



Cognizant Digital Operations: Technology

# Transform operations to improve digital product experiences

**Cognizant**<sup>®</sup>

## Technology trailblazers and digital disruptors are under pressure to develop, test, market and support new products at breakneck speed while maintaining cost-effective operations.

To succeed in this unique and complex landscape, companies must bring together industry and domain experts with deep knowledge of product offerings and geospecific operating environments to accelerate new product innovation and speed to market. Companies must drive adoption and growth, using automation, artificial intelligence (AI) and machine learning to optimize customer, product and support experiences. Business process transformation is also essential for simplifying operating models, scaling partner ecosystems and advancing supply chains for greater agility with the lowest total cost of ownership.

Cognizant can help. As a preferred partner of the world's leading technology companies, we understand your unique and complex needs. Offering solutions across the product life cycle, we have the global scale to handle complex needs. Our holistic approach provides everything required to enhance operations, experiences and revenue streams.

Learn why four of the top five internet companies work with us and why Everest named Cognizant a Leader in Business Process Services Delivery Automation.

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### How we work

#### Consulting

We help you reimagine operations to solve issues in complex performance, customer experience and cost. Using a digital first approach to transformation, we bring together digital platforms, intelligent process automation, AI and other digital capabilities to improve operational speed, efficiency and agility.

#### Implementation

We bring your digital plans to life by transforming your processes, technology and workforce to minimize friction and reduce risk throughout your enterprise. Combining industry expertise with domain knowledge, we ease the pain of implementing digital operations.

#### Managed services

We simplify how you work and reduce your total cost of ownership through the combination of people, processes and technology delivered as a service. Implementing outcome-based commercial models, we share the risk and reward of achieving your goals.



Technology companies are improving efficiency by 50% with business process transformation.

## The technology segments we serve

### High tech

Apply business process transformation to optimize the product life cycle, stay ahead of demand and improve efficiency to reduce cost and drive profitable growth.

### Platforms

Optimize business processes to improve efficiency and agility, accelerate innovation and simplify partner ecosystems to drive growth and customer success.

### Software

Implement digital operations to improve efficiency, agility and adaptability, and to accelerate product development and speed to market for improved financial performance.

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## Our offerings and platforms

### Cognizant® Digital Marketing Operations

Improve campaign effectiveness to maximize value and return on investment. Utilize data-driven insights to advance and develop your products and services, resulting in increased customer satisfaction, usage and business growth.

### Location-Based Services

Deploying data to make journeys more intelligent, we utilize automation to create more responsive interfaces, generating additional revenue for customers. This transforms simple navigation to content-rich tools that bolster the customer experience.

### AI/ML Operations

Train artificial intelligence/machine learning (AI/ML) algorithms to improve customer experience in the area of conversational AI, increase efficiency in automating multimedia content for social platforms, improve contextual understanding for self-driving cars and build engaging augmented reality/virtual reality experiences.

### Cognizant® Digital Finance and Accounting

Transform finance and accounting into a value generator for your organization. Apply next-generation capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights.

### Cognizant® Digital Customer Service

Achieve new revenue-generating opportunities for your organization with next-generation customer service. We enable you to deliver proactive, predictive interactions across all your customers' preferred channels to deliver more efficient, effective and enriched experiences.



Four of the top five internet companies and seven of the top 10 software companies rely on Cognizant solutions.

## In the real world



A digital advertising agency wanted to improve the click-through rate of ad extensions created for its customers. We worked to **improve the manual process of navigating each customer's website by adding high-value ad extensions** that precisely identified the right value propositions. This resulted in a 50% gain in efficiency, 10% increase in click-through rates and 85% accuracy in our deep-learning algorithm.



A leading maps platform needed to **improve efficiency and lower costs related to point-of-interest updates**. To meet the client's objectives, we developed a business process outsourcing solution. The client was able to realize a 35% productivity improvement, 50% error rate reduction and 15% improvement in AI/ML output.



A major carmaker was seeking better returns on and visibility into the results of its digital ad campaigns. Leveraging our understanding of platform variables and analytics, we collaborated with the company to **improve campaign effectiveness while reducing costs**. This resulted in a 70% lower cost per acquisition in three weeks and a 40% increase in ad investment.

## What sets us apart

### Industry experience

Four of the top five internet companies and seven of the top 10 software companies trust and rely on us to solve complex business, operations and technology issues.

### Digital talent

Over 22,000 technology operations specialists help clients develop, implement and manage improved operating models and optimize customer experiences across North America, Europe and APAC.

### Global delivery centers

Clients benefit from over 100 delivery centers located across the world, strategically positioned to provide cost-effective and integrated near-shore, offshore and onshore managed services, innovation labs and centers of excellence.

### Digital ecosystem

Our business is uniquely organized across digital business, digital operations, and digital systems and technology to provide clients everything they need to tackle enterprise-wide digital transformation and gain an edge over their competitors' niche capabilities.

### Alliances

We maintain over 248 partnerships with industry-leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry innovation and breakthrough digital technology advancements.

### Subscription services

Managed services are backed by outcome-oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing, similar to today's leading consumer subscription services.



## Cognizant—a recognized leader

**FORRESTER**<sup>®</sup> Leader in Digital Process Automation Service  
Q3 2018 Vendor Assessment

Everest Group<sup>®</sup>  
**PEAK**  
M A T R I X<sup>™</sup> Leader in Business Process Services Delivery  
Automation 2018 Vendor Assessment

**FORRESTER**<sup>®</sup> Leader in Robotic Process Automation Services  
Q4 2019 Vendor Assessment

## By the numbers

# 4 of the top 5

internet companies rely on  
Cognizant solutions

# 5 of the top 10

information services providers  
rely on Cognizant solutions

# 7 of the top 10

software companies rely on  
Cognizant solutions

# Ranked 193

on the Fortune 500

# 100+

global delivery centers

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## Connect with us



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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](#).

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