Reimagining content value to deliver personalized experiences and drive growth.
In an age of high customer expectations for a relevant experience, content reigns supreme. Your ability to serve that content to the right person at the right time in the right channel will enable you to most effectively monetize your assets.

Tackling this problem requires a new approach across every phase of the content lifecycle.

Today, every company is a media company - producing, enabling, or aggregating information that customers want, in order to deliver a personalized experience that can be monetized.

An ever-expanding digital life is creating higher customer expectations for relevant experiences when, where, and how they want it. Businesses old and new are struggling to scale their business models and processes at the rate required to accommodate the explosion of content demand driven by the want-it-now generation.

- Content commoditization devalues the content you have, while sub-par monetization puts a strain on your business goals.
- Insufficient automation leads to higher cost of content.
- Disparate platforms and data sources add to the complexity of operations and content management.
- Lack of vendor integration and interoperability creates inefficiencies and lack of production visibility. This slows time to market, reducing the ability to meet fast-changing customer needs.
- Failure to cost-effectively meet regulatory compliance obligations in an era of user-generated content can create a negative customer experience.
TURN TRANSFORMATIONAL PROMISES INTO BUSINESS REALITY

Cognizant can help transition your content business from a manually-driven, fragmented, and potentially doomed model to a digital first, agile, scalable, insightful and efficient technology-driven ecosystem.

We combine deep insight into your market, extensive experience with integrating technologies, and the ability to implement transformative solutions to deliver tangible business advantage.

MAXIMIZE CONTENT VALUE

The Cognizant Contentize™ Solution helps you generate maximum value from your content in the digital age – from ideation to monetization.

Our teams work across consulting, technology, and operations to help you:

• Reimagine business models
• Align operations
• Deliver technology to transform the content value chain
• Make content smarter
• Meet local compliance frameworks

Our proprietary content enrichment innovation and technology partnerships, coupled with extensive experience working with content creators and enablers, make us your content partner of choice.

IMPROVE COMPETITIVE POSITION

Cognizant aligns content models to a new way of doing business. With Contentize, we can help you build a personalized approach to deliver a next-generation content experience that drives growth. By optimizing the complete content value chain you’ll be better positioned to compete in the market.

OPERATE AT THE SPEED OF CUSTOMERS

To deliver a relevant experience, you need to ensure your operational model can perform at the speed of your customer needs. It requires improving how people, processes and systems work together to accelerate time to market and reduce time to revenue.

Our team starts by analyzing your business processes, then standardize and consolidate methods to substantially optimize cycle times and productivity. The result is improved economies of scale and cost savings.

RETHINK THE CONTENT VALUE CHAIN

Gaining the most value from your content investments requires a digital-first workflow driven by a modern, simplified technology infrastructure that allows you to rethink the complete content value chain.

By applying intelligent automation to content production, synthesizing disparate vendor systems, and delivering a cohesive solution from a broad set of content ecosystem partners, Cognizant helps deliver tangible business advantage.
ENRICH YOUR CONTENT

Content can come from many sources - within a company, generated by users, or aggregated and reused from 3rd party sources. For most organizations, trying to aggregate content, assess its value, and find ways to monetize it is ineffective if not impossible.

With our investment in big data-driven content enrichment technology, we can help you build a smart content ecosystem that brings in automation, natural-language processing and machine learning to enhance content and make it discoverable. Combined with advanced analytics, we can help you not only improve the value of the content, but also optimize production processes that allow you to imagine and create a richer experience.

FULFILL REGULATORY REQUIREMENTS

In a world of user-generated content, ensuring content complies with local laws is one of the big challenges facing social platforms and content curators today. Cognizant can help by applying technology innovation mixed with augmented human intelligence to flag or remove potentially troublesome material. This allows platform owners to provide a positive customer experience that enhances brand reputation while meeting legal guidelines.

DELIVERING RESULTS

Cognizant brings deep domain expertise working with global leaders in publishing, information services, education, and social media platforms, with thousands of associates around the globe involved in content engagements.

We use in-house platforms for ingestion, enhancement and delivery, and partner with a broad ecosystem of industry leaders to drive smart content that leads to enhanced customer experience and outcomes.

To ensure timely and successful deployment we utilize a comprehensive end-to-end approach, which encompasses people, process, and technology capabilities for transforming the content value chain to deliver exceptional customer experience and capture more revenue.
COGNIZANT CONTENTIZE IN ACTION

Client challenge
A global information services provider faced increased pressure to improve outcomes and productivity.

It was also having to deal with information complexity and rapidly changing regulations, an accelerating pace of technology change, and inefficient manual processes.

Our solution
Our team introduced an acquisition strategy based on the extraction of relevant content from about 900 regulatory sources. We built a data lake which stores the extracted content and automated metadata extraction.

Finally, we provided content segregation based on parameters such as location, jurisdiction, language, and category.

Business outcome
• Content is now extracted from around 900 websites daily, up from 160 websites weekly
• The company now has automated metadata tagging with an efficient search platform
• The solution reduced costs substantially, improved productivity by 40% and automated manual processes resulting in faster time to market from two days to one hour

QUICK TAKE

BUSINESS ADVANTAGES IN BRIEF

Cognizant Contentize enables you deliver personalized experiences and drive growth by helping you:

• Improve competitive position
• Operate at the speed of customers
• Transform the content value chain
• Enrich your content
• Fulfill regulatory requirements
LET’S GET STARTED

Cognizant Contentize can take your content business on the digital transformation journey to deliver business advantages. To find out how we can get you closer to your customers and improve competitive position, visit us at https://www.cognizant.com/information-media-entertainment or email Contentize@Cognizant.com.

ABOUT COGNIZANT

Cognizant (NASDAQ-100: CTSH) 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 205 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 or follow us @Cognizant.