

Why It Pays to Work With a Specialist

Restaurants are complicated. Costs rise and fall every day (particularly food and labor). Systems depend on people who come and go. Information is splintered. That's why new technologies that can drive business efficiency are gold – when they work -- and why it pays to work with a specialist. In outsourcing there are very few restaurant domain specialists. Cognizant is one of the few.

The day we walk through your door, you'll notice the difference. We know the business. We speak your language. We are equipped with the knowledge and solutions to solve your problems.

A Powerful Practice:

- 1,800+ consultants in Travel & Hospitality
- Three of the top five global restaurant chains as clients
- Ten years developing the full restaurant IT value chain
- Total integrated solutions
- Experts in Oracle, SAP, and leading POS/PMS software

Top-Tier Experience

Since 1995, Cognizant has quietly grown into one of the most respected global service providers, with annual sales exceeding \$3 billion. We're a U.S.-based, publicly-traded company. Our approach takes full advantage of the technical know-how, deep restaurant domain expertise, and operational discipline of global services delivered from 50-plus centers spanning Asia, Europe, North America & South America.

Less Risk, Better Outcomes

Cognizant is the only IT+BPO consulting company with a dedicated sub-vertical devoted to the food service industry. That means we think in your space every day, and we build solutions exclusively for food service.

We work constantly to mitigate risk. Using our proprietary client engagement model called Two-in-a-Box™ (TiB), we deploy expert delivery managers into your organization to help drive IT strategy and ensure alignment with business objectives. Risk is reduced. Outcomes are improved. Our people become a comfortable extension of your team.

Cost-Reduction At Every Opportunity

"Cost creep" is endemic in food service. Cognizant will help you significantly bring down your costs – then control them – through food and labor cost tracking, managing price changes and promotions, and integrating financial systems with business intelligence.

Solutions Accelerated

Acceleration to market is always our goal. Working closely with you, we'll develop proofs of concept to demonstrate quick return on investment, speed of implementation, and business impact. Cognizant teams develop re-usable frameworks and components. And we're continually evaluating new technologies from leading vendors while building long-term alliances with industry leaders.

With Cognizant you can:

- Increase sales
- Enhance customer experience
- Streamline processes
- Improve operational efficiency
- Improve employ productivity

Financial Intelligence

Data flow is a big opportunity in the restaurant world, in particular the rich data that flows from point of sale. We are experts in linking POS to financial systems and helping you analyze your data to better drive your business.

IT-BPO Total Efficiency

There are huge gains to be made through BPO efficiency engineering in food service. We redesign process to transform a restaurant business through immediate savings followed by long-term growth. Plus, we are highly adept at automating the underlying IT systems. Few providers can combine IT and BPO synergies as productively as Cognizant.

Smooth, Protected Transitions

Business continuity is a top priority in any service business. The detailed Cognizant transition method ensures a seamless experience for your customers. Our well-defined knowledge management process protects your knowledge base.

Reinvestment in Your Business

We'll help you position for your future by co-investing in new solutions. Much of Cognizant's R&D takes place in our Centers of Excellence. With some clients, we are opening new revenue channels such as online ordering, and finding new ways to tap into mobile devices and payment technologies. With Cognizant, opportunity is ongoing.

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 approximately 78,400 employees as of December 31, 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.

We'll do whatever it takes to make your business stronger and more cost effective.

Services Snapshot

- **Enterprise Portals**
 - > E-Commerce Portals
 - > Online Ordering
 - > Brand Portals
 - > Enterprise Information Portals
- **Point of Sale**
 - > POS Maintenance & Release Mgmt.
 - > POS Web Enabling
 - > Electronic Gift Cards
 - > POS Technical Helpdesk
 - > PCI Compliance
- **Work Force Management**
 - > Custom Built WFM solution
 - > WFM Product Implementation
 - > Payroll & Benefits
- **Inventory Management**
 - > Custom-built IM solution
 - > IM Product Implementation
 - > Warehouse Management
- **Production Planning**
 - > Kitchen Display System
 - > E-Forecasting
- **Food Cost Management**
 - > Menu management
 - > Recipe Management
 - > Actual vs. theoretical reports
- **Financial Management**
 - > P & L Reporting
 - > Accounting
 - > F&A BPO
- **Other Enterprise Services**
 - > Data warehousing & Business Intelligence
 - > Enterprise Applications Integration
 - > Testing Services



Cognizant | Retail
Passion for building stronger businesses

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