

Case Study: Consumer Goods

Digital overhaul improves operational efficiency and agility

A consumer-packaged goods company embarks on a digital transformation to deliver omnichannel experiences in a more cost-effective and agile manner.

The challenge

One of the world's largest leading consumer packaged goods companies offers products enjoyed by consumers in over 200 countries and territories worldwide. Our client wanted to build a digital foundation to continue its pattern of growth and deliver truly omnichannel experiences with intelligent automation and automated data and analytics on a single platform.

The following key challenges were outlined:

- Improve time to market (TTM) by reducing the eight-to-12-month timeline required to develop and deliver new features and apps to market
- Enforce security on a global scale to address high levels of dependency on external virtual machines and a lack of comprehensive security controls

At a glance

In a new phase of growth, a consumer-packaged goods company wanted to establish a simplified digital foundation to improve operational efficiency and deliver agile omnichannel experiences. As a result of the digital transformation, the company:

- Launched new features within a few weeks versus eight to 12 months using DevOps automation
- Reduced CI/CD configuration effort by 400%, from 4 to 5 days to 30 minutes
- Reduced build optimization time by 71% using containerization

- Improve productivity by adding the niche, non-standard skill sets needed to operate effectively across various geographies
- Increase Agile adoption to increase flexibility for app development teams
- Automate app development to reduce the significant manual intervention, coordination and maintenance currently required
- Resolve issues with data inaccuracy and inconsistency due to limitations of point-to-point interfaces between app components—consumer, supply chain and e-commerce—built by developers

The company engaged Cognizant to conduct a multifaceted due diligence exercise across its architecture, engineering processes and operations to identify gaps and provide a roadmap to launch these new capabilities on a single digital foundation.

The approach

After conducting an assessment, we worked with our client to envision and deliver a modern digital foundation that meets its constantly evolving needs. The strategy for the foundation is to deliver a modern omnichannel enterprise that can:

- Handle disparate sources of data, unify data formats through enterprise standards and enable plug-and-play apps with an API-driven ecosystem
- Implement streaming support, faster TTM and pay-as-you-go cloud computing
- Utilize machine learning models for predictive analytics, RPA, NLP and OCR
- Reduce downtime and risk, DevOps support and global support
- Integrate identity access management, improve security for non-SSO logins and trace throttling quota limits

The company's original digital landscape included a mix of environments and systems across various infrastructure and data centers. We focused on building a Microsoft Azure environment to converge

the hybrid landscape and digitally transform the enterprise, which enabled our client to:

- Develop various cloud-native apps within the client's ecosystem to support multiple operations without disruption, such as order management, inventory availability and fulfillment status
- Onboard users/apps and deliver new functionalities, such as real-time analytics, efficiency order management, inventory and planning—within hours or days instead of weeks or months
- Manage apps in production with zero downtime and handle updates without disruption to end customers
- Deploy apps seamlessly and quickly in the client's ecosystem

We helped our client execute a digital transformation strategy across regions with a comprehensive, continuous delivery platform that accelerates development for Java and .NET apps within its client ecosystem.

Cognizant built complex and resilient microservices-based functionalities using Spring Cloud and Spring Boot—by reusing many of the common patterns for distributed, scalable services—employed Camunda containerization and performed end-to-end CI/CD automation to enable platform portability and scalability.

Through automated resource provisioning, the company also reduced manual intervention, errors and human effort.

As a result, the entire integration platform solution easily manages data-driven apps, such as inventory planning and order management apps, increasing short- and long-term efficiency, cost savings and effectiveness for the company.

Business outcomes

The resulting digital foundation and enterprise-wide platform has proven to be a critical decision-making tool for the company, allowing it to achieve end-to-end visibility into inventory availability, product

freshness and fulfillment statuses, and providing the ability to synchronize planning and fulfillment capabilities in near-real time.

The digital foundation enables the company to launch new features within weeks—instead of eight to 12 months. By deploying this tool with DevOps automation, IT operators can make iterative updates, increase the frequency of new feature releases, receive faster feedback, and avoid manual processes for infrastructure provisioning and configuration. From a business perspective, the automation reduces lead time to deploy features, limits errors, and increases platform reliability and availability.

Business outcomes include:

- Reduced CI/CD configuration effort by 400% (from 4 to 5 days to 30 minutes) by transforming manual runbooks to Ansible playbooks configured in version control for reuse
- Reduced build optimization time by 71% (from 7 minutes to 3 minutes) using containerization

With Cognizant as a trusted transformation partner, the company is positioned to deliver an omnichannel experience on a simplified, integrated platform in a more cost-effective, agile, secure and efficient manner.

About Cognizant

Cognizant (Nasdaq-100: CTSH) 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 185 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 or follow us [@Cognizant](https://twitter.com/Cognizant).



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