



Cognizant Digital Operations

# Cognizant<sup>®</sup> Digital Order Management

Powering new levels of order management  
performance with digital

**Cognizant<sup>®</sup>**

Manufacturers and distributors are striving for “the perfect order”: on-time delivery, a complete, damage-free shipment and correct documentation. Delivering the perfect order requires eliminating order errors and correctly estimating the time to delivery. Balancing returns with the investments necessary to achieve those perfect order capabilities was a complicated calculation. Until now.

Cognizant Digital Order Management leverages the latest innovations in smart analytics, intelligent process automation and machine learning to provide a complete solution for the ordering and fulfillment process. Incorporating leading industry platforms like Pegasystems, OmPrompt, Appian, etc., Cognizant’s solution reduces the cost and improves the end-to-end efficiency of order management while delivering customer-centered designs and processes. With Cognizant Digital Order Management, your organization will:

- Reduce the cost of operations.
- Improve customer satisfaction.
- Increase the speed to execute transactions.
- Achieve a perfect order index through more automation.
- Gain greater visibility into the end-to-end process.
- Enhance compliance.
- Create a digital workforce.

### State-of-the-art order management

Cognizant Digital Order Management is designed to deliver great customer experiences, unlock greater value from existing systems and empower customer-facing employees. We deliver a single, simplified user interface that integrates data from multiple disparate systems and tracks the order from entry to delivery. Throughout the process,

the system provides instant data visualization of an order’s status, its geographic location, its expected time of delivery and its delivery verification. Technology-agnostic, our solution sits atop any client enterprise resource planning software and works as a systems-of-engagement layer, harnessing your existing IT investments.

Specific solution assets include:

- A **smart intake** form that extracts data from multiple types of order formats and converts it to a standard format.
- A **zero-touch** order processing solution that combines machine learning and natural language processing and generation to automate repetitive tasks. Humans perform judgment tasks and process exceptions.
- **Composite order fulfillment** that integrates with supplier systems and provides insights into lead times, delays and available-to-promise dates.
- **Integrated order delivery** that works seamlessly in the background with logistics providers to provide updates on delivery dates and proactive alerts in case of delays.
- **Proactive order monitoring** that incorporates a command center to provide updates on order inquiries and status.

## Our unique methodology

Cognizant's Digital First approach to order management transformation builds customer-centric solutions that align with your organization's business objectives. Our Digital First components include:

- **Process reimagining.** Upfront service redesign to achieve transaction process efficiency in cost, accuracy and business impact.
- **Human-centric design.** Our architecture delivers exceptional experiences to customers and employees with such features as zero-touch order via portal, order inquiry via chatbots and customer service using conversational artificial intelligence (AI).
- **Agile operating model.** We offer flexible engagement models to meet your specific requirements and deploy them quickly for fast results.
- **Intelligent automation.** Cognizant has a ready-to-implement portfolio of machine learning, AI and robotic automation solutions, such as zero-touch ordering and cognitive supply chain monitoring.
- **Smart analytics.** Our AI-based reporting infused with analytics helps organize and correlate data sets and provides real-time visibility into order fulfillment and delivery performance.
- **New age metrics.** We hold our performance standards to new metrics, such as post-automation order cycle time, cost savings, bot efficiency and idle capacity utilization.
- **Digital-ready workforce.** We help empower functional knowledge workers through certification programs across automation, analytics and design.
- **Shared culture.** We co-create a collaborative environment with your organization for shared mutual benefits.

## In the real world

Our clients are seeing substantial results from our digital order management solution, as the following cases illustrate.

- For a leading telecommunications and media company, our solution reduced its order cancellation rate, which led to a **\$20.2 million incremental revenue increase**. The company gained an **additional \$11.6 million** in incremental revenue from increasing the rate of rescheduled installations. Reducing the order touch rate led to **\$5.2 million in savings**.
- **Revenues increased \$200 million** for a global food and beverage company after we implemented our digital order management solution to support its front-end omnichannel ordering system and created end-to-end visibility across the order fulfillment process. By integrating the front end with customer databases, advanced analytics for more sophisticated customer segmentation and an automated marketing campaign system, we helped the company **increase cases per order by nearly 33%, increase revenue per order by approximately 32%, increase SKUs per order by more than 31% and increase new item placement by more than 46%**.

## What sets us apart

At Cognizant, we bring our extensive manufacturing and logistics experience to our digital order management solution. That expertise led us to build the following features into our solution:

- **Multichannel approach.** We centrally monitor and maintain inventory, sales, orders, customer data and product information from across all sales channels for comprehensive visibility.
- **Real-time shipment tracking.** We enable your organization to inform customers about every step in their shipment process.
- **End-to-end visibility.** Centralizing order information into a single location for better transparency helps keep the sales team informed about orders regardless of the original sales channel.
- **Global visibility of all inventory.** Inventory and order processing go hand in hand to ensure that there are no glitches in order processing, while real-time information improves stock requirement estimates.

## Let's get started

Reduce costs, improve on-time and in-full delivery of orders with reduced cycle times and deliver perfect order experiences to your customers with Cognizant Digital Order Management. For more information, please visit [www.cognizant.com/cognizant-digital-operations](http://www.cognizant.com/cognizant-digital-operations).

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### 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 193 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](https://twitter.com/Cognizant).



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