



Bluebolt™

Cognizant's innovation movement



Bluebolt is how we do innovation

We've expanded our decade-long focus on innovation to introduce new methods, processes and ways to collaborate with clients to develop innovations at scale and speed.

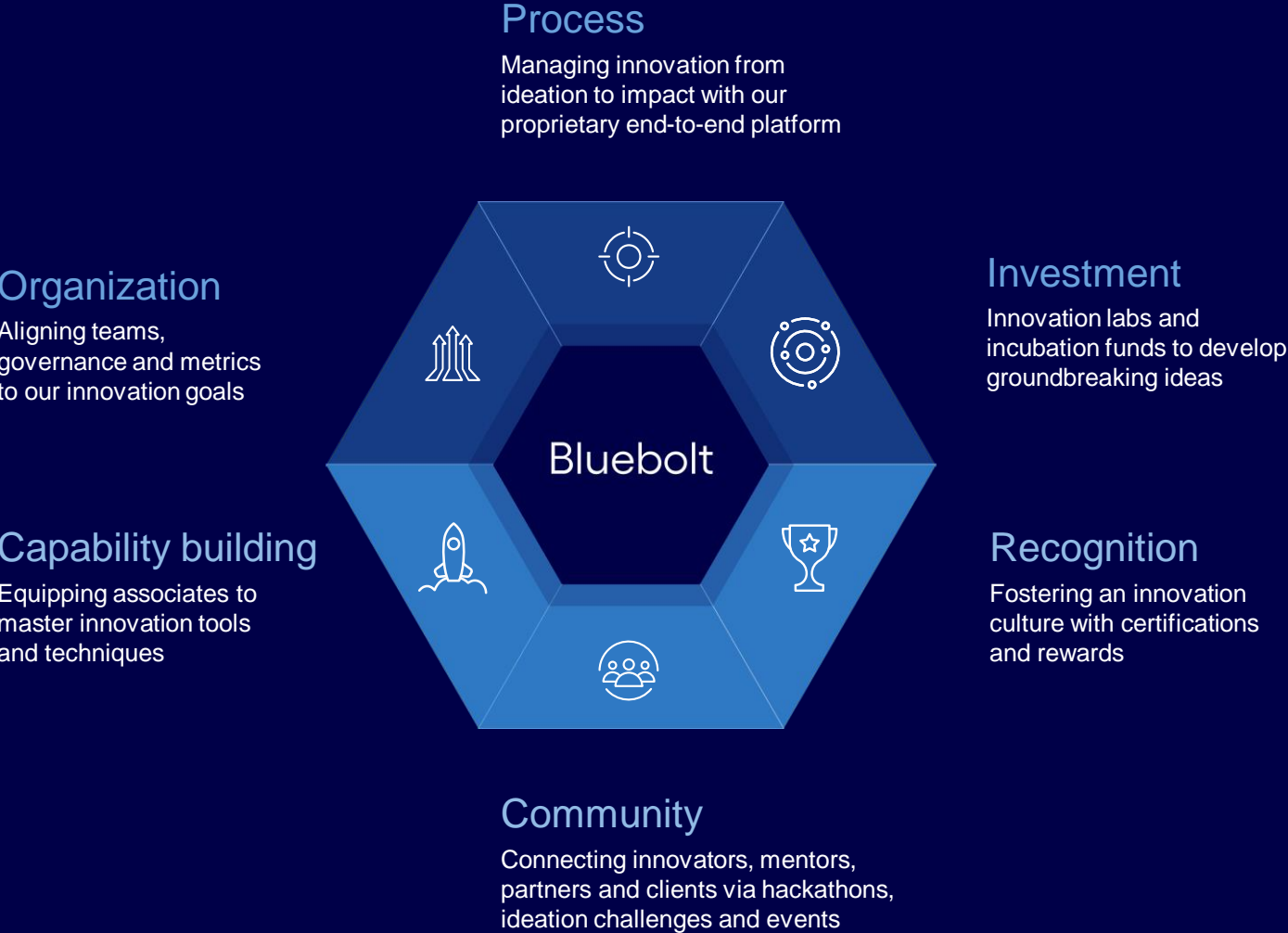


At Cognizant, innovation is a mindset

A lens through which we see the potential of all modern businesses to improve everyday life. Innovation can be incremental, or game changing. And it's not something that only a few people in our company do. It comes from all of us, everywhere.



Bluebolt is a rigorous program with big ambitions



2024 Bluebolt goals

200,000
Client-impacting innovative ideas to be generated

40,000
Associates to be trained in design thinking

We innovate with and for clients in a wide variety of ways

Improve project results

We continuously find new ways to both improve service quality, efficiency and effectiveness

"small i" innovation

Capitalize on new opportunities

We leverage our global delivery program to identify ways to apply new innovations to expand upon what you've asked us to do

Create entirely new solutions

We address systemic challenges in an industry, developing new ideas that anticipate changing customer behaviors and explore practical uses for new technologies

"Big I" innovation

Bluebolt is already happening

Within client projects



Supply chain client

Fake mail orders were resulting in significant wasted effort

Our Bluebolt

A batch application with a custom algorithm automates the process of identifying and restricting downstream processing of fake orders

The impact

Eliminated 100% of manual effort by business and reduced customer care/depot managers by ~25 hours a month

Adjacent to client projects



Automotive client

New markets were not responding to old brick and mortar auto sales approaches

Our Bluebolt

A 360-degree view of the customer brings together anonymous leads from websites along with personalized demographics and psychographics to hyper-personalize the experience and communication

The impact

Increased ratio of sales lead conversions

Beyond client projects



Semiconductor client

Auto consumers are expecting more from in-vehicle experiences

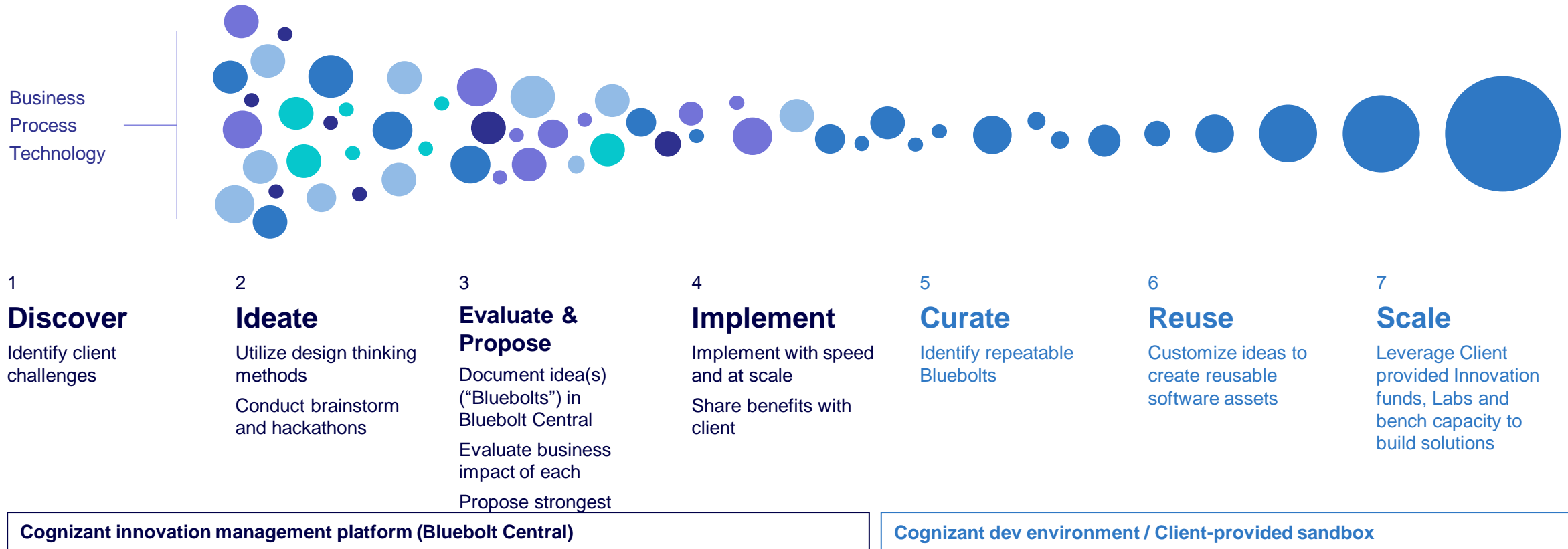
Our Bluebolt

Technology can create safer, always-on experience drivers expect. Digital Chassis Car-to-Cloud services deliver rich, immersive, personalized in-vehicle experiences and better on-demand services.

The impact

Connection to cloud nearly 100% of the time

Our process drives improvements and innovation in a systemic, repeatable and structured manner



We use proven design thinking training, tools and principles to help you innovate



Discover

Methods for interrogating the current situation to find Bluebolt opportunities

- Reversal of assumptions
- Identifying absurdities
- Unarticulated needs
- Strategy canvas
- Customer empathy
- Understanding historical context
- Persona mapping
- Customer journey mapping
- State/re-state
- IFF (Important Frequency and Frustration)
- BCG matrix



Ideate

Tools for illustrating and building on discoveries

- Going to extremes
- Amplifying weak signals
- Finding the intersections
- ERRC grid (Blue Ocean Strategy)
- Plus 3, minus 3
- Searching for the "and"
- SCAMPER
- Six thinking hats
- TRIZ
- Brainwriting
- Mindmapping



Evaluate

Tests that provide a quick pulse on the strength of what we've ideated

- Crowd rating
- Depth rating
- Quadrant mapping



Propose

Methods for presenting Bluebolts that include the output of our evaluation

- Business model canvas
- Buyer utility
- ROI



Thank you