

# MAXIMIZE REDUCTION IN “RUN” SPEND TO FUEL “CHANGE” INNOVATION

UNDERPINNED BY OUR ‘ZERO’ MAINTENANCE APPROACH

The art of successfully realizing the dual mandate of driving cost optimization while creating a self-funded transformation model, ensuring the promise of true digital

**Cognizant**<sup>®</sup>

850+

Diversified  
AVM Customers

42000+

AVM  
Associates

3,500+

Across Vertical  
Projects

31

Countries with  
Global Delivery Centers

Cognizant's application value management services provides an industrialized, holistic & integrated approach to address today's IT requirements and establishes itself as a springboard for a truly digital organization.

## Our Approach



Fit for  
Use



Fit for  
Purpose



Fit for  
Future

Eliminate

all that is possible

Automate

which can't be eliminated

Synergize

residual work silos

Industrialize

after synergizing

Transform

for business value

*Cognizant Application Value Management*

Reduce  
non-discretionary spend

Optimize  
discretionary spend

Maximize  
business relevance

JOURNEY TO 'ZERO' MAINTENANCE

Today's enterprises are undergoing a radical change, as IT evolves to be a value-centric, purpose-built portfolio that's nimble, future-proof and ready for digital. Our strategy addresses this and further enables your organization to optimize cost, improve predictability, deliver business outcomes and ensure a successful end user experience in the following ways:



### Eliminate Application Debt

Debts incurred in your application can increase maintenance spend, thus making it imperative to have a structured methodology to arrest them at the root. **Cognizant's debt management framework** helps identify and eliminate your application debts, increase resiliency and improve time to value.



### Automate What Can't Be Eliminated

Reducing effort through AI-driven robotic automation coupled with predictive analytics and cognitive abilities ensures cost optimization and accelerates time to value. **Cognizant HiveCenter's** open architecture automation solution helps optimize your maintenance spend, increase service predictability and avoid vendor lock-in.



### Industrialize Through Standardization

Industrialization of application management best practices paves way for a lean application ecosystem and better maintainability. Cognizant AVMplus® accelerates the journey towards managed services & business outcomes and enables industrialization of services delivery through creation of reference services framework for every engagement.



### Synergize Work Silos

To address the rest of the residual debts, one needs to proactively analyze the gaps created in your IT organization due to silos across application, infrastructure and business process services—and then maximize synergies between them. Cognizant Integrated Smart Operations addresses this very aspect, thereby simplifying the ecosystem at large.



### Transform for Business Value

Navigate the shift to the true 'Digital' through the following:

**APR led cloud migration** » efficient adoption to cloud solutions

**BVM framework** » Move the IT needle towards business outcomes

**Digital readiness framework** » Make your organizations' ready for digital transformation

## Snapshot of recent successes

#### Debt Management

**50%** TCO reduction

over 3 years through debt analysis and management for a **major financial institution**

#### HiveCenter Automation

**60%** FTE Savings,  
**50%** Reduction in avg. handle time

resulting in significant reduction in claims processing time for a **large financial services client**

#### Business Value Mgmt

**50%** Reduction of policy issuance time

through our business value management framework for a **leading insurance major**

#### Portfolio Rationalization

**50%** reduction in application estate size

through portfolio analysis and rationalization for a **life sciences major**

# Cognizant<sup>®</sup>

## About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.