Reimagine your business with digital innovation

By bringing together digital strategy, deep industry knowledge, human sciences, experience design and technology expertise we help you design, build and run digital business solutions.

Every organisation in each industry is building towards digital transformation. Being more digital requires us to apply an even more customer-centric approach. We must study, analyse and harness the power of humanity in order to discover the moments most primed for the injection of digital technologies to create exceptional digital and customer experiences. We believe that future winners in the digital economy will be those that can deliver on one key insight: put technology in the background and focus on customers first. Putting customers first does not diminish technology's importance: rather, a deep customer understanding should help guide the choice of which (digital) technologies to incorporate in your business going into the future.

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Emerging technologies like Artificial Intelligence (AI) and Data Analytics, Internet of Things (IoT), Cloud, Digital Engineering, but also technologies such as RPA, 5G, Blockchain, Robotics, AR/VR, Machine learning, Automation and so on are disrupting complete industries and thus organisations must be agile and build new momentum that respects the new reality of their industry. The key message is that for businesses to stay relevant they need to explore the future and apply emerging digital technologies with an even stronger customer-centric approach.

In our Digital Studio, one of the largest digital innovation and delivery centres (2,500m2) in the Benelux, we partner with startups, universities and clients, and help you digitally transform your company. We ideate, prototype, and our multidisciplinary team of specialists will rapidly implement and deliver at scale.

Cognizant Digital Studio is located at The Kauwgomballenfabriek, a former factory for gumballs, in Amsterdam. It offers the perfect setting to stimulate innovation and develop human-centred solutions. In this inspiring industrial environment, our clients and partners work together with strategists, designers, technologists, data scientists and human science experts of Cognizant and its digital ecosystem to build the new digital economy.

"Being digital"

Tomorrow's winning companies are the ones that successfully transformed into ' being digital' today. 'Being digital' forces you to rethink the interface between humans and technology. It places the human at the centre of transactional and interactional design.

Being more digital requires us to apply a human-centric approach. We must study, analyse and harness the power of humanity to discover the moments most primed for the injection of digital technologies. We need to translate these insights into value-creation opportunities and help organisations capture that value.

Especially during these times, no one can predict the future. Organisations have to actively explore various possible futures to anticipate what disruptions are coming. While it is self-evident that strategic planning entails preparation for anticipated futures, it also requires companies to be ready for unexpected changes. What this preparation looks like is not always clear. We need to translate foresight into visions and scenarios that drive business and technology investments whilst harnessing the power of speed and scale.

Digital transformation

Every day, consumer needs are shifting more towards new digital media and interactive experiences. With rapidly-evolving technologies, diversified consumer preferences and oftentimes competing channels, many organisations struggle with how to transform.

Cognizant further enhances and extends your digital business capabilities, and helps you manage innovation and build solutions by using AI, IoT, Digital Engineering, Cloud and Digital Experience. As one of the leading builders of the digital economy, we integrate analytics, intelligent products, design capability, cloud services, mobility, advisory services and deep industry domain expertise.

"We have entered the digital industrial revolution. Where business models are being reimagined through the lens of human experience, to (re)create the industry leaders of tomorrow."

Accelerator at work

We embrace a living methodology that enables us to ideate, prototype and move ideas to an enterprise-scale within weeks. Rapidly moving ideas to viability also allows us to take advantage of market momentum and accelerate our learning curve.

Companies are being created and destroyed at a greater rate than ever before. Survival requires creative disruption and speed. Organisations often feel helpless when the journey from developing working concepts to bringing those concepts to market takes years. Leaders of tomorrow must redesign the rules and set the pace for competition. They need partners that can execute with speed and scale, something we have done for many of our clients.
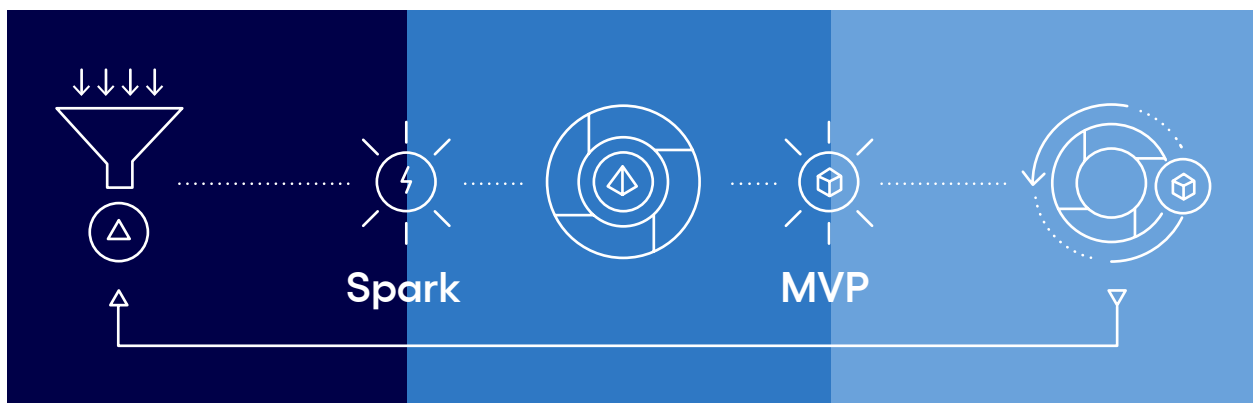
Discover	**Ideate and prototype**	**Pilot and scale**
Think big	Start small | learn fast	Scale quickly
Gather inputs from multiple sources Identify opportunities Synthesize and prioritize	Design | Prototype Validate | Iterate Minimum Viable Prouduct defined	Set up people, processes and technology at scale

Digital accelerator methodology

Today, a convergence of new technologies - Artificial Intelligence, Robotics, 3D printing, Virtual/Augmented Reality, Blockchain, Internet of Things, etc. — and shifting demographics, expectations and regulations are creating a context for a new age of business.

In our Digital Studio, we bring together digital strategy, deep industry knowledge, human sciences, experience design and technology expertise to help you design, build and run digital business solutions. We provide managed digital innovation at an enterprise-scale through our Accelerator Methodology, which includes services dedicated to insight, strategy, ideation, making and scaling. In the Digital Studio, pilot programs move to enterprise-scale.

To begin the Digital Transformation process, Cognizant offers a proven Accelerator Methodology, which allows you to move rapidly from a great idea to an inspired solution. The Cognizant Digital Accelerator Methodology consists of three phases: Discover, Ideate & Prototype and Pilot & Scale.

Discover phase

To come up with the kind of disruptive ideas that make a difference to consumers, you must cast a wide net: watch every trend, technology and competitor you can on an ongoing, always-on basis.

Working with Cognizant's interdisciplinary consultants and global ecosystem of partners — including established and start-up technology providers, incubators, venture capitalists, academic institutions and governmental agencies — your technology experts, business leaders and innovation teams will become an idea engine for your digital future. They will become capable of inventing, tracking and evaluating more ideas than ever before.

People, tools and technologies help turn understanding into human-science-based insight:

- Monitoring trends and innovations, mapping the future, analysing data, researching user behaviours
- Identifying essential areas in which experience or process transformation could have a major impact
- Discovering, curating, triaging and acting on new ideas for digital process, product and experience change — all aligned to your digital business strategy

Ideate & prototype phase

Interdisciplinary teams of strategists, designers, technologists, data scientists and human sciences experts work side-by-side with you to reimagine your business. At the Digital Studio, the team explores every conceivable angle from which to utilize new technologies. The Digital Studio, is a digital innovation space for spark and ideation sessions, crafting digital strategies and collecting human insights.

Cognizant believes in failing fast. This method controls the inherent risk in digital innovation by minimizing development time. We can help manage a pipeline of digital ideas, build a plethora of digital prototypes, and assess the success of each. We invent new and improved models, abandon good ideas in favour of better ones, and land rapidly on a minimum viable product to launch. Our global network of Collaboratory spaces (New York, Amsterdam, Melbourne and London) bring together client teams and partners with Cognizant teams to:

- Be inspired by the latest technologies
- Invent new human-centric experiences
- Build digital and physical prototypes

Pilot & scale phase

Together with our multidisciplinary team, we explore 'the art of the possible' with new digital technologies. We create superior customer experiences. At our Digital Studio, you can focus on digital at scale and end-to-end digital enterprise implementations.

The Digital Studio serves as the factory in which digital solution concepts are brought to life as prototypes and refined for at-scale implementation. It's where Artificial Intelligence, Internet of Things, Advanced Analytics, Virtual/Augmented Reality, Blockchain and other technologies spring into action.

This proven methodology for Managed Innovation enables you to move rapidly from idea to prototype and scale-up.

About Cognizant Digital Strategy

We help clients build digital businesses and innovate products that create new value – by using sensing, insights, software and experience to deliver on what customers demand in the digital age. Through IoT, we connect the digital and physical worlds to make smart, efficient and safe products, operations and enterprises. Leveraging data, analytics and AI, we drive intelligent decisions and anticipate where markets and customers are going next. Then we use those insights, combining design and software, to deliver the experiences that consumers expect of their brands. Learn more about how we're engineering the modern enterprise at **cognizant.com/digitalstrategy.**

Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at **www.cognizant.com** or **@cognizant**.

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