

# Increase Revenue and Improve Customer Experience with Cognizant Business Process Outsourcing

### Cut Costs Not Growth

In a constantly evolving industry driven by rapidly changing technologies, business models and content paradigms, information, media and entertainment companies are afforded opportunities to evolve and grow. To maximize these opportunities, companies must rethink their traditional business and distribution models and the role that business processes and technology play in both.

Our Information, Media & Entertainment practice understands your challenges and knows how to leverage Business Process Outsourcing (BPO) to help you achieve ongoing, long-term savings and benefits that can then be used to fund innovative investments that continuously improve the type, quality and value of the services you provide. As a result, you can increase revenue and improve your customer's experience.

### BPO for Information, Media & Entertainment Companies

Our BPO solutions help information, media and entertainment companies in three key areas: **Royalty Management, Online Ad Operations and Finance & Accounting.**

#### Royalty Management

We deliver top-notch Royalty Management services that optimize and automate the entire royalty management lifecycle -- from license and contract management through to royalty statements management, collections and distribution.

### Business Benefits

- Increase cost savings
- Reduce time for royalty collection and distribution
- Increase royalty revenue

**Case Study**

Our Royalty Management services reduced costs significantly for a large media corporation by processing royalty statements with 99% accuracy from the first day of go-live.

### Online Ad Operations

Using a sophisticated central advertising server and an experienced processing team, we help you serve advertisements more accurately, and gain greater intelligence about advertisement inventory and campaign performance. We also ensure that you accurately report on delivered impressions and comply with customer requirements.

### Business Benefits

- Increase cost savings
- Reduce revenue leakage
- Increase online revenue

**Case Study**

At a leading newspaper and media company, we cut costs by 30%, reduced the turn-around time for advertisements from 24 to 8 hours and allowed campaign managers to focus on more strategic activities.

## Finance & Accounting

Our end-to-end Finance & Accounting (F&A) services help you gain operational efficiencies, make significant savings and improve compliance.

### Business Benefits

- Improve efficiencies through F&A best practice
- Deliver an impressive customer experience
- Reduce costs in the short-, medium- and long-term
- Reinvest savings to explore new business models, which in turn will increase revenues

### Case Study

At a leading UK distribution company, we delivered savings of £2.1 million (\$3.5 million) and improved supplier satisfaction by increasing the productivity and efficiency of its accounts payable processes.

## 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.

## About Cognizant

Cognizant (NASDAQ: CTSI) 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](http://www.cognizant.com).

## Start Today

For a detailed description of Cognizant's Business Process Outsourcing go to:

<http://cognizant.com/html/solutions/services/bpo/information-media-entertainment.asp>.



**Cognizant** | Business Process Outsourcing  
Passion for building stronger businesses

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