, more and more newspapers are veering towards charging for their online content, hitherto free, to offset the downturn in print sales. Online advertising, while increasing with every passing year, generates revenues that pale in comparison to print ad sales. In response, newspaper publishers are investigating new revenue models, one such model, called "freemium" would allow publishers to still make their products available for free, but charge separately for access to specific sections of their newspapers. This will help them to acquire and retain niche audiences who are willing to pay for content today and in the future.

We have experience with similar types of endeavors. In 2005-2006, we executed a loyalty program for the print subscribers of a leading U.S. newspaper, by which customers would earn points through transactions at participating merchant establishments. While initially the points were redeemed towards subscriptions and customers' branded products, the program was enhanced to allow redemption of points towards reading select articles at the newspaper's (paid) online site. This not only brought newer subscribers into the newspapers' online fold, but also provided an opportunity for print subscribers to read online content, creating a new base of online readers.

Robust Security & Flexible entitlements

We provide proven security solutions to clients by leveraging our well-established Digital Security practice. The advance of new technologies also brings challenges in providing access privileges to users. We have proven expertise in implementing role based access control for the information services products and have converted the myriad permutations of permissions at organizational hierarchy and functional specializations into simplified management of user based access. By defining entitlements at feature grouping as well as at feature drill down and mapping them role-wise and user-wise, the system administrators and system users can manage their access in a hassle free mode. These entitlements are flexible so as to support the ever changing roles and tasks of the users.

We have enabled Business-to-Business (B2B) information services products that connect the information services providers and their customers through secure gateway. The flow of information in the secure gateway has been implemented in multiple modes of File Transfer Protocol as well as Web Services such that the information is available in a consumable format to the system of information services customers.

Case Study

Our relationship with a leading provider of business-to-business credit, marketing and purchasing information started off with staff augmentation services 12 years ago. As we learned more about this client's business cycle, we quickly became an essential partner in the company's evolution from a transaction model to a subscription service model. Through a dedicated Offshore Development Center (ODC) with 850-plus associates managing 60+ projects, we provide services ranging from application development, maintenance and business analysis to program management, portfolio rationalization and technology consulting.

At a large financial services provider, customer data was stored and shared across multiple systems, technology platforms and geographies. This caused data quality degradation over time, resulting in inefficient reconciliation, lack of data ownership, increased maintenance costs and incomplete reference data distribution. We proposed and implemented a new, organization-wide reference data platform by consolidating applications and building a single, seamless platform for distributing reference data to various subscribers and business users. The result was direct cost-savings of greater than 50%, improved time to market and enhanced data quality, security and integration with the firm's business events/enterprise-wide initiatives.

A leading provider of information to the legal industry wanted to achieve an optimal blend of internal and outsourced applications portfolios and a right mix of resource to drive cost savings and reinvestment in the business. We worked with incumbent vendors and extracted knowledge that has helped us become a strategic partner. With the transition of many of the company's employees from this engagement, we were challenged to maintain the level of innovation the company had become accustomed to. With a 600-plus team handling 200-plus applications working on the latest technology platforms we have helped this client achieve its cost reduction and business transformation goals.

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 85,500 employees as of March 31, 2010, 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.



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