Solution Overview

Cognizant Digital Works™

Helping global enterprises build the next generation of digitally inspired solutions
Challenge the way you work today. Lead the way tomorrow.

Cognizant Digital Works™ integrates design, strategy, industry expertise and technology to help you deliver digital at scale.

Digital transformation is called transformation for a reason. In today’s world, you can’t just “do digital.” Consumers, empowered by technology, are driving businesses to become digital to stay relevant.

The Cognizant Digital Works approach brings together insightful digital strategy, elegant experience strategy and design, deep industry knowledge, and foundational technology expertise to help our clients reimagine, design, build and run new customer experiences and business processes.

We exist to help our clients build stronger, more agile and more innovative businesses. How do we do it? Read on.
Cognizant Digital Works

Helping global enterprises build practical digital capabilities. At the speed of business.

Cognizant Digital Works is the single point of entry that brings the power of Cognizant’s global resources to our clients in a nimble way, to help them:

- Crystallize digital strategies, with an eye to cross-industry implications
- Enhance technical capabilities
- Make digital the default way of doing business

We understand the unique challenges of established organizations that are transforming to adopt digital technologies and business models. We ensure that your people, processes and technology are ready for change with an approach that consists of four tightly integrated elements:
Digital Strategy

A strong digital strategy will help you identify, quantify and capture your commercial digital opportunity. We apply data science, cross-industry expertise and vast experience to determine the questions we need to ask to:

• Gain insight into what customers really want
• Figure out where to focus at the process and experience level
• Move quickly from ideas to implemented changes and solutions

Experience Strategy and Design

In this context, good design means much more than just “making it pretty.” We use business strategy and applied user insight to ensure that all your audiences—including customers, partners and employees—enjoy digital experiences that are visually stunning, elegant and intuitive.

Industry Knowledge

Making digital experiences valuable is an industry- and company-specific challenge—but you have to account for cross-industry forces as well. We combine a deep vertical knowledge of processes, systems and regulations with a broad horizontal perspective and cross-disciplinary expertise to ensure that change takes root, and lasts.

Foundational Technology

Our long history on the cutting edge of social, mobile, analytics and cloud technologies gives our clients a real advantage when it comes to building a digital organization. We help you choose technologies that will:

• Connect with and complement legacy systems
• Support your newest solutions and services
• Anticipate the demands of tomorrow
How far can digital innovation take you? Can it fundamentally shift the way you work for the better?

These questions are at the center of the Cognizant Digital Works Accelerator Methodology—a managed innovation process designed to provoke discussion and help you build the next generation of digitally inspired solutions.
Phase 1: The IdeaLab

The process starts with the IdeaLab phase, where we help clients explore opportunities and think big. Cognizant curates the conversation—bringing together participants from all parts of your organization, along with key partners—to identify the ideas that will deliver real value to your business and your customers.

The IdeaLab phase leads up to a Spark Workshop, where we identify and prioritize the winning ideas and develop a clear plan of action to take into the Collaboratory phase.

Phase 2: The Collaboratory

In the Collaboratory phase, we make ideas real. We start small, quickly ideating and prototyping, and validating the results with end users and the business, so you can see what works and what doesn’t. You learn fast, and improve your product just as quickly.

Then, using our rapid prototyping tool kit, the Cognizant Toybox, you can create a prototype and definition for your minimum viable product (MVP)—the starting point for the Foundry phase.

Phase 3: The Foundry

The Foundry phase is about designing for growth.

In the Foundry’s pilot stage, we help you quickly build, launch and test pilots based on your MVP. We operate and measure to find out what works. Then we learn and respond, scaling what works.

We then proceed to the scale stage, where we help you build, refine and optimize in iterations. We equip you with the processes you need to move forward, and ensure that you have technology that works with your legacy systems.
Digital in action
Cross-industry case studies

By combining deep vertical knowledge with a broad horizontal perspective and cross-disciplinary expertise, we’ve helped clients worldwide deliver measurable results and create lasting change.

We helped a leading global financial services firm redefine its direct marketing strategy. Our new content, enhanced technology and predictive analytics helped:

• Better target and connect with customers
• Contribute to significant campaign lift

A multi-specialty hospital chain engaged us to leverage digital to connect people and devices to improve health outcomes. Our digital information system helped:

• Reduce mortality rates by 20%
• Improve nurse productivity by 35%
• Shorten average per-patient time in the ICU by 25%

We defined, implemented, and are now overseeing the social listening platform for a global beverage giant. The smart technology we embedded into product placement:

• Captures consumer/product interactions
• Helped improve targeted marketing efforts
• Contributed to increased sales

At one of the largest airports in the world, we implemented an analytics platform to capture real-time customer information and generate the deep insights needed to:

• Redesign services
• Improve satisfaction
• Drive new and increased revenues
Cognizant’s Global Innovation Ecosystem

The *big* big picture

Digital transformation is not a solo undertaking. While we have teams that provide the implementation and services needed to scale and support digital operations, a core part of our managed innovation approach is providing you with access to the latest technology and the means to translate it into real-world applications.

In addition to Cognizant Digital Works’ service and product partners, our Global Innovation Ecosystem (GIE) gives you access to a network of:

- **1,135** start-ups
- **72** venture capital sources
- **24** tier 1 academic institutions
- **11** government bodies
- **34** accelerators and incubators

When you work with Cognizant, you get more than expert guidance through the digital development process—you get access to a world of help to bring your solution to the real world.
Cognizant Digital Works Collaboratory

A hands-on digital experience

Step out of your everyday environment. The Cognizant Digital Works Collaboratory is a physical space where clients come to work through all or part of our Accelerator Methodology.

Here, our experts—designers, strategists, technologists and data scientists—work shoulder to shoulder with industry leaders and futurists to help our clients conceptualize, design, prototype and build digital experiences for today and tomorrow. The facility features collaborative workspaces, a digital innovation showcase that highlights new technology applications, and a fabrication studio for digital and physical prototyping.

Get in touch

The first Collaboratory is open now in the heart of New York, with additional locations planned for Amsterdam, Singapore and other centers worldwide.

Set up a visit. Email Collaboratory-All@cognizant.com
Why Cognizant?
A global presence. A world of resources.

Cognizant Digital Works connects you to Cognizant’s global, collaborative workforce, which includes:

More than 100 delivery centers worldwide
We map to your global footprint so your Cognizant team is always at hand, speaks your language and shares your business culture. Proximity also helps you ensure business continuity and manage costs.

200,000+ employees
We give you access to the best talent worldwide—talented, cross-disciplinary teams with deep vertical expertise, extensive cross-industry experience and firsthand knowledge of the emerging world of business.

Strategic partnerships
Cognizant’s relationships with the world’s leading companies help us expand our service offerings and deliver comprehensive solutions to your business and IT challenges.

Wherever you are, we work there.
Whatever your industry, we understand it. And no matter where you’re going, we can help you get there.
LETS TALK
Are you ready to leverage digital for your business? Learn more about Cognizant Digital Works.

Contact us today at bedigital@cognizant.com

LEARN MORE
Cognizant has been named a “Leader” in “The Forrester Wave™: Business Transformation Consultancies, Q3 2015.” The report analyzes changes that companies require to embrace digital business.

Read the full report at cogniz.at/IXDBNdN

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 219,300 employees as of September 30, 2015, 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. Visit us online at www.cognizant.com or follow us on Twitter: @Cognizant.

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