

Focused on Your Industry and Your Needs

Controlling Costs Today While Investing in the Future

Sharp declines in newspaper print circulation and advertising sales, the rapid migration to the Internet, increases in infrastructure and raw material costs, and alarming revenue declines are forcing publishers worldwide to rethink their strategies and driving them into a cost-savings, survival mode.

Controlling costs is top of mind for many CFOs and CEOs in the newspaper publishing industry. We believe that newspaper publishers should cut costs in the short term. However, organizations that properly manage the current crisis and invest in transformation will benefit from new opportunities, efficiencies and market leading growth.

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

We help newspaper publishers in four key areas:

- Monetizing content and developing new online product offerings to generate new revenue streams.
- Migrating to a fully digital environment to achieve significant cost savings.
- Optimizing operational processes and systems such as supply chain, inventory management, subscription management, and loyalty management to bring efficiency and reduce costs.

- Transforming business processes and technical systems that provide up-selling capabilities to generate incremental revenue.

Newspaper Publishing Solutions

With expertise that spans the board room to the data center, we help newspaper publishers achieve their business goals. Our deep domain consulting knowledge, information technology delivery leadership, and business process management capabilities span the newspaper publishing value chain. Our solutions -- some of which act as a content source for many print and publishing companies -- include:

- Analytics of online user data
- Portals
- Advertising Management
- Circulation Management
- Subscription Management
- Rewards and Loyalty Programs
- Editorial Workflows
- Digital Asset Management
- Custom Publishing

Business Benefits

We are an excellent choice for C-level executives who want rapid-response cost optimization without sacrificing future competitiveness. We move you along parallel tracks -- rationalizing applications and the underlying infrastructure while making sure that digital content delivery models needed for competitiveness remain a development priority. Working with us to transform your organization delivers many business benefits, including:



- **Cost savings** from optimization to help fund transformation projects.
- **New revenue streams** from monetization of content and development of new product offerings.
- **Increased operational efficiencies** from business process improvements.

Why Partner With Cognizant?

Our IME practice offers clients a unique combination of critical success factors:

- **End-to-End Newspaper Publishing Solutions:** From assessment and consulting to implementation, our comprehensive solutions span the entire newspaper publishing value chain.
- **Recognized Expertise:** With more than 3,000 domain and technical experts, three CoEs including a dedicated Digital Media Lab, we lead the industry in developing information, media and entertainment solutions that deliver innovation and results for clients.
- **Industry Leadership:** To meet the specialized needs of each client, we invest deeply in newspaper publishing industry-specific capabilities -- continually adding experienced team members, new skill sets, and solution centers worldwide.

- **Powerful Partnerships:** Our thriving strategic alliances with leading digital asset and rights management technology solution providers -- including IBM, Microsoft, Oracle, Interwoven, Documentum, Vignette, Telestream, ClearStory Systems, Mark Logic, and SAP -- deliver innovative solutions for IME clients.
- **A Passionate Focus on Client Needs:** We work in partnership with our clients -- some of the largest publishers in the world -- to make their businesses stronger and more valuable. And our "client-first" culture of customer satisfaction results in more than 90% of annual revenue derived from existing, highly satisfied clients.

Case Study

At a leading newspaper and media company, Cognizant 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.

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 64,000 employees as of June 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.

Start Today

For a detailed description of Cognizant's newspaper publishing services and solutions go to <http://cognizant.com/html/solutions/industries/mediaEnter/Print&PublishingServices.asp>.



Cognizant | Information Media & Entertainment
Passion for building stronger businesses

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, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060
Email: inquiryindia@cognizant.com