PREPARE YOUR BUSINESS FOR THE SUBSCRIPTION ECONOMY

With Turnkey Solutions for Subscription-Based Businesses

Cognizant
S3P
Subscription Enablement Platform

INTRODUCING YOUR NEW CUSTOMER

Customers have unique tastes, diverse needs and distinct preferences. Together, they represent significant purchasing power. They demand and

Cognizant S3P is the only cloud-based, end-to-end, off-the-shelf solution that manages all aspects of a subscription-based business.

expect availability and accessibility to products and services from anywhere – at any time – on their terms.

Welcome to the Subscription Economy. Where companies generate recurring revenue by improving the customer experience – giving customers what they want, when they want it, and how they want it delivered.

Moving to a subscription-based model impacts every aspect of operations across the organization – from business processes and business rules to billing and payments.

To make this transition successful, businesses need to improve the customer experience and get to market faster. And do it all without missing a beat.

Introducing Cognizant S3P – the only cloud-based, end-to-end, off-the-shelf solution that manages all aspects of a subscription-based business.

With S3P, companies can maintain or improve competitive advantage – and deliver a unique customer experience by meeting a wide range of demands.

Speed time to market with wide functional coverage to quickly set up subscription services.

COGNIZANT'S S3P SOLUTION

Limit business disruption

Transitioning to a subscription-based model impacts every aspect of the business ecosystem. That's why the S3P platform includes pre-configured modules that seamlessly integrate with CRM, ERP and other IT systems.

Deploy and manage current revenue-based business models for incremental revenue growth with the S3P end-to-

Figure 1: S3P Platform

end, integrated revenue managment solution. The S3P solution provides end-to-end functional coverage of Order to Cash flow, eases the integration with IT systems to provide end-to-end coverage of all IT processes related to O2C and subscription and enables the ability to provide the services needed to bring it all together.

With easy-to-use, plug-and-play APIs, companies can implement complex business rules and manage revenue without the need for technical knowledge. With S3P, companies can leverage existing IT systems to reduce total cost of ownership and greatly speed time-to-market — while limiting disruption and delivering a seamless experience to customers.

Meet Unique Vertical Needs

With S3P's pre-configured modules, companies can deliver on the diverse and unique needs of customers—across vertical markets.

Pricing Strategies

Roll out new pricing strategies—from trials, free months and rollover to promotions and discounts—quickly and seamlessly to identify the right mix for each audience and vertical market.

Recurring Revenue Drivers

With S3P, companies optimize revenue drivers like recurring and auto-billing options, invoices and statements, payments and credits, and dunning. Offering customers this level of customized flexibility encourages repeat and upgrade purchases, which in turn builds customer loyalty and business profits.

Bundling

Take advantage of the bundling flexibility of S3P to offer unique subscription opportunities to multiple plans. Give customers a unique mix of products and services that best meet their needs to encourage initial purchases—and to turn first-time customers into life-long customers.

Customer Portal

The S3P Customer Portal enables self-registration, account maintenance and shopping cart functionality. So businesses can easily manage accounts—and customers can easily manage their subscriptions.

Intelligence Through Analytics

Optimize your subscription-based offerings with customer-centric reporting and market intelligence. Customer needs are always shifting, and with S3P analytics, businesses stay ahead of the curve to deliver customers what they want, when they want it.
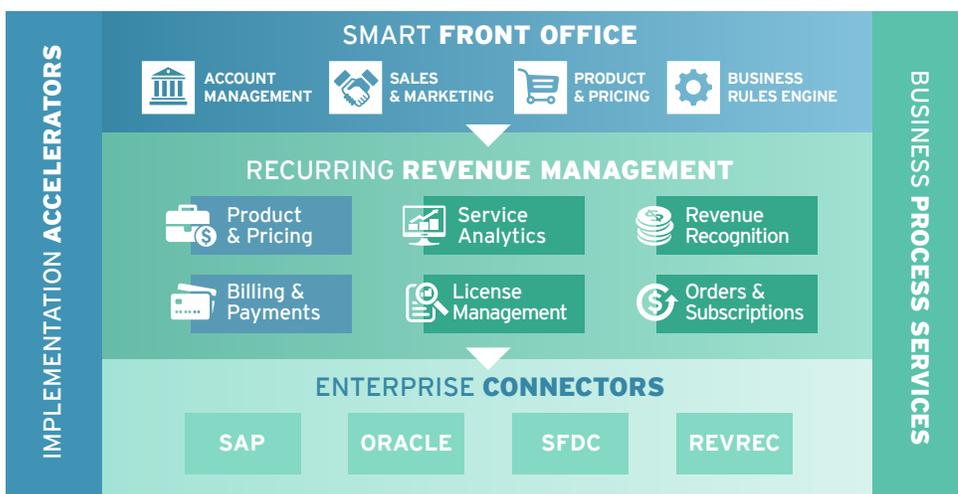
cognizant.com/S3P

S3P SOLVES KEY OPERATIONAL REQUIREMENTS OF A SUBSCRIPTION-BASED BUSINESS

We offer integrated systems that create a comprehensive, revenue-impacting subscription-based model. These components of the platform offer faster implementation, while still allowing for the customization necessary to work smoothly within your business and support the transformation.

Subscriber Acquisition

Subscribers have unique demands, tastes and needs. With S3P, companies can offer flexible plans and pricing to give their customers what they want, when they want it—across channels.

Usage Tracking

When customers buy products and services, businesses must be able to record that activity—and bill accordingly. And that means tracking the accumulation of usage and any overage calculations, while taking into consideration tier-based pricing. S3P automates this process—and integrates seamlessly with in-house systems.

Billing & Payment

With flexible pricing, different usage models (recurring vs. one-time usage) and deferred billing, companies use S3P to synchronize these activities with Enterprise Resource Planning, to ensure accurate and timely billing and payment for services.

Analytics & Notifications

Optimizing subscription offerings is the key to increasing margins and driving more sales. As a result, businesses need timely access to purchase data and awareness of shifting buying behavior. With S3P, companies get 100+ pre-built reports, standard ad-hoc reports, and 150+ notifications.
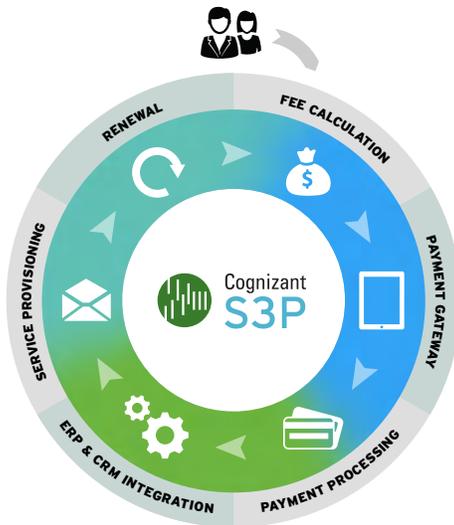

Figure 2: S3P Services

Service Activation

With S3P, companies can synchronize account information with third-party systems, automate provisioning and implement complex business rules. All fundamental requirements to delivering a consistent, seamless and smooth customer experience.

S3P IS DESIGNED FOR EVERY CUSTOMER AND BUSINESS INTERSECTION

Figure 3: S3P Subscription Cycle

Cognizant's S3P platform enables quick testing of new packages and pricing. The subscription life cycle begins when the customer subscribes to the S3P software.

S3P first calculates the applicable subscription fees and charges, including tax if necessary. The results are intergrated with the S3P payment gateway, in order to facilitate payment processing. At each billing cycle, S3P captures the customer's usage data, calculates the final amount and collects payment.

S3P is designed to fully integrate and synchronize with Enterprise Resource Planning and Customer Relationship Management systems, enabling real-time oversight at each stage of business operations.

The S3P platform automatically notifies the client system about provisioning and delivery, ensuring efficient coordination between human resource and IT deparments.

Lastly, S3P facilitates renewal at the end of the subscription cycle.

FOR MORE INFORMATION....

To learn more about Cognizant's S3P Solution, visit us at:

cognizant.com/S3P

Phone: +1 888.937.3277
Email: S3Psales@cognizant.com

ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

World Headquarters

500 Frank W. Burr Boulevard
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