



## Cognizant Oracle Retail FAQ

### Why Cognizant? What makes your firm a better choice?

We excel at customer service. Approximately 96% of our business is repeat business -- an extraordinary endorsement from customers -- many of them national retailers. It is understatement to say that customer satisfaction is high.

Our customers like working with us. Any major applications installation takes time and means your people spend time with the vendor's people. Cognizant Oracle Retail is staffed by technical experts who also know retail. That's a major difference. We are on the same wavelength.

Our consultants are mostly former senior retail executives. They are as good at their work as anyone in the field. Your business objectives are the goal. We make sure the technology delivers.

We are also a services firm that watches costs. We look to reduce IT spend by thinking more strategically. We recommend what you need -- no more, no less -- leveraging our powerful offshore resources to your advantage. And we are constantly seeking ways to make your processes more efficient, which can result in significant savings.

### How will I achieve greater value with Cognizant than I might expect with your competitors?

Cognizant is distinctly different than service providers with predominantly offshore operations. Our Two-In-A-Box onsite/offshore relationship model is a big advantage. We place a project manager at your site every day. He/she is connected directly to our powerful around-the-clock global delivery resources. Communication is constant. Hand-offs (which can lead to time delays and errors) are fewer. Delivery is smoother.

We also differ from the largest players in the field because we were born global. Our approach is more pragmatic and cost-efficient. First-class consulting is integrated with delivery rather than being a separate and expensive

function. Yet Cognizant is also among the most innovative of all service providers.

Our capabilities grew significantly in 2008 with the acquisition of Active Intelligence, one of the world's foremost experts in Oracle Retail implementation, support, and maintenance.

### What is your experience with Oracle Retail and how will it help our company?

We have more than 13 years of experience working with major retailers on Oracle Retail and its predecessor, Reteck. As an Oracle Retail partner, we meet weekly with Oracle Retail to ensure that our people are on the cutting edge of all new product releases and Oracle's future strategy. We also partner with Oracle to support their worldwide education initiatives.

Our recruitment also differentiates us. Most Cognizant Oracle Retail consultants are former retailers who have become technology specialists. They have an average of 12 years (and as much as 22 years) of retail experience. We believe hands-on field experience is invaluable to the solutions we recommend. Our people think like our customers.

### What is the size of your Retail division, and within that, your Oracle Retail practice? Am I dealing with a Tier One player?

Yes. The Retail vertical within Cognizant is the fastest-growing practice with more than 4,000 functional and technical consultants. The Oracle Retail practice has more than 100 functional and technical consultants who are fully versed in the Oracle Retail suite of solutions. Our people are among the most knowledgeable working in the field today with Oracle Retail.

### What is the range of your services?

We do it all. Cognizant Oracle Retail provides full end-to-end implementations for all Oracle Retail applications, including integration with legacy systems. Our services include:

- Support – We offer monitoring and support maintenance for all applications.
- SaaS – We provide either offsite or onsite SaaS for Oracle Retail Merchandising and Planning applications.
- Integration – We integrate the Oracle Retail suite with all major third-party packaged and legacy applications such as Oracle E-Business, Siebel, and Peoplesoft.
- Training – As a preferred Oracle Retail trainer, we offer our customers all forms of training, either for end users or train-the-trainer programs.
- Added Services – Domain Consulting, Vertical BPO, Application Development & Management, Transformational Outsourcing

## Where have you implemented these modules before? Do you understand how they tie to my legacy system?

We have implemented the full Oracle Retail suite for a wide variety of retailers, from grocery chains to home renovation companies and everything in between.

Successful implementation requires a deep understanding of how data moves most efficiently and how it relates most productively to business processes and a retailer's existing systems. Our consultants, with their strong retail backgrounds, understand these vital linkages and have the tools and methodologies to build outstanding applications.

## How can you assure me that your offshore advantages create no disadvantages I might later regret?

Dissatisfaction with offshore service providers is often due to lack of attention and poor communications. With Cognizant, those are simply not concerns.

Delivery is one of our great strengths. We are the fourth generation of our Two-In-A-Box relationship model. It is a tightly managed onshore/offshore connection that has been used effectively across a variety of industries. In fact, delivery excellence is a key reason Cognizant is one of the fastest-growing of the global service providers.

This is how we work: Once a contract is signed, Cognizant assigns an onsite relationship management team with a strong industry background to work at the client's place of business. A Client Partner works closely with a dedicated Delivery Manager to ensure that IT services are customized to the client's particular needs. The Delivery Manager assures delivery as promised. The Client Partner acts as the communications conduit, translating the client's IT requirements to Cognizant's offshore project manager. The connection is tight and continuous. Changes are made in real-time. Errors are minimized. Productivity is accelerated.

## How do you handle a retailer's unique requirements?

All retailers are unique. Yet all retailers adopting Oracle Retail want to re-define and streamline their business processes. We apply our many years of retailing experience with our intimate understanding of Oracle Retail to map out what you need.

You will not be oversold. Cognizant has built a reputation on fair dealing. To contain costs, we work toward minimal customization or modification of the application, while ensuring you have all the capabilities you need. If modifications are required, we work closely with your IT team to make sure there is full business continuity throughout.

## How is the day-to-day client experience better with Cognizant?

Client satisfaction with Cognizant is always consistently above average – usually well above. Our relationship model provides onsite management during all phases of implementation. And we are more flexible. Many service providers lock clients into rigid Statements of Work. We understand that business conditions change without warning. Cognizant accommodates reasonable change without penalty.

In short, we are easier to work with.

## Do you have the available talent to support this work?

Yes. At a time when many large consultants are stretching at the edges of their talent pools, Cognizant Oracle Retail has the breadth and depth in most countries to ensure your project is staffed by experts, in both retailing and Oracle Retail.

## Who will handle my requests? Will there be a single point of contact?

There will always be a project manager as your single point of contact. Whether your company is doing a full Oracle Retail implementation or ongoing support work, there will be an onsite account person at your site every day.

## Are you prepared to invest in me as a customer?

Yes. For all customers, Cognizant Oracle Retail invests in recruiting the right talent for the job. We hire locally whenever possible. We make sure our people speak your language. We help you contain costs by avoiding the constant traveling of high-priced consultants throughout the engagement.

For larger engagements, Cognizant will develop a center of excellence, making the engagement a model of the finest talent, best practices, and technologies available, brought together in dedicated Cognizant-operated facilities.

## How will I cut my costs, both during and after the engagement?

Cognizant Oracle Retail never stops seeking ways to cut or contain your costs. This is not true with all consultants. It is most definitely true with us.

In addition to our investment in the right people, sourced locally if possible, we bring tools and methodologies that accelerate completion of your work -- including Rapid Implementer, our proprietary Oracle Retail methodology.

As development proceeds, we methodically transfer engagement knowledge incrementally to our offshore people, so that if you choose to engage Cognizant's offshore consultants after the implementation, you'll be able to fully leverage their tremendous cost advantage over onshore consultants.

We are frequently able, during our work, to recommend efficiencies through downsizing inefficient operations or

culling inefficient applications and processes that can save hundreds of thousands of dollars and, occasionally, millions.

## How will Cognizant support change management and/or any organizational changes needed to support new processes?

The No.1 reason for lack of ROI on Oracle Retail implementations is a failure to use the system. Change management is a vital part of extracting full value from this remarkable suite of applications.

With Cognizant Oracle Retail, you have the services of a first-rate change management team, trained and certified to guide your people with best practices. We will also put your senior people in touch with CIOs from other firms who have had success and less-than-successful experiences managing change.