

World's Largest Restaurant Company Taps Cognizant to Improve Key Delivery Capabilities

Customer Profile

With over 34,000 restaurants in over 100 countries, the customer is the world's largest restaurant company. Some of the leading brands under its name are KFC, Long John Silver's, Pizza Hut and Taco Bell. Based in Louisville, Ky., all its brands generated more than \$9.5 billion revenues in 2006, including company sales and franchise fees. The customer organization is made up of six operating divisions and each of them is engaged in the operation, development, franchising and licensing of a system of both traditional and non-traditional quick-service restaurant units.

Business Drivers

After successful relocation of its datacenter to its Louisville headquarters office, the customer wanted to improve on some key delivery capabilities.

The presence of a diverse set of tools and a disparate support team structure were hindering the customer from gaining operational efficiencies. In addition, the customer was incurring additional costs. Consolidation of its existing systems on an enterprise-wide scale was a key focus area. The primary objective was to:

- Offload business-as-usual activities to a partner and move their resources to business critical activities and projects
- Provide a single view of the health of the enterprise by consolidating and integrating various tools
- Improve service levels and process efficiencies

Solution

In order to better understand the customer's existing environment, Cognizant implemented its proven 4-phased Knowledge Transfer (KT) methodology to perform a detailed due diligence and to establish a comprehensive knowledge acquisition and transition initiative. This effort was directed towards crafting the best solution possible to meet all objectives. With a strong focus on revitalizing the customer's delivery capabilities and keeping customer objectives in perspective, Cognizant offered an onsite-offshore global delivery support model.

The success of the KT approach provided Cognizant with a deeper insight into customer's systems and processes. This allowed Cognizant to propose a number of strategies to mitigate transition risks. These strategies included re-badging of critical customer onsite staff, retention incentives to existing staff to prevent them from leaving before completing KT and a knowledge base driven approach to maintain a repository for future reference.

As the customer was looking at enterprise-level support services, Cognizant crafted its solution around four main areas:

- Distributed systems support
- Network services support
- Information security
- Mainframe batch processing

Cognizant's comprehensive solution provided the customer with the much needed control it desired

over its enterprise systems. Cognizant achieved quantum gains for the customer by:

- Leveraging their existing CA Unicenter toolset to integrate all other tools into it to provide a single view of health of the enterprise and to achieve reduction in overall staffing numbers
- Establishing 7x24x365 Helpdesk offshore as the single point of contact to enhance end-user experience and help reduce operational costs
- Creating staffing efficiencies through having a multi-skilled, unified support team across the enterprise to resolve operational business-as-usual tasks thus releasing customer's staff to focus on strategic efforts
- Adopting ITIL®-ITSM framework in collaboration with customer's management practice to achieve process efficiencies and enhanced service levels

Cognizant was successful in establishing an enterprise-wide consolidation of systems and in streamlining the processes to bring about enhanced service quality and end-user satisfaction.

Benefits

Cognizant successfully accomplished customer's objectives by crafting and implementing a comprehensive solution package. The customer experienced substantial cost benefits and enhanced

operational efficiencies by leveraging Cognizant's global delivery model. Cognizant provided the customer with:

- Reduced costs due to 24x7 global support model
- Ability to re-deploy staff on core business activities
- Operational efficiencies and resource optimization due to unified team structure and consolidation of tools into a single console
- Improved service levels by adopting ITIL®-ITSM framework in strong adherence with customer's existing practice

IT IS Practice at Cognizant

Cognizant's IT Infrastructure Services Practice provides end-to-end solutions covering architecture, design, implementation, management and on-going support across the entire enterprise technology infrastructure. The comprehensive portfolio includes consulting, systems integration and predictive remote monitoring and management for the application, server, storage, security, network and end-user computing environments. These services are delivered around a transparent set of service levels and quality metrics providing clients clear visibility on the health of their systems. Cognizant's industry leading onshore/offshore-deployed "OnTarget" platform delivers consistently high levels of systems availability, improved operational efficiency and minimizes the business impact of infrastructure failures.

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 35 global delivery centers and over 55,000 employees, 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 is ranked among the top information technology companies in BusinessWeek's Info Tech 100, Hot Growth and Top 50 Performers listings.

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



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