

Case Study: Technology

Data Access at the Speed of Digital

Cognizant helped a global business information company provide fast, easy access to one of its core applications.

When it comes to business information, the speed, efficacy and accuracy of that information can make or break a customer relationship.

For a leading business information company, getting new customers onboarded and providing access to vital business information became critical to the value it could deliver. It needed to upgrade and modernize a key part of its new customer onboarding process, which was the gateway to its product offerings. The reasons were twofold. First, the process had become cumbersome and slow – and was certainly not customer-friendly. Second, the company was shifting its go-to-market strategy to an as-a-service business model, and the existing process couldn't scale to meet the needs of new cloud first partners.

For years, the company has employed a powerful but time-consuming onboarding approach that features “matching” a customer's data with a unique identifier, that would enable access to the company's comprehensive source of commercial data. But setting up the “match” process for a new partner could take weeks, and overall time to market (TTM) could be

At a glance

A global business information company needed to upgrade a key application in its customer onboarding process.

Outcomes

Our cloud-based solution improves speed and quality, enabling the company to focus on sales rather than customer setup and integration.

- Accelerates new customer integration
- Improves scalability, supporting large spikes in demand
- Reduces infrastructure provisioning from 12 weeks to 4 hours
- Lowers total cost of ownership by 40 percent
- Enables partnerships with any cloud service provider, removing a key hurdle with prospects

even longer. The company needed to make the process more efficient, shortening the onboarding and customer integration cycle so it could begin delivering value right away.

At the same time, it was looking to boost sales through new partnerships, and it needed the match process to run on any cloud-based platform. This unique approach would allow the company to integrate seamlessly with any partner, while not being tied in to a specific cloud provider. This required greenfield development of all capabilities without leveraging off-the-shelf tools – a significant challenge, given the aggressive timelines for this initiative.

We developed a solution to meet both objectives. We redesigned the match application architecture to increase match rate and quality, and shorten the match processing time. Also, our cloud-based solution helped deliver several powerful efficiencies including on-demand scalability and a significant reduction in the total cost of ownership (TCO).

Now, the match process remains a powerful differentiator for the company, but it is no longer a bottleneck in customer onboarding. Sales teams are able to delight new customers and partners with the speed of onboarding, the flexibility to scale as needed, and the ability to utilize the company's unique "match" capabilities on-demand. The solution is less costly to own and operate, and the company will be able to use those savings to fund new investments and drive growth.

A Long-Term Partnership

We were chosen for this engagement because we have a long-term relationship with the company and a deep understanding of its technology and business operations. We recommended an agile delivery method, to speed time to market (TTM) and provide maximum visibility for all stakeholders.

The year-long engagement moved along parallel paths so that we could accomplish two primary objectives at

the same time: rearchitect and modernize the match application at the heart of the business process, and migrate to a cloud environment.

Rearchitecting involved modularizing the match application into micro components. This makes it faster and easier to roll out changes and add new match points. The match process is also more accurate, and this assures a deeper relationship with the customer.

Savings and Flexibility Through Cloud

The shift to cloud enables infrastructure scalability and flexibility at a lower TCO. Previously, the match data was hosted on the company's data center in Ireland. When a new customer was onboarded, infrastructure provisioning took as long as 12 weeks, and after integrating the customer's processes, the time to market (TTM) could take months.

In designing the cloud solution, we built infrastructure as code. Now, we no longer needed licensed database products, and we cut infrastructure provisioning time to less than four hours. The cloud solution is also configured to scale automatically, on-demand – no physical hardware is required. Eliminating both software and hardware reduced infrastructure costs significantly.

The solution is also cloud "agnostic" – it can run on any cloud-based platform. That means it can be integrated with any of its customer's cloud platforms, and sales partners can offer it to any of their customers.

In this way, the "match on cloud" solution isn't just a technical and operational advancement, but a strategic lever of growth.

For more information, please visit www.cognizant.com/communications-media-technology.

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