



Enterprise Platform Services

Revenue Management Framework for Technology expands monetization, customer experience options

Today's technology companies are often looking to provide more streamlined buying and selling experiences, but don't have the tools or expertise to accelerate their program's maturity.

Siloed data, inefficient processes, lack of automation, and misaligned customer journeys are but a handful of potential roadblocks to unlocking the next era of growth.

Cognizant's Revenue Management Framework for Technology pairs purpose-built intellectual property, accelerators and integrations with world-class consulting to expedite your company's business outcomes. Built on the backbone of Salesforce Revenue Cloud with industry-specific capabilities, our delivery framework is a unified consulting and transformation approach to optimizing customer engagement and revenue management for the modern technology business.

Proof points and differentiators

- ✓ Industry-specific overlay to extensive horizontal, partner and domain assets
- ✓ Tailor-ready reusable solutions deliver the fastest possible time-to-value
- ✓ Deep strategic alliances create end-to-end value across the ecosystem
- ✓ Partner expertise and relationships to de-risk initiatives
- ✓ Proven Atlas® delivery framework with unmatched project success
- ✓ Over 500 implementations of Revenue Blueprint products since 2016
- ✓ More than 20 years of domain experience

Revenue Management Framework for Technology

Verticalized Atlas offering

CPQ and Billing



revenue cloud



B2B Commerce



commerce cloud



Contract Management / Revenue Operations



Additional available extensions



sales cloud
service cloud
experience cloud



Integration
mapping via
enosix to core
financials

ORACLE
NETSUITE

Integration mapping;
integration to core
financials



With Revenue Management Framework your business will:

- 1 Navigate rapidly evolving business models and monetization strategies within your industry
- 2 Identify and prioritize an outcomes-focused strategic roadmap
- 3 Receive expert guidance on technology procurement and integration
- 4 Iteratively achieve business outcomes through the delivery of people, process and technology-focused initiatives

- 5 Implement technical solutions across high-barrier emerging technologies within the monetization ecosystem
- 6 Be on the leading edge of insights and artificial intelligence with truly connected data across business systems
- 7 Unlock more value from existing investments and from often-siloed or, at best, partially connected digital initiatives
- 8 Have a partner across all tiers of the business to support day-to-day operations while constantly looking to the future

Why Cognizant

Cognizant has a proven track record transforming core infrastructure for large enterprises across industries for more than 25 years. As a trusted partner, we help you define your strategic IT modernization vision by leveraging our best-in-class Cognizant methodology and framework. As a customer-centric partner to some of the world's largest companies, we have provided secure and reliable, proven IT infrastructure for Fortune 2,000 companies for nearly three decades. Our partner ecosystem is unparalleled, and we offer unmatched domain, business process and application expertise.

Set up a briefing session to learn how Cognizant can partner with you for Core Infrastructure Management.

Visit www.cognizant.com to find out more.



Cognizant (Nasdaq: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

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