



**Igniting ideas.  
Accelerating delivery.  
Unlocking potential.**

Your partner for continuous,  
connected change

February 2023

**What is happening in the ANZ region right now and what are the opportunities?**

# Challenges

## Competition

Start-ups are transcending geography to eat away at market share following relaxation of protectionist policies

## IT Investment

IT investment has failed to produce growth/value returns, creating a huge innovation gap

## Data

Information silos/lack of data visibility limit growth

## Sustainability

Customer experience and sustainability/ESG ambitions lack cohesive strategies

## Work Location

Pandemic has created employee desire for hybrid working/work from anywhere

## Recruitment

Shortage of home-grown digital talent

# Opportunities

## Agility

Customers want start-up style agility to move faster/pivot harder than rivals

## Funding

Organisations moving to 3-month IT funding cycles based on incremental metrics

## Tech Resources

Desire to integrate dispersed resources reflected by 75% of tech/services spending on as-a-service/outcome-centric models

## Connected Data

Demand to connect data silos/apply predictive analytics for better visibility/decision making

## Customer Experience

Realise rich omnichannel customer experiences and ESG/sustainability ambitions

## Local Talent

Greater need of access to the best analytical and digital engineering talent in Australia and New Zealand

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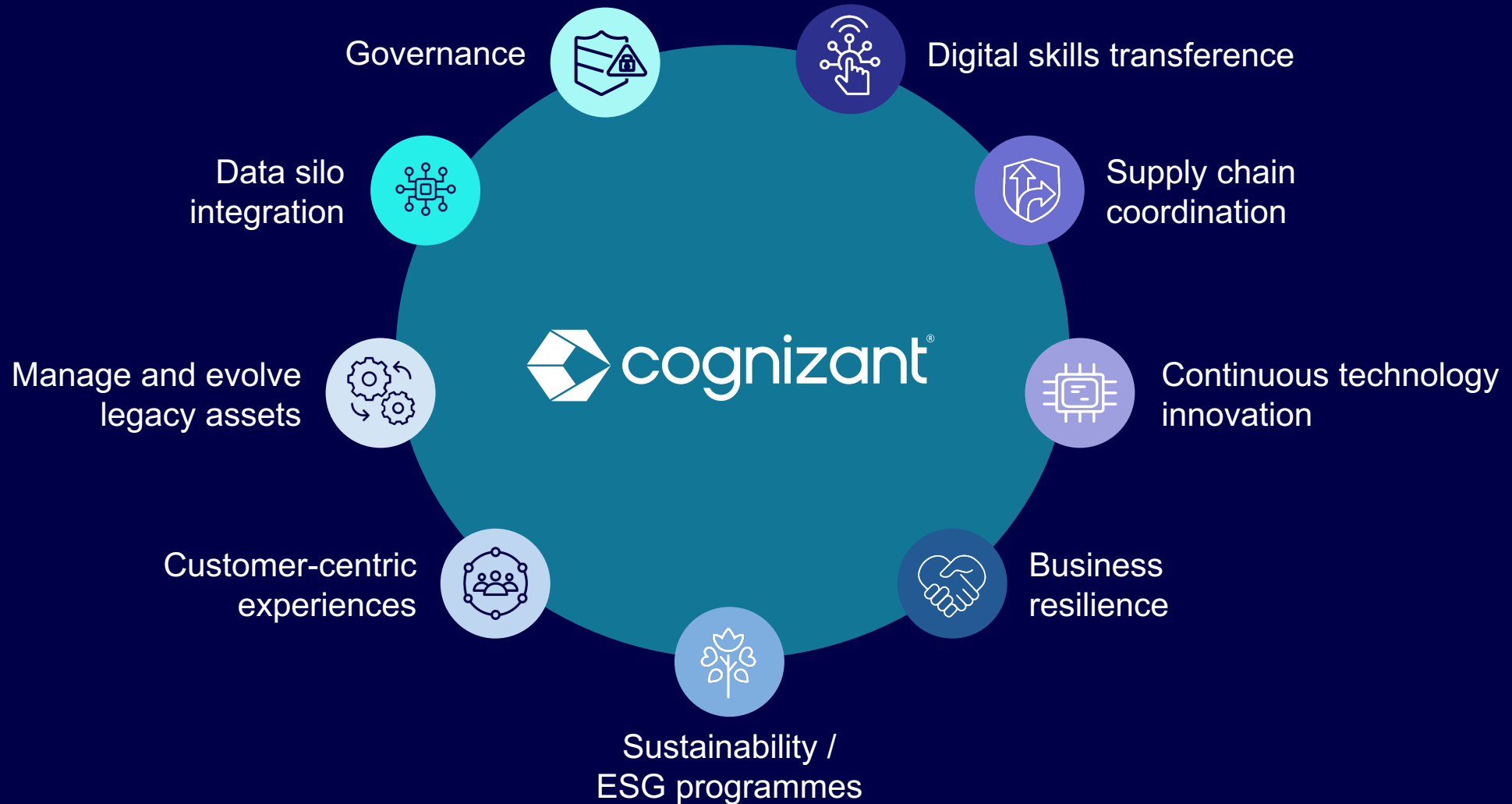
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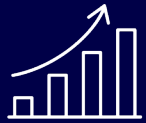
# Your Continuous, Connected Change enabler for:



# We enable enterprises to modernise and transform at speed and scale through:

- The largest in-country senior level strategic business advisory and consulting resources
- Our industry/vertical market strength complemented by prodigious domain-level expertise
- Our in-depth product know-how matched by a comprehensive global network of digital partners
- Tried and tested methodologies for delivering positive digital outcomes for complex challenges

# What benefits do we deliver for clients?



**Greater productivity and simplicity for:**

- Enhanced operational efficiency
- Improved customer engagement
- Flexible standardisation
- Focus at every level



**Data-driven intelligence for:**

- Improved control and insight
- Making fast, accurate decisions
- Predicting outcomes with certainty
- Early insight into challenges or opportunities



**Accelerated growth, pragmatic transformation and faster time to value:**

- Rapidly driving revenue and new market penetration
- Ensuring resilience and future-readiness
- Turning innovation into reality at speed and at scale
- Instigating new use cases
- Driving meaningful business outcomes, raising investor and customer value

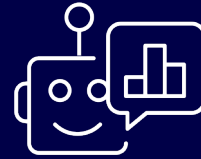


# Cognizant is different from others because of our ...



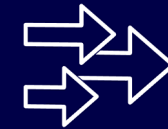
## Human Insight

- We know your business and challenges better
- We understand your needs and goals
- We develop complete, focused and strategic relationships



## Accessible Genius

- We know what needs to be done and what is coming
- Rollouts rooted in real needs
- Pragmatic, phased roadmaps
- Plans for now and the future



## Superhuman speed

- Global best practice expertise
- A reputation for execution
- Technology linked to business outcomes
- Faster time to value and proven success

# Summary

As your partner for continuous, connected change we enable you to:

- Unify and extend your systems architecture to new levels of capability
- Inject digital start-up style resilience and agility to face the future with confidence
- Draw on our industry and domain-level strength to drive business transformation for consistently successful outcomes
- Leverage our acquired network of expert global resources to integrate new ideas and unleash untapped growth and value from IT at speed through data-driven change

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