Cognizant | Microsoft

Two Pillars of Technology Join Forces to Energize Enterprise IT

In today's rapidly changing business environment, customers expect more than ever before. They want easy and instant access, whenever, wherever, and they want businesses to personalize their interactions by remembering their preferences and anticipating their needs.

To stay relevant with their customers and meet their changing expectations, organizations must reconfigure their business models while also addressing competitive pressure. This is a multifaceted proposition; a customer-first approach simply can't be implemented by a business operating on outdated systems. The first step, therefore, is to transform a business digitally, utilizing agile, cloud-based technologies, artificial intelligence, and advanced analytics. Only then is an organization equipped to create the experience its customers expect, and do so at the rapid pace of digital.

Many organizations struggle to modernize systems, applications, and business processes without disrupting day-to-day operations. By leveraging the experience and capabilities of two industry leaders, the journey of a seamless digital transformation and a customer-first mindset becomes a reality.

Two Technology Pillars Join Forces to Redefine Enterprise IT

Cognizant, a worldwide technology consultant, enables fast, successful digital transformation and cloud adoption while ensuring industry compliance and minimal disruption to daily operations. Our digital-first approach drives relentless innovation that serves to both modernize our customers' organizations and strengthen their offerings.

While best known for their operating systems, databases, and productivity suites, Microsoft is a world leader in enterprise IT. Microsoft Azure is their intelligent cloud platform that helps organizations become more agile, responsive, and competitive. The platform's flexibility allows for adoption regardless of a business' current infrastructure, and its rapid pace of innovation keep customers ahead of the curve.

Cognizant has enjoyed a strong relationship with Microsoft as a premier partner since 2000. With tens of thousands of Microsoft-focused practitioners, we are one of the top global systems integrators within the Microsoft partner ecosystem, leveraging the industry and technology experience we've gained from thousands of engagements to build and deploy comprehensive, Microsoft-based solutions. Our knowledge base sets us apart as a top-tier system integrator in this space.

Together, we can help you go from thinking about digital to being digital.

A Customer-First Approach Unifies Three Focus Areas

The guiding principle in this partnership is our customer-first approach. We lead by assessing what end-state is best suited for each specific organization, what higher joint value proposition Cognizant and Microsoft can drive for the customer by working together, and how our value proposition can help the customer achieve their business objectives or address their pain points. We combine this methodology with three focus areas, designed to modernize organizations and prepare them for the future.

• Modern Workplace

Our blueprint for the Modern Workplace leverages Cognizant's Code Halos framework and builds persona-based scenarios on mobile productivity, IoT, social, and various other infrastructure aspects. The Modern Workplace offerings includes social consulting, deployment, and adoption for enterprises, with Microsoft Office 365, unified communications, end-user computing, deployment migration, and upgrades.

• Data and Insights

Cognizant's and Microsoft's market-leading Data and Insights partnership focuses on helping customers optimize and manage their organization efficiently, while transforming the way they run their business. We're achieving this focus with innovative technology offerings and consulting services. Cognizant's BigDecisions platform provides out-of-the-box apps as well as capabilities to build custom apps. The Decision Science-as-a-Service initiative aims to build a talent base of top data scientists who can leverage the power of Microsoft's Azure ML to deliver next-generation analytics. Cognizant has also created a large talent pool trained on and certified for Microsoft's latest AI and Data & Analytics technologies to form actionable insights from data streams.

• Hybrid Cloud

Our Hybrid Cloud Transformation combines various service offerings from Cognizant that organizations can match to their current infrastructure. Transformation consulting services advise customers on strategically envisioning, planning, and architecting cloud solutions, while change management ensures smooth execution. Cloud-enabled data center simplification, application platform optimization, and business innovation provide a modern and flexible infrastructure, prepackaged apps, migration services, big data analytics, and more. Cognizant also offers managed services including operations, support, billing, and change management, allowing organizations to focus on business rather than maintenance.

A Turnkey Solution for Today's Digital World

With two trusted technology partners and a solution backed by industry luminaries, this partnership provides organizations with best-in-class tools from knowledgeable and experienced players. With a demonstrated track record for elevating organizations' business and technology capabilities while helping to meet end customers' high expectations, Cognizant and Microsoft have built a turnkey solution for today's digital market landscape and tomorrow's evolutions. For more information, please email microsoftalliance@cognizant.com

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ABOUT COGNIZANT

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professionalservices 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.

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