



Cognizant AI Driven Product Design & Engineering

Design anywhere, launch faster, sell everywhere.

Companies are increasingly integrating AI into product development and are extending it to digital thread by using domain specific models that enable smarter formulation, sustainability by design, and predictive labeling and compliance.

We empower organizations to unify product data across the enterprise, making it instantly usable by both humans and AI. Through a connected digital thread, we enable teams to design, validate, and commercialize products at the speed of demand, all while preserving accuracy, traceability, and compliance.

Traditional product development models weren't designed for today's AI-led disruption in product development, or the need for real-time visibility. The challenge isn't complex, it's silos, Siloed data. Siloed teams. Siloed decisions.

1 Your products move faster than your processes.

Innovation cycles have compressed from months to weeks—but most organizations are still relying on manual, siloed workflows.

2 Your consumers expect instant accuracy.

Every channel, every SKU, every label, every claim—always correct, always up to date.

3 Your value chain is only as strong as the data that binds it.

Without a digital thread, you're making multimillion-dollar decisions on partial information.

4 Your teams spend more time reconciling data than creating value.

R&D, Regulatory, Marketing, Supply Chain—everyone knows the pain of searching for the “latest version.”

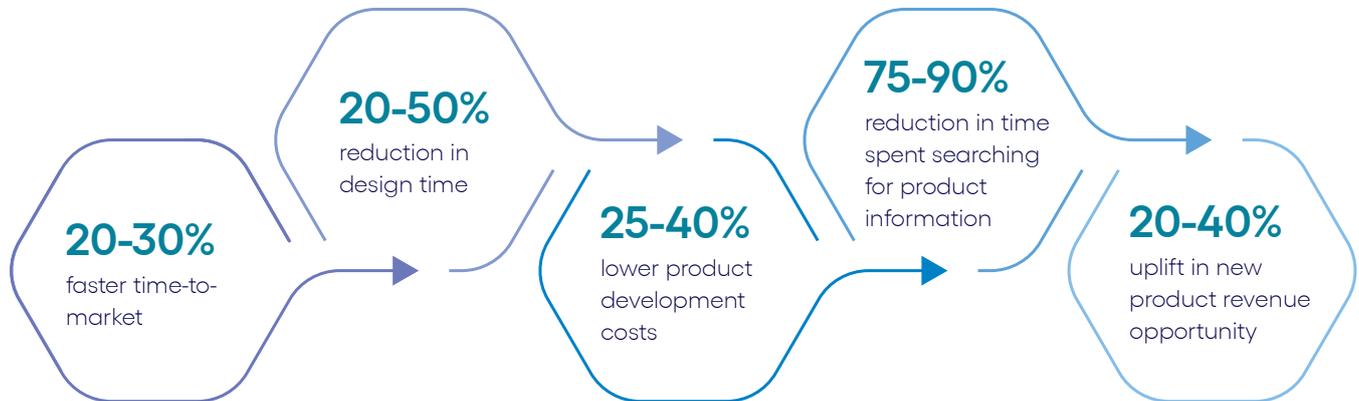
AI-driven product design & engineering flips the model: it eliminates these barriers by unifying insights, accelerating decisions, and creating a seamlessly connected product development ecosystem. Instead of pushing products through disconnected systems, we orchestrate the entire lifecycle around real-time demand signals, traceable data, and intelligent collaboration. We provide a platform that automates the process from concept to secondary manufacturing or simply, lab to launch.

Intelligent product lifecycle digitalization	Digital thread enablement	AI driven product analytics
<p>We modernize end-to-end lifecycle processes to meet the demands of a fast-moving CPG landscape.</p> <ul style="list-style-type: none"> • Agentic AI integrated into Product Development • Global product development (formulas, recipes, specifications, variants, configurations) • Stage-gate workflows, automation, and enterprise process governance • Artwork, labeling, packaging, and document management • Supplier collaboration across an extended network 	<p>We establish digital thread foundations that unify product data across systems such as PLM, QMS, MES, ERP, and regulatory platforms.</p> <ul style="list-style-type: none"> • Semantic layer connecting end-to-end Product Digital Thread • Enabling Data Fabric / Data Mesh for accelerated Digital Thread • Building Closed Loop Quality, & Regulatory Intelligence • End-to End traceability to meet regulatory and consumer demands • Real-time transparency from ideation to manufacturing • Seamless data flow improving speed, accuracy, and compliance • Drive consumer insights into Portfolio and Product Management 	<p>Empowering teams with actionable insights.</p> <ul style="list-style-type: none"> • Multi-agent systems enabling decentralized decision-making, • Domain Models for curated product analytics • Persona-based dashboards, KPIs, and scorecards • Portfolio management and rationalization • Cost, quality, and risk analytics

Cognizant delivers value by reshaping every phase of the product lifecycle—and we do it with frameworks, accelerators, and capabilities that no one else brings together at this scale. This is where measurable impact meets differentiated execution.

The proof is in our numbers

By implementing modern PLM and digital thread capabilities, clients realize measurable value:



Let's transform your product innovation engine.

Cognizant helps CPG leaders unlock business agility, drive faster commercialization, and build resilient, compliant product ecosystems. Ready to build an AI driven product design and engineering capability? Let's shape your digital product future.—[contact us](#).



Cognizant (Nasdaq-100: 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 follow us [@Cognizant](#).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Tel: +1 201 801 0233

European Headquarters

280 Bishopsgate
London
EC2M 4AG
England
Tel: +44 (0) 20 7297 7600

India Corporate office

Siruseri-Software Technology Park of India (STPI)
SDB Block – Ground floor North wing
Plot No H4, SIPCOT IT Park
Chengalpattu District
Chennai 603103, Tamil Nadu
Tel: 1800 208 6999

APAC Headquarters

1 Fusionopolis Link,
Level 5 NEXUS@One-North,
North Tower, Singapore 138542
Phone: + 65 6812 4000

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