

Focused on the Technical and Analytic Challenges of Market Research Providers

Drinking Out Of The Fire House

Ever hear this expression? Our market research clients say it all the time to describe how they are overloaded with information.

Overwhelming increases in data from countless sources, the rapid migration to new digital mediums such as online, mobile, and social networks, and the upsurge of content in a variety of forms from Web and electronic to image and media files, are forcing market research firms worldwide to rethink their strategies for feeding the real-time mindset of today's audiences.

Our Information, Media & Entertainment practice understands your challenges and knows how to leverage the right business and technology drivers to transform your business and achieve a sustainable competitive advantage.

We help market research firms in four key areas:

- Transforming massive amounts of data into real insights to better serve your customers and to maintain and grow revenue streams.
- Leveraging data from emerging mediums to provide new sources of insights.
- Developing innovative products rapidly despite shrinking budgets.
- Increasing analytical capabilities while reducing costs and data delivery time.

Market Research Solutions

With expertise that spans the board room to the data center, we help market research firms achieve their business goals. Our deep domain consulting knowledge, information technology delivery leadership, and business process management capabilities extend across the market research value chain -- from panel management and data collection to data cleansing and analysis and reporting. Our solutions include:

- **Data Management** -- from Data Collection and Cleansing to Reporting Tools and Automation
- **Data Mining** -- including cross tabs, data pulls, Excel/PowerPoint
- **Analytics Support**
 - > Quantitative & Qualitative Research
 - > Forecasting
 - > Segmentation & Targeting
 - > Concept Testing
- **Dashboards and Delivery Tools**
- **Online Survey Programming**
- **Data Warehousing and Business Intelligence**

Business Benefits - Transforming While Performing

We are an excellent choice for CIOs who want rapid-response cost optimization without sacrificing future competitiveness. We understand that there's urgency to what CIOs have to accomplish. You must cut costs radically but not



lose sight of new IT capabilities for creating business advantage. Working with us to transform your organization delivers many business benefits, including:

- **Immediate cost savings** from offshoring basic analytics as well as other IT and BPO services.
- **New revenue streams** from leveraging new mediums and introducing new products to market faster.
- **Increased operational efficiencies and consistent data quality** from business process improvements.

Why Partner With Cognizant?

Our Information, Media & Entertainment (IME) practice offers clients a unique combination of technical and analytical expertise to enable your business to grow and prosper:

- **End-to-End Market Research Solutions:** Our comprehensive solutions span the entire market research value chain -- from panel management and data acquisition to reporting and analytics.
- **Recognized Expertise:** Our IME practice is powered by more than 3,000 domain consultants and technologists. Using proven statistical tools such as SPSS and SAS, and driven by the continuous innovation of our centers of excellence, we lead the industry in developing information, media and entertainment solutions that deliver proven results to our clients.

■ **Industry Leadership:** To meet the specialized needs of IME companies, we invest deeply in hiring market research specialists, including senior analysts, Ph.D. level statisticians, and data warehousing and business intelligence experts.

■ **Powerful Partnerships:** We've built thriving strategic alliances with leading data and analytic software companies such as Oracle, SAS, SPSS, Microsoft, Cognos and Microstrategy, to deliver innovative solutions to our clients.

■ **A Passionate Focus on Client Needs:** We work in partnership with our clients -- some of the largest market research organizations in the world -- to make their businesses stronger and more valuable. Our "client-first" culture of customer satisfaction results in more than 90% of annual revenue derived from existing, highly satisfied clients.

Case Study

A leading market research company was struggling to deliver compelling market insights to its clients in an affordable way. By creating the right mix of onshore and offshore resources, with senior front-end consultants residing onsite to understand the client's business requirements, this company cut costs by approximately 35% while increasing the level of client-ready insights.

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 a detailed description of Cognizant's market research services and solutions go to <http://cognizant.com/html/solutions/industries/mediaEnter/LandingPage.asp>.



Cognizant Information Media & Entertainment
Passion for building stronger businesses

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