Insight to Code
Rapidly Addressing Seismic Imperatives

**HUMAN SCIENCE + ENGINEERING SCIENCE = IMMEDIATE RESULTS**

If you’re struggling to engineer software solutions quickly enough to meet game-changing business needs, you’re in good company. The history of software development is littered with spectacular failures, particularly when initiatives focused on addressing disruptions that threaten an enterprise’s very existence.

Cognizant’s Insight to Code is designed to change that paradigm by helping your enterprise unify its business and digital strategies, at scale. By replacing various traditional software development processes with leading-edge techniques that incorporate social science insights, our offering takes agile development to the next level and significantly accelerates speed to market - while simultaneously reducing development risks- in order to meet your evolving business needs at the pace your customers demand.

Insight to Code combines Cognizant’s premier high-performance software engineering capabilities with proven human science methodology by ReD Associates, an exclusive Cognizant partner. It starts with investigating end user needs by applying a human science framework and then utilizes modern high-performance software engineering techniques to create scalable, production-ready code within weeks.

Rapidly and continuously respond to existential market disruptions, at scale, by leveraging a singular combination of leaders in the human and engineering sciences.
What We Offer You

PATHWAY TO SUCCESS

Insight to Code replaces the cumbersome, time-consuming, often-inaccurate requirements and design phases of traditional software development with detailed observations of how people actually use digital products and services. Then, using leading-edge lean and agile development methodologies, we turn the resulting human insight data directly into production-ready code to power your business in as little as eight weeks.

With agile development already driving Silicon Valley-style innovation at many firms, Insight to Code takes agile to the next level by grounding software development in social insights, which is the world of your end user. Our singular offering not only accelerates speed to market, but also significantly improves outcomes by reducing a wide variety of development-related risks.

Enterprises turn to our unique, next-generation offering when they face one, or more, of the following existential imperatives:

• Need to solve significant ($1B+) challenges.
• Are confronting fundamental competitive threats.
• Need to undertake a critical digital transformation.
• Want to unify their business strategy with their digital strategy.

IN THE REAL WORLD

To illustrate how Insight to Code addresses unique business challenges, here are two examples of projects actively underway at global companies.

Commercial Banking: Conduct a digital transformation of commercial banking interactions by uncovering customer priorities and deploying solutions quickly in order to address mounting customer frustrations that are threatening the business with considerable loss of market share.

Healthcare: Fundamentally change the avenues for educating patients regarding prescription medications and adherence requirements in order to capture significant pharmaceutical industry market share while simultaneously eliminating legacy processes and costs.

Telecommunication: Develop compelling new services that meet customers’ human, and not just technology needs, such as helping families; set joint Internet usage rules, easily connect their smart devices and troubleshoot connectivity issues.
Exclusive Methodology

TURNING INSIGHTS INTO PRODUCTION-READY CODE

Cognizant’s unique and proven methodology can be summarized as three components, with sophisticated social science processes and software engineering methodologies supporting each, to provide next-generation agile development that help your business stay ahead of the curve.

**RED HUMAN SCIENCES METHODOLOGY**

A framework for investigating the social underpinnings of existential business imperatives.

- **Phenomena-base Framing** - Reframing business challenges into social or human questions related to the most fundamental underlying business assumptions.

- **Five Lenses Analysis** - Investigating phenomena through five different lenses: Client, Industry, People/Processes, Marginal Practices and Technology. This analysis exposes asymmetries, within which lie the opportunities that become part of your action plan.

- **Clear Action Plan** - A detailed roadmap, tying each recommendation back to our findings, which serves as a basis for creating your production-ready code.

**COGNIZANT HIGH-PERFORMANCE SOFTWARE ENGINEERING**

Advanced, leading-edge and proprietary capabilities for translating human science insights directly into production-ready code.

- **Lean-based Product Thinking** - A methodology that emphasizes less of everything - less resources, less work-in-progress, less time and less cost - to achieve the desired outcome.

- **Integrated Engineering** - The practice of bringing together business design and software engineering to integrate otherwise separate journeys.

- **Agile Development** - The process of developing software that takes a collaborative, iterative approach. It includes continuous planning, continuous engineering, continuous testing and continuous iteration to build production software solutions rapidly and cost-effectively.

- **Extreme Programming** - A specific agile framework for producing higher-quality software that emphasizes simplicity and the creation of a minimally viable product (MVP).

- **Pair Programming** - An agile technique where two programmers work together, with one writing code and the other reviewing the code as it’s typed in.

**RAPID SCALING**

After creating production-ready code in as little as eight weeks, a continuous iterative process occurs based on a combination of ongoing human science findings, QA testing outcomes and business feedback. This enables rapidly taking your desired solution to scale.
The Cognizant Advantage

UNPARALLELED EXPERTISE FOR RAPID REWARDS

Unique for its maturity and holistic approach for meeting continuously changing market conditions, Insight to Code combines premier human and engineering science expertise to provide you with exceptional results.

Superior Thick Data
Leveraging over a decade of anthropologically driven human science research, our offering includes the context of facts, as well as the facts themselves, known as “thick data.”

Superior Context
Going beyond studying the behavior of single individuals, we research the ecologies, places and people related to an individual. This enables applying sophisticated social science techniques to uncover what’s most important to the future of your business.

Superior Engineering
Applying our proven high-performance software engineering expertise to infuse agility, reduce TCO and boost efficiency via the latest computing methodologies, we supply a fast iterative process based on lean and agile techniques as well as our own proprietary capabilities.

Accelerated Speed to Market
By using advanced, proven human sciences research methods to extend our exceptional high-performance software engineering capabilities, Insight to Code creates and validates software solutions quickly. We deliver a minimally viable product (MVP) and quickly iterate it to scale your solution. Then, we help you continuously evolve your solution to ensure you’re always on pace with shifting customer demands.

LET’S GET STARTED

No matter what market imperatives your business faces, leveraging next-generation agile development that goes beyond existing Silicon Valley-style innovation can help you successfully unify your business strategy and digital strategy - and then continuously evolve it - at the velocity your customers expect today.

Utilizing Cognizant's depth and breadth of high-performance software engineering expertise, in combination with ReD Associates premier human sciences methodologies, enables you to address the tough challenges facing your enterprise by moving directly and rapidly from insights to production-ready code at scale.

For more information putting our advanced, singular Insight to Code offering to work for you, please visit: Cognizant Digital Engineering
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.