



## Teaming for the Greater Good

A multinational technology company enhances its video engineering unit to deliver greater productivity, allowing the company to invest in developing new product concepts for next-generation offerings.

A global technology company needed a trusted partner to handle engineering and technical support for its video service customers in Europe. The company wanted to focus on applying investment and resources into new opportunities while continuing to deliver high-quality service to its existing customer base.

As a strategic partner, Cognizant has been working with the company for more than a decade providing application development, testing and maintenance for a number of company applications, and already provide custom engineering support for its video unit.

For this engagement, to accelerate higher productivity Cognizant established an operations center and engineering lab, as well as an off-shore delivery center. The customer transferred about 200 employees with deep video engineering expertise to Cognizant to ensure continuity of quality and service.

### AT A GLANCE

A leading technology company needed a trusted partner to take operational responsibility for its video engineering business unit. We managed the transition on time and on budget, transferring about 200 company personnel to our new operating unit while establishing a new engineering lab and an off-shore delivery center.

#### Outcomes:

The engagement continues but has already delivered operational and financial benefits including:

- Projected fiscal year 2018 savings of \$3 million.
- Successfully transferred 98% of company employees to new unit.
- Reduced defects to zero.

These actions have freed the company to focus on its portfolio and next-generation solutions as we took on the complex task of managing the business unit and serving customers. The company has received immediate and ongoing savings, and it gains a fully dedicated partner that can help the company scale its video business and support its roll out new products and solutions in the European market.

In establishing the new video business unit, we had to meet several business challenges that go beyond operational and technical proficiency.

First, we had to ensure the seamless transition of about 200 employees to our organization. That meant quickly and efficiently navigating complex labor laws in European countries. It also meant effectively recruiting and onboarding a team with the right skills and career goals. While we focused on the complexities of staffing new people in three different countries, we were equally concerned about the well-being of our new employees.

Second, during this transition we had to maintain service continuity, ensuring all contractual commitments were met. We focused on customer service, leveraging our deep knowledge of the company's products and services, and our strong and long-term working relationship.

At the same time, we began preparing for the future, ensuring that we support and contribute to the client's long-term business strategy. To do this, we began developing proof of concepts for next-generation service offerings.

As a result, we successfully transferred 98 percent of the client's personnel to our organization. All of those individuals have roles aligned with Cognizant's career architecture.

All services were delivered on time, with no service disruptions, and the company met its revenue goals.

We also developed and implemented process automations for performance monitoring and testing, to improve performance going forward. All of this work will generate savings for the client. In the first year of operation, our efforts saved the company more than \$600,000. In fiscal year 2018, the company will save almost \$3 million.

We now have a high-performing business unit that is both cost-effective and forward-looking.

For more information: <https://www.cognizant.com/communications-media-technology>.

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## ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services 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 195 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](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).



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