FROM DOING DIGITAL TO BEING DIGITAL

www.cognizant.com
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Dear Business relation,

On behalf of Cognizant, I would like to present to you our Italian brochure. It gives an overview of who we are, what we stand for and what business value we can offer your company through our quality services, deep industry knowledge and dedicated people all around the globe.

**The dual mandate, one big challenge.** How do you optimise business performance today yet create business possibilities tomorrow? Cognizant will help you find the answer. Cognizant can help you to deliver greater efficiency and productivity, and at the same time introduce the new technologies that will reimagine your business.

**Digital strategy.** Cognizant partners with clients to create business strategies and define new digital business models, enabling the enterprise for a new era of digital engagement with your customers, partners and employees.

**We understand both business and IT.** Our unique position as both a recognized consulting, business process outsourcing services and IT outsourcing player in various sectors will ensure that we do not approach customer challenges as simply technology projects.

**A client-first culture.** We are recognized by analysts and clients throughout the world as a leader in consultancy, technology and outsourcing. Our delivery pedigree and relentless focus on client satisfaction has been recognized by leading industry analysts. We always align the best team for you. Our people will take full responsibility for delivering the engagement in which Cognizant is involved.

**Corporate Social Responsibility.** We highly value corporate social responsibility and grassroots volunteerism. Our award winning Cognizant Foundation facilitates access to education and healthcare for the underprivileged in India, and is based in Chennai. Our commitment to achieve measurable reductions in our environmental impact is embodied in a company-wide effort that we call 'Go Green'.

Cognizant is passionate about working with you, and you will always have the commitment of our Executive Board to make your business stronger.

Warm regards,

Marco Martignoni
COGNIZANT IS PASSIONATE ABOUT WORKING WITH YOU TO MAKE YOUR BUSINESS STRONGER

COGNIZANT COMBINES A PASSION FOR CLIENT SATISFACTION, TECHNOLOGY INNOVATION, DEEP INDUSTRY AND BUSINESS PROCESS EXPERTISE, WITH A GLOBAL, COLLABORATIVE WORKFORCE THAT EMBODIES THE FUTURE OF WORK.

Born global, we have an abiding passion to place your business needs first. Your success is our success. To help you achieve your goals, we invest in our people and resources, so that they can help bring new innovative ideas to your business and work environment.

Our Goal

is making our customers’
businesses stronger by empowering
them to be more responsive to
their customers and to the
competitive environment.
Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, with a global, collaborative workforce that embodies the future of work.

With over 100 development and delivery centres worldwide and approximately 255,800 employees as of September 30, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

By leveraging highly flexible business processes, a seamless global delivery network and deep domain expertise, Cognizant delivers a better “return on outsourcing”. Cognizant was one of the first IT services companies to organize its business and services around key industry verticals and horizontals. This enables Cognizant to establish extremely close partnerships that foster continuous operational improvements and better bottom line results for clients.

From its founding, Cognizant was built with a global mindset. With headquarters in the U.S. and a rapidly expanding delivery footprint that extends from India and China to Europe, North and South America, and the Middle East, Cognizant has the geographic presence and mix of onsite, near- and off-shore resources to be the preferred global services partner across industries. Because clients see globalization as a key element to their success, our “born global” heritage is viewed as a significant market advantage.

A PASSIONATE FOCUS ON CLIENT NEEDS

At Cognizant, we are proud to have built a culture attuned to anticipating and understanding our clients’ needs. We have built close partnerships with our clients to make their businesses stronger and more valuable by increasing their productivity and profitability, and by improving their capability to capture market opportunities. Our unique Two-in-a-Box customer-relationship model offers greater customer intimacy, speed of delivery, local decisionmaking, and responsiveness, which has helped Cognizant build deep, fast-growing partnerships with clients.
COMPANY HIGHLIGHTS

- 2015 revenues: $12.42 billion (up 21.0% YoY)
- 255,800 employees as of September 30, 2016
- #230 on the Fortune 500 list (2016)
- 20,000+ outsourcing projects delivered in 40 countries
- Born global: US Headquartered, listed on NASDAQ
- Market capitalization approx. $35 Billion
- Named by Forbes among the world's most innovative companies of 2015

For more information, please visit www.investors.cognizant.com
OUR CLIENTS GLOBALLY

WE PROVIDE OUR CLIENTS WITH SERVICES AND SOLUTIONS THAT ENABLE A DYNAMIC, AGILE AND FLEXIBLE IT ENVIRONMENT. OUR APPROACH ENSURES TRUE MEASURABLE BUSINESS VALUE BY PROACTIVELY BRINGING CONTINUOUS IMPROVEMENTS, COST SAVINGS, INNOVATION AND A “BEST-IN-CLASS” TRANSFORMATIONAL BLUEPRINT TO CLIENTS.

- Banking & Financial Services
- Insurance
- Communications
- Media & Entertainment
- Travel & Hospitality
- Retail
- Education
- Information Services
- Manufacturing
- Life Sciences
- Healthcare
- Technology
- Consumer Goods
- Energy & Utilities
- Transportation & Logistics

HEALTHCARE & LIFE SCIENCES
- 28 of the top 30 Global Pharmaceutical Companies
- 16 of the top 20 U.S. Healthcare Plans
- 9 of the top 10 Biotech Companies
- 3 of the top 5 US Pharmacy Benefit Management Companies
- 12 of the top 15 Medical Device Companies

COMMUNICATIONS
- 7 of the top 10 Communications Service Providers & Equipment Vendors

TECHNOLOGY
- 4 of the top 5 Online Companies
- 7 of the top 10 ISVs
- 2 of the top 5 Semiconductor Manufacturers

INFORMATION, MEDIA & ENTERTAINMENT
- 4 of the top 10 Global Media Companies
- 6 of the major U.S. Movie Studios
- 4 of the top 10 Information Service Companies Worldwide

INSURANCE
- 7 of the top 10 Global Insurers
- 33 of the top 50 US Insurers

BANKING & FINANCIAL SERVICES
- 15 of the top 20 North American banks
- 9 of the top 10 European banks

MANUFACTURING, LOGISTICS, ENERGY & UTILITIES
- 9 of the top 10 Automotive OEM
- 7 of the top 15 Industrial Manufacturers
- 7 of the top 15 Chemical Manufacturers
- 7 of the top 15 Logistics Providers

RETAIL, TRAVEL & HOSPITALITY
- 9 of the top 30 Global Retailers
- 3 leading U.S. Airlines
- 3 of the World’s Leading Restaurant Chains
- 2 of the top 4 Global Distribution System Companies
WHAT SOME OF OUR CLIENTS HAVE TO SAY

“This partnership is core to our technology and innovation strategy, which will empower us and our equity partners to redefine an exceptional digital guest experience that matches our remarkable inflight and on-ground experience. We chose Cognizant because of its leadership in digital transformation programmes, deep travel and hospitality industry experience, and long-term partnerships with digital technology leaders.”

“This thing that’s really impressed me about Cognizant is they truly are a partner … They’re proving themselves to be somebody who is willing to engage in the right kind of relationship. We are trying to transform as a business ... we are also looking to change the way Cognizant recruits people ... and brings them onto the account which is a great opportunity not just for Telefonica but for Cognizant as well ... which is for me a sign of a true partnership.”

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“We chose to work with Cognizant because of their depth in banking, extensive project management experience and their unique 4th Generation outsourcing model, which provides responsiveness, high-quality and fast turnaround.”

“Cognizant’s expertise will help us operate more efficiently while delivering the high levels of support our customers and distribution partners have come to expect. While this expanded relationship represents job continuity for our transitioned employees, it also allows us to focus on our ultimate mission - providing the retirement, investment management and insurance solutions that help our clients meet their financial needs.”

“Our relationship with Cognizant will allow us to leverage its extensive consulting, domain, and technology capabilities for the business transformation program. By optimizing the speed, cost, and quality of our value chain, we are confident of further strengthening the trusted Philips brand globally.”

“Rabobank places great importance on continuously surpassing the expectations of our customers and adding discernible value. In addition, the goal is to ensure business continuity, drive cost efficiency, and increase business productivity. Cognizant’s expertise will further strengthen our ability to meet this goal and respond to changing technology and business needs, both in the short and long term.”

“Cognizant has delivered on its commitment to provide Kimberly-Clark with a suite of global IT services and has high standards of customer satisfaction and demonstrated capabilities in driving transformational outsourcing programs.”

“Cognizant’s broad banking and financial services expertise and its cultural fit with UBS complement the competencies provided by the India Service Center today, while providing technology capabilities that expand the services we can buy from India and support our cost savings, efficiency and flexibility objectives.”

“The selection of Cognizant will allow us to leverage their global operations to meet the needs of our business and increase our focus on our core business to make the most meaningful difference to patient health through great medicines.”
Cognizant has a strong presence in Europe with local capabilities that include: Business and IT Consulting, Application Development/Testing/Maintenance, Systems Integration, Enterprise Information Management, IT Infrastructure Services and Business Process Outsourcing. We tailor our services to specific industries and utilize an integrated global delivery model. This seamless global sourcing model combines client service teams based on-site at the client locations with delivery teams located at dedicated nearshore and offshore global delivery centers.

With strong expanding locations in Rome and Milan, we serve clients in banking & financial services, insurance, consumer goods, retail, energy & utilities, healthcare, life sciences, travel & hospitality, manufacturing & logistics, information, media & entertainment, communications and technology. Additionally, Cognizant in Europe is supported by a strong consulting practice and local strategic partnerships.
Companies are striving to improve their efficiency and productivity to withstand the pressures of an uncertain global economy, new forms of competition and additional regulation. At the same time, they must adapt to and embrace new technology architectures, virtual business models and changing demographics that will open up new horizons of opportunity.

Their dual mandate is not only to drive incremental improvements in performance, but to launch the next phase of innovation-driven growth.

Cognizant is helping clients to meet both challenges. We enable them to achieve new levels of productivity by making their existing operations as effective as possible and to reach deeper levels of inspiration that will result in market leadership, profitable growth, customer delight, employee engagement and business value.

Businesses are increasingly turning to us because we are uniquely positioned to deliver on both goals on a single platform. We combine an entrepreneurial spirit, exceptional talent and a consultative client-first approach, with an expansive global delivery network and deep domain expertise. Partnering with Cognizant will help to ensure that our clients stay relevant today, while unlocking remarkable achievements tomorrow.
TO BE THE PREEMINENT BUILDERS OF THE NEW DIGITAL BUSINESS ERA

WE HELP CLIENTS TO NAVIGATE THE SHIFT TO ENVISION AND BUILD THE NEW DIGITAL ECONOMY

Next Generation IT Solutions

World-class client IT backbone to run physical / digital value chains

IT efficiency at scale:
• Zero waste IT
• State of the art development
• Best available security
• Value for performance through industrialization and automation

Process and Platform Solutions

Industry specific platforms power discretebusiness functions

Process industrialization at scale:
• Predictable process outcomes with variable costs
• Embedded deep analytics
• Enables focus on care business

Digital Industry Solutions

Industry specific digital process/technology expertise

Business innovation at scale:
• Proven innovation
• Rapid prototyping of industry-specific use cases
• Managed acceleration methodology
• Proven roadmaps to drive change

NEXT-GEN IT SOLUTIONS THAT DRIVE EFFICIENCY AT SCALE
We help clients to harness the potential from digital technologies by transforming their existing IT systems and infrastructure into a next-generation IT infrastructure ready to support and scale to meet their business challenges.

PROCESS & PLATFORM SOLUTIONS THAT DRIVE PROCESS INDUSTRIALIZATION AT SCALE
To achieve new levels of efficiency and effectiveness in the core business operations, we help clients building platform-based solutions and industry utilities that take advantage of the cloud, as-a-service models, and other technologies through innovative solutions.

DIGITAL INDUSTRY SOLUTIONS THAT DRIVE BUSINESS INNOVATION AT SCALE
We help our clients to reshape how they interact and transact with their customers, employees and partners through our digital capabilities, enabling them to seamlessly connect the physical and the virtual world.
Today’s high-flying companies — the outliers in revenue growth and value creation — are winning with a new set of rules. They are dominating their sectors by managing the information that surrounds people, organizations, processes and products — what we call Code Halos™ — to build new business and operating models.

Code Halos contain a richness of business meaning that forms the new basis of competition. When Code Halos scale, they spark new commercial models in a predictable five-step model that can take entire industries to “the Crossroads”, a compressed period of time in which market dominance can dramatically flip from industry stalwarts to challengers.

For more information on Code Halos you can also visit www.cognizant.com/code-halos
There’s a reason Code Halos have only started to emerge in recent years. It’s because they are built upon Digital Technologies that have lately become mainstream in our personal “consumer” lives: social, mobile, analytics and cloud. These technologies are pouring into enterprise IT at a velocity that is causing whiplash for many market-leading companies, even for those with technology mastery at their core.

The disruptive power of new business models — such as those pioneered by Facebook, Apple, Netflix, Amazon, Google, etc. — originates from these companies’ integrated application of Digital Technologies to attain their business objectives. Digital Technologies are the raw materials of Code Halos, and they are growing at an astounding rate.

With more products IP-addressable and connected, we’re living through an explosion of online data. Between 2008 and 2020, the amount of data being managed by corporations will grow at least 44-fold. Every day, the world creates 2.5 quintillion bytes of data – so much that 90% of the data in existence today has been created in the last two years alone. Much of this data is now being created and consumed via mobile devices.

There are approximately 8 billion mobile devices in use and by 2020, this will grow to more than 50 billion (by multiple third-party estimates). Much of this comes from people, companies and things creating and sharing Code Halos. As such, Code Halos are fueling the big data shift (not the other way around).

Importantly, Code Halos are changing the fundamental basis of competition in many industries – rather than being simply “glued onto” the traditional corporate model, in many cases, they are creating entirely new models. But this is not a story just about technology and data. Social networks and the constant usage of mobile devices (whether by humans or embedded into machines) are creating massive amounts of data.

Yet, data without meaning is just noise, and analytics without business intent just creates static. For a Code Halo to have business impact, it has to hold its shape, like a mosaic turning specific points into a full picture. It has to mean something in business terms. Focusing on business meaning is the key to extracting the right information and applying it to a process with potential commercial implications (buying a car, brushing your teeth, maintaining an aircraft engine, going for a bike ride, renting a movie, processing an insurance claim or creating a new investment product or service).

THE TECHNOLOGY OF CODE HALOS
UNLOCKING THE POTENTIAL OF DIGITAL TECHNOLOGIES

Increasingly, clients are seeking out Cognizant’s services in connection with the emerging social, mobile, analytics and cloud (SMAC) technologies. Businesses today must embrace and optimize the promise of these technologies and they must do so in an integrative manner. Only when social, mobile, analytics and cloud technologies are implemented as a stack, and applied to key processes, will meaningful results follow.

The shift to digital technologies has occurred with astonishing speed, giving rise to entirely new business models and re-writing the rules of how business are built. IDC estimates that by 2020, as many as 100 billion computing devices - many of them mobile - will be connected to the Internet, and corporations will be managing 50 times the data they do today. Taking advantage of digital technologies may mean the difference between survival and obsolescence in many industries.

Cognizant is leading the way, helping clients embrace digital technologies. Our services enable companies to analyze social media sentiment and build those insights into the customer relationship management process. We are developing mobile solutions and capabilities for point-of-sale and supply chain management. With our help, clients can manage and analyze vast accumulations of data, and use that data to drive management decisions. We also offer end-to-end services to enable cloud-based processes, including a range of private, public and hybrid cloud solutions.

SMAC components are most powerful, and have a multiplying effect, when they work in combination. Taken together, these technologies can enable the creation of hyperintelligent software platforms that address myriad issues, from sales to customer service to the design of new products to the management process. Most importantly, we see digital technologies as integrated into and integral to existing systems. It cannot simply be “bolted on” to an existing business model—it can transform the business model itself.

The four primary areas in which our clients can expect dramatic changes:

CUSTOMER INTERFACE
Businesses will discover new ways of selling their products and services through social and mobile channels, drawing on extensive user feedback from the “crowd.”

MACHINE INTERFACE
Companies will increasingly develop “smart” products that collect vast amounts of data on customer usage and product performance and report back to the manufacturer.

PARTNER INTERFACE
The ability to collaborate with partners across the globe holds the potential to deliver a better user experience.

EMPLOYEE INTERFACE
Providing today’s millennial employees with a connected, collaborative and non-hierarchical structure can be the key to unlocking innovation.

At Cognizant, we are working with clients to realize the transformational promise across all of these interfaces. This will profoundly change the way they relate to customers, manage operations, engage with partners and employees and launch the next generation of products and services that will be the key to innovation and growth.
OUR DIGITAL LIVES ARE CHANGING THE RULES OF BUSINESS

OUR APPROACH
The gap is widening between digital thinking and traditional transaction models, re-shaped by the way we shop, consume entertainment, socialize, learn and do just about everything everyday. It’s the digital lives of customers that are changing the rules of engagement and we’re seeing their loyalty grow stronger for the brands that keep pace. Now more than ever, companies have to harness the data that surrounds their business, customers and partners to create more personalized and more dimensional relationships. It’s an exciting time to be in business, as we help customers bridge the gap by aligning technology with their business objectives to deliver next generation value.

DIGITAL STRATEGY
Today a convergence of new technologies – automation, the sensor-enabled world, AI, platforms, 3-D printing, etc. – as well as shifting demographics, expectations, and regulation are creating a context for a new age of business.

Cognizant Digital Works brings together digital strategy, deep industry knowledge, experience design, and technology expertise to help clients design, build, and run digital business solutions.

The practice provides managed digital innovation at enterprise scale via its Accelerator Methodology, which includes services around Insight, Strategy, Ideation, Making, and a Foundry where pilot programs are moved to enterprise scale.

Cognizant partners with clients to create business strategies and define new digital business models, enabling the enterprise for a new era of digital engagement with customers, partners and employees.
DIGITAL TRANSFORMATION

Every day the world shifts more towards new digital media and interactive experiences. With rapidly-evolving technologies, changing consumer preferences and oftentimes competing channels, many organizations struggle with how to transform internally to meet the challenges of this new, always connected digital world. Cognizant can help. We enable organizations to create engaging and consistent digital experiences across every touchpoint, providing new opportunities for growth.

Cognizant will further enhance and extend its digital business transformation capabilities to help customers manage innovation and build solutions for the digital economy. 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.

THE COGNIZANT COLLABORATORY

The Collaboratory will include a showcase of new technologies in action, a fabrication space for prototyping, tools for ‘making’ and collaboration, and supporting technologies for mobile and Internet of Things solutions. Interdisciplinary teams of strategists, designers, technologists, data scientists, and human sciences experts will work in the Collaboratory side-by-side with customers and partners to reimagine business and explore the art of the possible with new technologies. Our network of Collaboratory spaces (New York, Amsterdam, Melbourne and more) helps us do that and ties in the Cognizant global network of digital solution facilities.

For more information please visit www.cognizant.com/digital
COGNIZANT’S DIGITAL WORKS™ APPROACH

Digital is more than technology. Going “digital” means rapid innovation to connect technology, data science, devices, design, and business strategy to change a specific business process or customer experience. Digital puts the customer, device, organization, or business process at the center of change that improves agility, revenue, and cost. Digital means creating value by connecting the physical world to the digital - code - world.

COGNIZANT DIGITAL WORKS™ ACCELERATOR METHODOLOGY
Move rapidly from idea prototype to the next generation of digitally inspired solutions.

OUR APPROACH COMBINES DESIGN, STRATEGY, TECHNOLOGY, AND INDUSTRY EXPERTISE COUPLED WITH THE PHYSICAL SPACE FOR CO-INNOVATION WITH CLIENTS AND PLAYS TO THE COMPANY’S STRENGTHS.

The Cognizant Digital Works™ accelerator Methodology consists of three phases IdeaLab, Collaboratory and Foundry.

IDEALAB
Is where the company works with clients to create an approach to imagine the digital future of a business process or customer experience.

COLLABORATORY
Is a physical space where we work directly with clients to bring together designers, strategists, and technologists to visualize and prototype the new digital initiatives. The Collaboratory is a center for open innovation and co-creation.

FOUNDRY
Is where we work with clients to scale up their digital initiatives by re-architecting legacy environments, connecting new solutions to existing systems, and creating supporting capabilities in areas like rapid software engineering and security, which are necessary to bring digital ideas to enterprise scale.
OUR DEEP INDUSTRY KNOWLEDGE

FORWARD-THINKING BUSINESSES ARE NOW LOOKING PAST RECOVERY AND SHIFTING INTO GROWTH MODE.

Cognizant was one of the first IT services companies to organize its business and services around key industry verticals.

To meet the specialized needs of each client, Cognizant has kept investing in deepening its industry-specific organizational capabilities and delivery excellence. We continuously add experienced team members with distinguished track records in key sectors, such as banking, capital markets, insurance, life sciences, healthcare, manufacturing, logistics, retail, utilities, hospitality, communications, information services, media, and entertainment. They serve as subject matter experts and provide clients with valid insights and viable solutions to particular industry issues.
BANKING & FINANCIAL SERVICES

HOW DO YOU STRENGTHEN YOUR BALANCE SHEET AND COMPLY WITH NEW REGULATION?

From cross channel optimization to managing risk and regulatory compliance, industry leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Whether it’s driving innovation or delivering new efficiencies and cost reduction, Cognizant is redefining the way companies benefit from global services. Our consulting and solutions offerings help you run better and run differently. Our industry expertise and business solution capabilities are both deep and broad in financial services.

SEGMENTS WE SERVE
• Asset & Wealth Management
• Cards & Payments
• Investment Banking & Brokerage
• Securities Services
• Consumer Lending
• Governance, Risk & Compliance
• Retail/Wholesale Banking

SOLUTIONS WE OFFER
• Front, middle and back office Solutions
• Transaction & Application Processing
• Mobile Payments
• Credit & Operations Risk Management
• Retail Banking
• Trade Finance
• Cash Management
• Custody Services

For more information, please visit www.cognizant.com/banking-financial-services
The insurance industry is pushing for more timely, accurate and relevant information, as well as flexible products that can be built and delivered quickly. To adapt, insurers are revamping fundamental business processes and creating new, IT-powered products. Enhanced analytics speed time-to-market and enable compliance with stringent regulations.

From growing market share to managing pressure on margins, insurance leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Whether it’s migrating from legacy systems or monitoring regulatory compliance, Cognizant is redefining the way insurance companies benefit from global services. Our solutions portfolio for insurers includes BPS, emerging technology consulting and systems integration and maintenance.

SEGMENTS WE SERVE
• Life, Retirement & Group
• Property & Casualty

SOLUTIONS WE OFFER
• Life, Annuity & Retirement Business Processing Services
• Mobile Risk Engineering Solution
• Systems Integration & Maintenance
• Geolocus: Cognizant’s Telematics Platform

For more information, please visit www.cognizant.com/insurance
Today’s economic reset is prompting consumer goods companies to apply new thinking to achieve category success. It requires just-in-time market intelligence and greater operational agility to achieve new levels of business performance.

From trade promotion management to increasing sales effectiveness, consumer goods leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Cognizant is redefining the way consumer goods companies benefit from global services. We offer many solutions well suited to consumer goods companies, including trade promotion management and software and services focused on the cloud, social media and analytics.

SEGSMENTS WE SERVE
• Consumer Durables
• Apparel & Footwear
• Food & Beverage
• Home & Personal Care
• Consumer Electronics

SOLUTIONS WE OFFER
• Trade Promotions Management
• Marketing Services & Branding
• Sales Effectiveness Solutions
• Supply Chain Management

For more information, please visit www.cognizant.com/consumer-goods
RETAIL

HOW DO YOU SATISFY THE SHOPPERS OF TODAY, WHO DEMAND MORE CHOICE, MORE SERVICE AND MORE INNOVATION?

Shoppers are the heartbeat of any retail business. Yet, consumers’ newfound frugality may not diminish anytime soon. It is no wonder, then, that retailers are focusing on increased customer intimacy and channel expansion as the key, long term business drivers.

From understanding customers to providing a cohesive experience across channels, retail leaders choose us to help them work better and run differently.

WHY COGNIZANT?
Whether it’s meeting shopper expectations or rewiring the supply chain, Cognizant is redefining the way retail companies benefit from global services. Cognizant’s Retail practise helps retailers turn today’s pain points into new business opportunities.

SEGMENTS WE SERVE
• Department Stores
• Grocers
• Discount Stores
• Specialty Retailers

SOLUTIONS WE OFFER
• Omni-Channel
• Merchandising
• Retail Stores
• Supply Chain
• Retail Enterprise Services
• Shopper Experience Study

For more information, please visit www.cognizant.com/retail
HEALTHCARE

HOW DO YOU TRANSLATE EMERGING TECHNOLOGIES INTO BUSINESS OPPORTUNITIES?

Traditional models for delivering care, serving policyholders and employers, and managing revenues, are increasingly ineffective.

From understanding the impact of reform to addressing regulatory mandates, healthcare leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Cognizant’s consulting, IT and business process services, combined with TriZetto’s world-class technology products, are helping to reengineer the business of healthcare today, while reimagining it for tomorrow. Engage with our business and technology experts for strategic solutions that address the full scope of healthcare issues today, from compliance through integrated health management. Learn more about TriZetto, a Cognizant company: www.trizetto.com

SEGMENTS WE SERVE
- Payers
- Providers
- Government and Public Health Programs
- Pharmacy Benefit Managers

SOLUTIONS WE OFFER
- Healthcare Consulting
- Collaborative care
- Consumerism
- Data integration
- Health Intelligence
- Patient engagement

For more information, please visit www.cognizant.com/healthcare
LIFE SCIENCES

HOW DO YOU DEAL WITH COSTS, COMPLIANCE AND THE CONSTANT PRESSURE FOR CHANGE?

Life sciences companies face significant pressure for change from physicians, patients, payers and regulators. As a result, they are seeking more progressive business models and solutions that deliver superior business outcomes, while optimizing cost and enhancing patient outcomes. Cognizant is redefining the way companies benefit from global services. That’s why leading life sciences companies work with us.

WHY COGNIZANT?
We can help you to rationalize costs, enhance operational efficiencies and improve business agility across all life sciences business processes. Cognizant offers a broad array of consulting and solutions for Life Sciences, Global Pharmaceutical and Biotech companies.

SEGMENTS WE SERVE
- Pharmaceutical & Biotech
- Medical Devices

SOLUTIONS WE OFFER
- Clinical Systems
- Clinical Transformation Systems
- Clinical Trial Development
- Discovery and Pre-Clinical
- Managed Markets
- Medvantage
- Regulatory Compliance
- Sales & Marketing
- Healthactivate
- Serialization
- Supply chain visibility & analytics

For more information, please visit www.cognizant.com/life-sciences
HOW DO YOU MAKE YOUR ORGANIZATION SEE, THAT THE SMART GRID IS NOT THE HALF OF IT?

Facing environmental and regulatory challenges, energy and utilities companies must improve financial performance, enhance customer satisfaction and rethink service delivery. It requires new technologies and processes to improve efficiency and boost business performance.

From delivering superior customer service to leveraging data and insights, energy & utility companies benefit from global services.

WHY COGNIZANT?
Cognizant’s solutions and offerings are based on years of work with leading energy and utility companies. They comprise proven methodologies, frameworks and assets to ensure successful outcomes.

SEGMENTS WE SERVE
- Oil & Gas
- Utilities

SOLUTIONS WE OFFER
- Customer Experience Management
- Smarter Utilities
- Energy Management
- Transmission & Distribution (T&D)
  Business Improvement

For more information, please visit www.cognizant.com/energy-utility
TRAVEL & HOSPITALITY

HOW DO YOU LEVERAGE TRAVELER DATA TO DELIVER PERSONALIZED SERVICE?

The Travel & Hospitality industry is moving fast. You must attain impressive loyalty scores just to stay in the game. Find out why leaders choose Cognizant to stay ahead.

WHY COGNIZANT?
Our expertise can help - from airlines, hotels and restaurants to intermediaries. No wonder three of the five global airlines and three of the world’s leading restaurant chains choose us as their solutions provider. Trust Cognizant to deliver consulting and solutions tailored to the business and technology challenges all travel and hospitality companies face.

SEGMENTS WE SERVE
• Real Estate & Property Services
• Travel Intermediaries
• Restaurants & Food Services
• Travel Suppliers

SOLUTIONS WE OFFER
• Store Support and Service Desk CoE
• OrderServ - Omnichannel Ordering Solution

For more information, please visit www.cognizant.com/travel-hospitality
Emerging technologies such as mobile communications, virtualization and cloud computing are helping manufacturers find new ways to run, grow, and transform their organizations. From digital manufacturing to promoting collaboration within the supplier ecosystem, manufacturing leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Our global workforce of engineers, technology experts, and business consultants has extensive experience helping many of the world’s leading automotive, industrial and process manufacturers. Whether it’s increasing sales effectiveness or enabling supply chain tracking, Cognizant is redefining the way manufacturing companies benefit from global services.

SEGMENTS WE SERVE
- Automotive
- Process Manufacturing
- Industrial Manufacturing

SOLUTIONS WE OFFER
- Outbound Logistics Solutions for Automotive OEMs
- Connected Car Solutions for Automotive
- Field Services Management for Industrial Manufacturers
- REACH Compliance Framework for Chemical Manufacturers

For more information, please visit www.cognizant.com/manufacturing
TRANSPORTATION & LOGISTICS

HOW DO YOU STREAMLINE TRANSPORTATION & LOGISTICS OPERATIONS WHILE IMPROVING BUSINESS PERFORMANCE?

For the transportation & logistics companies today’s business obstacles are more daunting than ever before; fluctuating fuel costs, expanding base of regional suppliers, global environmental concerns and compliance with regulatory mandates.

From driving global supply chain visibility to increasing network capacity, transportation & logistics leaders choose us to help them work better and work differently.

WHY COGNIZANT?
Wherever your business fits in the transportation & logistics realm, Cognizant has a proven track record of helping organizations like yours to streamline operations and to improve business performance. Whether it’s developing new hubs or decreasing their environmental footprint, Cognizant is redefining the way transportation & logistics companies benefit from global services.

SEGMENTS WE SERVE
• Carriers
• Logistics Providers
• Mail and Express

SOLUTIONS WE OFFER
• Outbound Logistics Solutions
• Dynamic Route Planning
• Pick-up and Delivery Process Visibility
• Analytics for Logistics

For more information, please visit www.cognizant.com/transportation-logistics
Rapid technology evolution continues to unleash dramatic change across the marketplace. Data democratization, emergence of new content formats and a plethora of devices means industry players must embrace innovative new operating models and IT platforms that move beyond cost-cutting and enhance business performance.

From on-demand media to digital distribution, media & entertainment leaders choose us to help them work better and work differently.

**WHY COGNIZANT?**
We have been a Fortune 500 fastest growing services company every year since 2003. So we understand change and how to make it work for our customers. Whether it’s digital asset management, content management, or anti-piracy challenges, Cognizant is redefining the way media & entertainment companies benefit from global services.

**SEGMENTS WE SERVE**
- Advertising
- Broadcasting
- Filmed Entertainment
- Music
- Print and Publishing
- Gaming

**SOLUTIONS WE OFFER**
- Application Services
- Consulting
- Business Process Services
- AssetSERV
- IT Infrastructure Services
- Mobility

For more information, please visit [www.cognizant.com/information-media-entertainment](http://www.cognizant.com/information-media-entertainment)
HOW DO YOU KEEP PACE, RESPOND AND ADAPT TO THE COMMUNICATIONS TRANSFORMATION THAT IS HAPPENING?

Today is a marketplace that continues to change at a breakneck pace, combined with a complex mix of consumer products and services; that is today’s communications business. From upgrading network technology to rolling out new products and services, industry leaders choose us to help them work better and work differently.

WHY COGNIZANT?
At Cognizant, we believe you should not have to compromise by choosing either a strategic partner or a cost-effective outsourcing provider. We understand the business and technology evolution that is underway in the communications field. Whether it’s improving customer service or managing costs, Cognizant is redefining the way companies benefit from global services.

SEGMENTS WE SERVE
• Cable & Satellite
• Network Equipment Providers
• Integrated Communications Providers
• Wireless

SOLUTIONS WE OFFER
• Billing, Customer Care and Portals
• Customer Interaction & Service Management
• Network Management
• Order Management as a service (OMAAS)
• Ordering & Fulfillment
• Reference Architecture

For more information, please visit www.cognizant.com/telecommunications
HOW DO YOU STREAMLINE INNOVATIONS TO MAKE FASTER TIME TO MARKET?

For technology companies to take advantage of this new era of opportunity, they must adapt to dramatic changes in the workforce, customer needs, and business models. From developing new business models to shortening time-to-time market, industry leaders choose us to help them work better and work differently.

WHY COGNIZANT?
No matter if you are a CIO, CTO, product engineer, or IT manager, Cognizant offers a perspective distilled from diverse and deep experience with many of the technology industry’s most successful companies. Whether it’s thriving in a connected world or meeting new demands for agility, Cognizant is redefining the way companies benefit from global services.

SEGMENTS WE SERVE
• Online Companies
• Software Vendors
• High-Tech Manufacturers

SOLUTIONS WE OFFER
• Cloud
• Analytics
• Consulting
• Digital Security & Privacy
• Social

For more information, please visit www.cognizant.com/technology
Our integrated services portfolio can help you embrace the future of work and reshape your enterprise for what lies ahead. Cognizant knows your business and IT challenges. We have always been a forerunner in the development of innovative business and IT solutions to add value to many of the most successful companies in the world. Cognizant and all its associates worldwide are helping these companies to develop their business activities, reduce costs and grow through innovation that makes the difference.

- Business Consulting
- Application Services
- Business Process Services
- Cognizant Infrastructure Services
- Cognizant Digital Works
- Human Capital Management
- Quality Engineering & Assurance
- Customer Relationship Management, Supply Chain Management, Engineering & Manufacturing Solutions
- Enterprise Risk & Security Solutions
- Social
- Cloud
- Mobility
- Analytics
- Portal & Content Management
- Interactive
- Experience design
- Internet of Things

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HOW DO YOU ENABLE A BUSINESS WITHOUT BOUNDARIES?

Organizations are pressed to reinvent themselves amid increasing global competition, regulatory pressures digital-first business models, and customer expectations. Today’s business landscape demands responsive, flexible processes. Our consultants provide a full range of consulting services, leveraging our deep industry knowledge across industries and our technical expertise in 21st century solutions.

WHY COGNIZANT?
Forward-thinking organizations in all industries are turning to skilled partners to achieve a business without boundaries operating model. That’s where Cognizant Business Consulting comes in. Our business consultants leverage their deep industry knowledge across 15 vertical industries including financial services, consumer goods and healthcare. We also specialize in cross industry capabilities such as strategic services, analytics and customer solutions.

SERVICES WE OFFER
• Data & Analytics
• Business Process Services
• Digital Transformation Consulting
• Organizational Change Management
• Customer Relationship Management
• Digital Transformation
• Quality Engineering & Assurance
• Supply Chain Optimization
• Business & IT Strategy
• Enabling Infrastructure
• Mergers & Acquisitions
• Program Management
• Enterprise Architecture Services

For more information, please visit www.cognizant.com/consulting
APPLICATION SERVICES

HOW DO YOU INVEST MORE STRATEGICALLY, WORK MORE EFFICIENTLY AND IMPROVE ROI?

Consumer technology expectations are rapidly infiltrating the enterprise landscape. Our applications development and maintenance solutions drive efficiency and effectiveness, and help you build adaptable platforms for the new social, mobile enterprise.

WHY COGNIZANT?
Around the globe, businesses rely on us to create new capabilities for their application portfolios. Using our extensive portfolio of services ranging from custom application development, testing and maintenance through package deployment, to upgrades and consulting, you can invest more strategically in core business activities, while improving ROI from tight IT budgets. And through long-standing partnerships with Microsoft, Oracle and SAP, we can help you do more with your existing software platforms.

SERVICES WE OFFER
• Application Development
• Application Maintenance
• Enterprise Application Integration
• Agile Development

OUR PARTNERSHIPS
• Microsoft
• Oracle
• SAP

For more information, please visit www.cognizant.com/application-services
BUSINESS PROCESS SERVICES

HOW DO YOU TRANSFORM CORE PROCESSES TO INCREASE FLEXIBILITY, EFFICIENCY AND SPEED TO MARKET?

In today’s competitive marketplace, focusing on your core competencies is critical to gaining and maintaining industry leadership. Our business process services help you focus on what’s core, not context. We have deep industry knowledge and broad services capabilities that help you re-direct valuable internal resources on strategic capabilities while our process expertise helps you run better and more efficiently.

WHY COGNIZANT?
Leading Fortune 500 companies use our customized BPS solutions to gain an advantage in the marketplace. We help you save costs immediately, while making refinements that make businesses work smarter. With the right BPS partner, you can redirect valuable resources more efficiently and strategically. Turn to us and turn your internal resources into core capabilities to differentiate and build your business.

SERVICES WE OFFER
• Vertical Markets
• Research and Analytics
• Finance and Accounting
• Business Process as a Service (BPaaS)
• Legal Process Outsourcing

For more information, please visit www.cognizant.com/business-process-services
With the onset of big data, mobility and cloud, the needs of IT are changing. Meeting the challenge requires innovative ways to respond to business needs, greater flexibility, faster technology innovation and providing greater business value. Align the latest technologies to architect a more scalable, flexible and secure infrastructure that empowers your business.

WHY COGNIZANT?
Our consulting and managed services deliver the resources and capabilities required to assess, design, build and manage an agile, flexible IT environment. You will work with one dedicated team from strategy and assessment through design and implementation to management and optimization, to reach a true end-to-end solution.

SERVICES WE OFFER
- Business Availability
- Business Productivity
- Business Connectivity
- Business Cloud
- Integrated Value Management
- Service Integration and Management

For more information, please visit www.cognizant.com/infrastructure-services
HOW DO YOU LEVERAGE CLOUD TECHNOLOGIES TO IMPROVE OPERATIONAL EFFICIENCIES, YOUR BUSINESS MODEL, OR BOTH?

Cloud-based environment of growing complexity with a plethora of cloud solutions to choose from, you need a partner that can help guide you through the fray. Our cloud practice helps you make sense of the business and technical options.

WHY COGNIZANT?
Leveraging Cloud technologies not only improves operational efficiencies but can potentially transform entire business models. With Cognizant’s Cloud-enabled enterprise transformation fabric, we partner with enterprises in their journey from vision to execution; and help transform their business processes, applications and entire datacenters through our comprehensive range of Cloud services.

SERVICES WE OFFER
• Cloud Strategy and Consulting
• Cloud Infrastructure Services
• Cloud Application Services
• Cloud Software Services
• Cloud Management Services

For more information, please visit www.cognizant.com/cloud-computing
HOW DO YOU TURN EXISTING DATA INTO PREDICTIVE KNOWLEDGE?

The volume, variety and velocity of data is growing exponentially every day. Sifting through and making meaning out of this complexity can be difficult.

WHY COGNIZANT?
Our advanced analytics solutions help you transform data into insights that drive business outcomes and lead to better performance. We help today’s leading-edge companies leverage analytics extract meaning from data to deliver transformative digital insights and business value.

SERVICES WE OFFER
• Customer, Risk, and Operations Analytics
• Business Intelligence
• Big Data
• Enterprise Information Management

For more information, please visit www.cognizant.com/enterprise-analytics
MOBILITY

HOW DO YOU GIVE BUSINESS THE FREEDOM TO INNOVATE AND IT THE CONTROL TO DO IT SECURELY?

The consumerization of technology and BYOD are transforming the corporate IT landscape. In an environment marked by new demands for enterprise mobility from employees, partners and customers, our mobility solutions help you provide freedom within a framework, meeting a variety of needs while also ensuring security and control.

WHY COGNIZANT?

Mobility is now an essential component of the workforce experience. Cognizant Mobility offers a portfolio of tools and services to develop enterprise mobility strategies so you can create a mobile enterprise that capitalizes on new business models, innovates products and services and unlocks workforce productivity.

With technology expertise and industry knowledge, our mobility consultants will work with you to develop your organization’s mobile blueprint and implement across a diverse range of mobile platforms and devices.

SERVICES WE OFFER

• Strategy and Consulting Services
• Managed Services
• Delivery Services
• Mobility Solutions

For more information, please visit www.cognizant.com/mobility
HOW DO YOU KEEP YOUR QUALITY ENGINEERING CAPABILITIES UP WHEN A CONTINUOUSLY CHANGING ENVIRONMENT AND THE RISE OF NEW OPERATING MODELS PUT YOU TO THE TEST?

With the growth of smartphones, tablets, and new operating systems with constant updates every day, testing and QA is more challenging, and more important, than ever before.

WHY COGNIZANT?
Our Quality Engineering & Assurance group partners with you to bolster development initiatives, providing reliable support across a range of hardware and software, testing infrastructure, and testing products that ensure test coverage and drive product quality.

SERVICES WE OFFER
• Quality Assurance Services
• Testing Infrastructure Services
• Engineering Services
• QA Products

For more information, please visit
www.cognizant.com/quality-engineering-and-assurance
ENGINEERING & MANUFACTURING SOLUTIONS

HOW DO YOU BREAK DOWN THE SILOS AND EFFICIENCY BARRIERS?

In Engineering and Manufacturing environments, achieving operational excellence depends on alignment among manufacturing, engineering, planning and collaboration processes.

WHY COGNIZANT?
Our EMS practice positions you for success. Using the latest solutions, we address the entire value chain—from conceptualization and design through manufacturing. We drive increased ROI from product concept to the shop floor.

SERVICES WE OFFER
• Product Lifecycle Management (PLM)
• Mechanical Engineering
• Embedded Hardware and Software
• Controls and Operations Management (COM)

For more information, please visit
www.cognizant.com/engineering-manufacturing-solutions
INTERACTIVE DESIGN

BUILD EXPERIENCE WITH CONTENT.

Our interactive solutions support customer demand for a social and mobile experience across a range of formats and devices.

OUR APPROACH

Interactive Design
Helps improve your digital strategy by creating synergies between channels, while improving marketing and analytics.

Interactive Learning
Modernize your training with customized offerings for domain knowledge, functional skills, soft skills, applications, products and new hires.

Interactive Content
Offers documentation design and management, as well as online, mobile and social content development.

Digital Marketing & Analytics
Better measure and optimize interactions with your target audience across all digital channels, improving your marketing results.

For more information, please visit www.cognizant.com/cognizant-interactive
INTERNET OF THINGS

CONNECT AND EXTRACT VALUE.

Devices and sensors are only as valuable as how human they can behave.

WHY COGNIZANT?
Work with our Internet of Things services team and consultants to develop a strategy roadmap to achieve your enterprise business goals. We will help you accelerate deployment through the implementation of next-generation technology such as cloud-enabled, “pay-as-you-go” services for a predictable fixed fee.

OUR APPROACH
With over 12 billion connected devices in the world, there are now more smart “things” than people, collecting and connecting all that valuable data designed to facilitate the way we work. With our technology-agnostic approach and industry expertise, we’re providing today’s leading companies a comprehensive IoT roadmap to transform their operations and business models into the 21st century enterprise.

For more information, please visit www.cognizant.com/internet-of-things
INTELLIGENT PROCESS AUTOMATION

CREATING INTELLIGENT PROCESSES
Using process automation that focuses on empowering humans with smart technologies and agile processes for faster, more intelligent decisions

Cognizant’s Intelligent Process Automation (IPA) Solutions drive outcomes from automation to fuel our clients run better philosophy and unleashes data ripe for quicker and more intelligent decisions. It’s how we empower smart people with smart technology and help align our clients’ processes around outcomes, results and acceleration.

FRAMEWORK IN PLAY

Image/Speech to Digital

AI Solution

Interactive Automation
RPA solutions to address disparate sub-processes that can be automated

Autonomous Automation
Orchestration of individual automated steps & simulate batch processing of individual customers transactions

Point Solutions
Function-specific automated solutions that are ready-made and can be plugged in to provide faster turn around

Service Delivery Automation

Technology
Implementation/Consulting
BPS Services
The Intelligent Process Automation Solutions, fuelled by Cognizant’s proprietary tools allow a unique robot-to-robot management structure integrated with domain centric process knowledge to create business agility.

It’s a distributed solution, meaning there’s one robotic global manager that delegates work actions to myriad individual robots. Each robot works autonomously—without the need for any human interaction. As a result, a single human production support operator can have a 360 view of all critical aspects of the process in real time and can focus on more important, value added functions.

**RUNNING PROCESSES BETTER AND CHEAPER:**
Cognizant’s IPA Solutions provide significant boost to productivity and reduces dependence on resources, since repetitive and rote processes are automated and streamlined. This allows for agility needed for clients to scale products and geographies through standardized processes and technologies.

**FOCUS ON KNOWLEDGE WORK:**
Automating rote and repetitive work allows clients to utilize their scarce resources for more knowledge centric and value added tasks. This drives innovation across the organization and better employee morale and satisfaction.

**COMPLIANCE AND PROCESS ADHERENCE:**
Cognizant’s solutions allow for processes to create “bread crumbs”, so clients can track each process step and ensure compliance to regulatory standards and adherence to standard operating procedures. Process flows can be customized and changes in standard operating procedures rolled out much quicker and efficiently.

For more information, please visit [www.cognizant.com/intelligentprocessautomation](http://www.cognizant.com/intelligentprocessautomation)
Cognizant’s unique approach combines a passion for client satisfaction and technology innovation with deep industry and business-process expertise delivered by a global and collaborative workforce. This focus has positioned us among the tier-one IT services & BPO providers and has enabled us to consistently deliver industry-leading growth. By investing in our people and resources, we bring new ideas and innovation to help you succeed in a changing business environment. Placing our clients first is embedded in the Cognizant culture; it is part of our DNA.
OUR CORE VALUES

OPEN
Our environment is one of open doors and open minds. Our competitive advantage is derived from being open to all ideas, no matter their source, that will improve our ability to deliver excellence.

TRANSPARENT
Our communication - positive or negative - is always proactive, direct and honest. We view this transparency as critical to the health of our company. We practice this same transparency with our clients and it is a critical element in achieving our status as a trusted advisor. As such, we will never hide or ignore ethical issues. We understand that bringing forward bad news early, allows us to be proactive and able to address an issue before it turns into a crisis.

EMPOWERED
We believe the best way to deliver excellence to our clients is to unleash the excellence in our people. Cognizant associates have the freedom, empowerment and responsibility to find the best way to meet clients’ needs. We are trusted to apply our passion, intelligence and skills in each and every endeavor. With every decision we make, we seek to uphold our integrity, not compromise it.

OPPORTUNITY-FILLED
We believe that only by encouraging promising associates to pursue paths that will fulfill their personal and professional goals will we be able to attract and maintain the highly qualified people our clients have come to expect. Employee fulfillment is a key attribute of a healthy ethical culture.

FLEXIBLE
While recognizing the advantages of process and consistency, we know that a hallmark of excellence is adaptability. We know that clients care most about results; we must adapt in real time to each new challenge in the marketplace. We recognize that, as associates, we have lives outside of Cognizant and that we are trusted to choose how and when we will do our work so that Cognizant continues to exceed client expectations.

COLLABORATIVE
Our commitment to collaboration is evident in our matrix organization and team-based project structure. We reject the model of individual star performers who stand out by claims of superior personal contribution. Instead, we choose to predicate the growth of individuals on their contributions to the team’s success in delivering exceptional customer experiences.

DRIVEN
We expect and reward personal and team initiatives. Our clients experience this as a nimble, “can do” approach focused on delivering excellence at all times, with individuals and teams taking complete ownership of problems and developing creative solutions. Associates who show initiative and drive have tremendous growth opportunities.
YOUR SUCCESS IS OUR SUCCESS

CLIENT-FIRST MINDSET
A Client Partner will work with your team on-site to ensure seamless alignment. The Partner is then paired with a senior Cognizant Delivery Manager, nearshore or offshore, and when combined with the Consulting dimension, this forms our “Two-in-a-Box” client engagement model.

TALENT
Our business sensibility and IT knowledge are unrivaled. Many of our senior people originate from the businesses we serve, so we are able to offer deep experience across almost all major industries.

UNCOMPROMISING STANDARDS
Because our culture is based on values, you are assured of the highest ethical standards of integrity, transparency and corporate governance.

FINANCIAL SUCCESS, SOUND MANAGEMENT
We’re a U.S. based, publicly traded company recognized by major business media (BusinessWeek, Forbes & Fortune) for sustained industry-leading growth.

INTEGRATED SERVICES PORTFOLIO
Our tightly integrated offerings are tailored to each client's requirements and span the services spectrum; from Application Development/Maintenance and IT Infrastructure Management through to Strategic Consulting and industry-oriented Business Process Outsourcing.

INDUSTRY LEADING GROWTH
Our growth has primarily been organic with a few strategic acquisitions.

INNOVATION
Built on the latest Web 2.0 technologies, our new Cognizant 2.0 global delivery platform enables our workforce, business partners and clients worldwide to work as one. This enables sharing of expertise and insights and more real-time collaboration to achieve superior results.

BORN GLOBAL
Working with us, you can virtualize and globalize your business more effectively. With our global headquarters in the US and our delivery operations in India combined with local European presence, our roots are global and combine the best of the East and the West.

We have always been multicultural and tightly networked as a company. This global mindset has eased our expansion on five continents.
OUR GLOBAL DELIVERY MODEL

BY ACCESSING A GLOBAL DELIVERY NETWORK, CLIENTS HAVE ACCESS TO THE BEST GLOBAL TALENT, THEY CAN CAPTURE SYNERGIES AND SAVE COST.

OUR 3-TIER GLOBAL DELIVERY MODEL
You will find our locations all over the world. With over 100 development and delivery centers worldwide we have a global delivery platform that supports an onsite, nearshore and offshore model.

FLEXIBLE DELIVERY LOCATIONS
A 3-tier global delivery model enables our clients to tap a worldwide talent pool in ways that make the most sense: large-scale global delivery from India; nearshore delivery from every continent and local delivery from the Benelux.

SCALABLE WORKFORCE
In addition to significant cost savings, global service providers enable companies to focus on their core business while providing access to talent and knowledge, operational expertise, scalable cost structures and quality and performance improvements. Cognizant provides you with the available resources and ensures full return on the investments.

THE BENEFITS OF OUR GLOBAL DELIVERY MODEL
• Access to the best talent, worldwide
• Mapping with your global footprint: Delivery centers where you need them most; close to your facilities, staffed with people who speak your language and share your business culture
• Geo-political diversification: De-risking the portfolio across geographies to ensure business continuity
• Financial de-risking: Spreading services delivery across geographies to tightly manage costs

TWO-IN-A-BOX
The Cognizant “Two-in-a-Box” client engagement model, funded by our unique reinvestment strategy, blends the intimacy of onshore with the efficiencies of offshore. It enables a deep relationship that is aligned with the client’s organization, empowering the offshore organization to focus on their domain and technology expertise and on adding value. The totally integrated model, ensures seamless delivery to our clients.
OUR GLOBAL FOOTPRINT

AMERICAS
Chicago
Irving
Lisle
San Ramon
Southfield
Tampa
Teaneck
Mexico City

EUROPE
Amsterdam
Eindhoven
Barcelona
Brussels
Budapest
Copenhagen
Dublin
Frankfurt
Geneva
Grenoble
Helsinki

London
Lyon
Madrid
Milan
Oslo
Paris
Rome
Stockholm
Valladolid
Zurich

INDIA
Bangalore
Chennai
Cochin
Coimbatore
Gurgaon
Hyderabad
Kolkata
Mangalore
Mumbai
Pune

APAC
Auckland
Bangkok
Brisbane
Cebu City
Dubai
Hong Kong
Makati City
Melbourne

Osaka
Pasig City
Riyadh
Shanghai
Sydney
Taguig City
Tokyo

Regional offices
Service delivery
On-premise client delivery
CORPORATE SOCIAL RESPONSIBILITY

AT COGNIZANT, WE KNOW THAT WE CANNOT PREPARE ANY BUSINESS FOR THE FUTURE OF WORK WITHOUT ALSO CONSIDERING THE FUTURE OF OUR SOCIETY AND OUR PLANET.

It is our responsibility to apply our collective knowledge, talent and energies to the challenges we all face in our workplace, our communities and our environment.

Sustainability has always been an integral part of Cognizant’s business. In 2011 we officially documented that commitment by adopting a formal policy on sustainability and corporate responsibility, as well as a supplier code of conduct. These ensure that our priorities are clear, concrete and unambiguous to you.

We remain committed to making a positive impact on our world by investing financial and human capital in the issues that matter to society. In particular, we have focused our sustainability efforts on:

- Improving education in our communities with our global project Outreach so that future generations have opportunities for professional and personal growth
- Reducing the environmental impact of our operations
- Providing a safe workplace while promoting professional development
- Maintaining high standards of business conduct
- Providing local social contribution to the countries where we work

GO GREEN

Our commitment to achieve measurable reductions in our environmental impact is embodied in a company-wide effort that we call ‘Go Green’. Launched in 2009, Go Green uses sophisticated organizational change-management practices to engage associates actively in Cognizant’s environmental programs. We embarked on an energy efficiency improvement project using Six Sigma and Lean techniques. The project covered all aspects of our infrastructure – office space, utilities, desktop hardware and data centers – as we identified operational levers to optimize energy usage and reduce waste. We formed teams focused on key energy consuming equipment and ran Six Sigma Green Belt Projects for HVAC, Uninterruptable Power Supplies, Lighting and Generators.
MANY OF OUR PEOPLE PARTICIPATE IN OUR CORPORATE & SOCIAL RESPONSIBILITY ACTIVITIES SUCH AS ‘OUTREACH’.

In 2007 when Cognizant crossed the $2 billion revenue mark we decided to celebrate this achievement by giving back to society and by launching the Outreach Program.

Cognizant is also committed to being a good corporate citizen and playing its full part in society. In our view, this responsibility includes building mutually beneficial relationships with our clients, employees and the broader community. We aim to make positive contributions to all the communities in which we operate. Our employees are engaged in Cognizant’s Outreach Program which is an initiative to make a tangible difference in the field of education in India through the combination of the volunteer efforts of our associates and the financial and administrative support of our company.
WE LEAD THE WAY IN THE DEVELOPMENT OF OUR PEOPLE

COGNIZANT IS PROUD TO ANNOUNCE THAT IT HAS BEEN OFFICIALLY CERTIFIED BY THE TOP EMPLOYERS INSTITUTE FOR ITS EXCEPTIONAL EMPLOYEE OFFERINGS.

The annual international research undertaken by the Top Employers Institute recognizes leading employers around the world: those that provide excellent employee conditions, nurture and develop talent throughout all levels of the organization, and which strive to continuously optimize employment practices. Cognizant has been awarded the exclusive “Top Employers in Europe for 2016” certification.

THE TOP EMPLOYERS INSTITUTE ASSESSED COGNIZANT’S EMPLOYEE OFFERINGS ON THE FOLLOWING CRITERIA:

• Talent Strategy
• Workforce Planning
• On-boarding
• Learning & Development
• Performance Management
• Leadership Development
• Career & Succession Management
• Compensation & Benefits
• Culture

To learn more about the Top Employers Institute and the Top Employers certification visit: www.top-employers.com

By offering the best conditions to our employers we attract and also keep the most talented employees, resulting in the best quality service for you.
DID YOU KNOW?

• Cognizant has been named to Fortune magazine’s World’s Most Admired Companies list for the 6th year in a row. Cognizant ranked 3rd in the Information Technology Services industry category with an overall score of 6.82.

• Cognizant has jumped 58 places from #288 in 2015 to #230 in 2016 in the Fortune 500 list, the Fortune magazine’s annual ranking of the largest corporations in the United States.

• Cognizant has been named to the 2015 Forbes list of the World’s Most Innovative Companies.

• Cognizant has ranked 4th on the 2015 FinTech Forward rankings of the top 100 Technology Providers to the Financial industry.

• Cognizant topped Everest Group’s ranking of Top 10 IT Service Providers of the Year 2015.

• Cognizant is ranked among the top 10 performing stocks in the US over the last decade.

• In Europe, Cognizant continues year after year to be in the top of Performance & Client satisfaction rankings.

• Cognizant named a Top Employer across Europe for 2016 based on its Talent, Learning and Development Strategies.

• Cognizant Named a Top IT Infrastructure Transformation Consulting Provider by Kennedy Consulting Research and Advisory

For more information, please visit http://news.cognizant.com/pressreleases
THE CURRENTLY CHALLENGING ECONOMIC TIMES AND RECENT RECESSION HAVE FORCED NEARLY EVERY ORGANIZATION TO RETHINK ITS BUSINESS APPROACH.

Were you once asked to do a lot with a little, now you are asked to do even more with even less. Market conditions have changed and competition is becoming fiercer than ever and from directions you did not expect.

Technology is one of the most dynamic forces in the world and your organization is fully part of it. There is no shortage of challenges: social media, internet, cloud computing, security, global connectivity and enterprise mobility. Meeting all of these challenges require innovative ways to respond to changing business needs, improve flexibility, speed technology innovation and provide higher business value.

We partner with our clients to help them innovate, reduce costs and become lean and mean. Forward-thinking businesses are now looking past recovery and are shifting into growth mode.

By leveraging highly flexible business processes, a seamless global delivery network and deep domain expertise, Cognizant delivers a better “return on outsourcing”. Cognizant was one of the first IT services companies to organize business services around key industry verticals and horizontals. This enables Cognizant to establish extremely close partnerships that foster continuous operational improvements and better bottom line results for clients.

At Cognizant, our client’s interests always come first. If we serve our clients well, our own success will follow.

Client service is at the heart of Cognizant’s culture. We are focussed at all times on helping to make our clients stronger and expand their opportunities.

Our dedication to clients begins with our efforts to hire, train and motivate outstanding professionals and extends to ensuring that everyone at Cognizant understands and embraces our client service philosophy.

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About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work.

With over 100 development and delivery centers worldwide and approximately 255,800 employees as of September 30, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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