



Enterprise Platform Services

Tackle customer hierarchy to maintain data integrity throughout your lead to revenue ecosystem

Enterprise customers have customer, account and service data spread across numerous, often dozens, of applications. There is no single database of record for all attributes associated with a holistic definition of a customer. This primer provides an

overview of how to tackle critical data ownership and CRUD (Create, Read, Update, Delete) functions for key attributes.

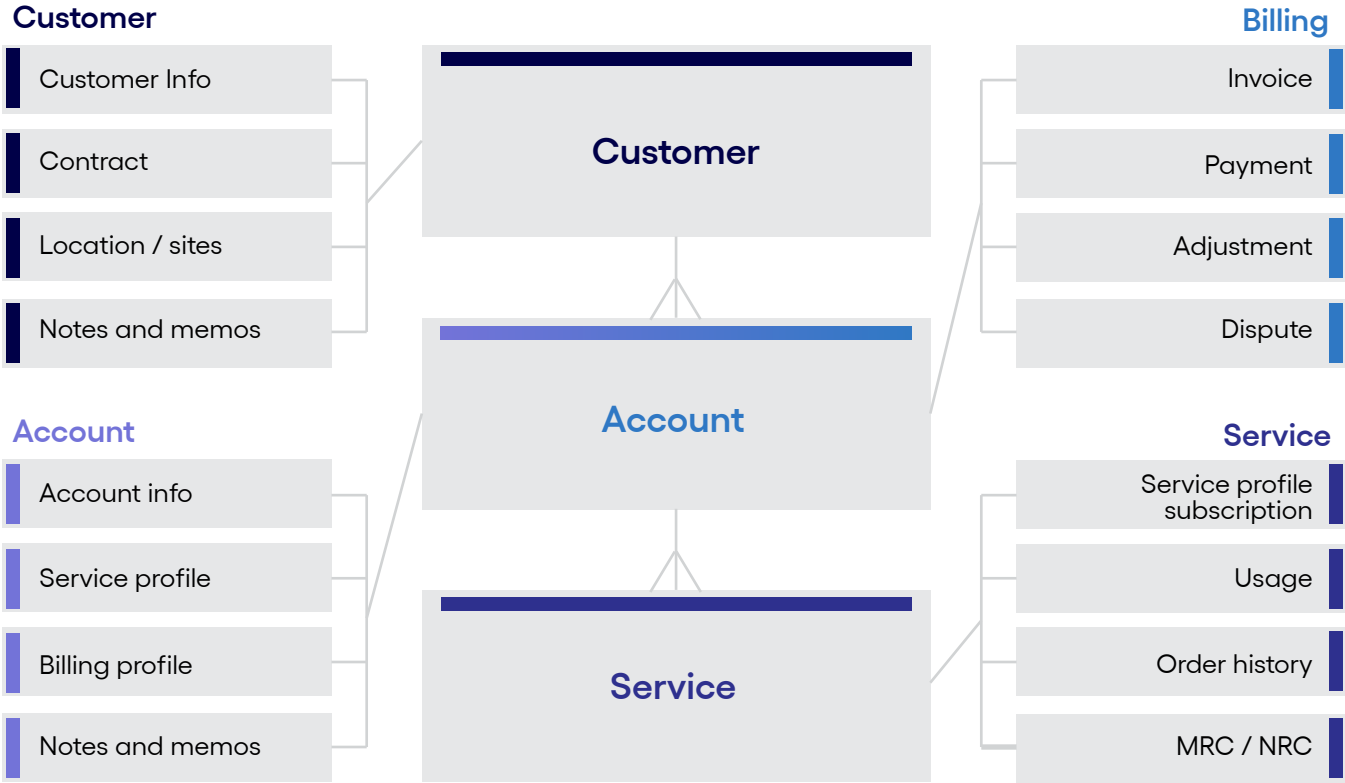
Understanding the totality of customer hierarchy and associated data is important to effective implementation of any area in lead to revenue.

High-level guiding principles

Customer Profile Database of Record (DBOR)

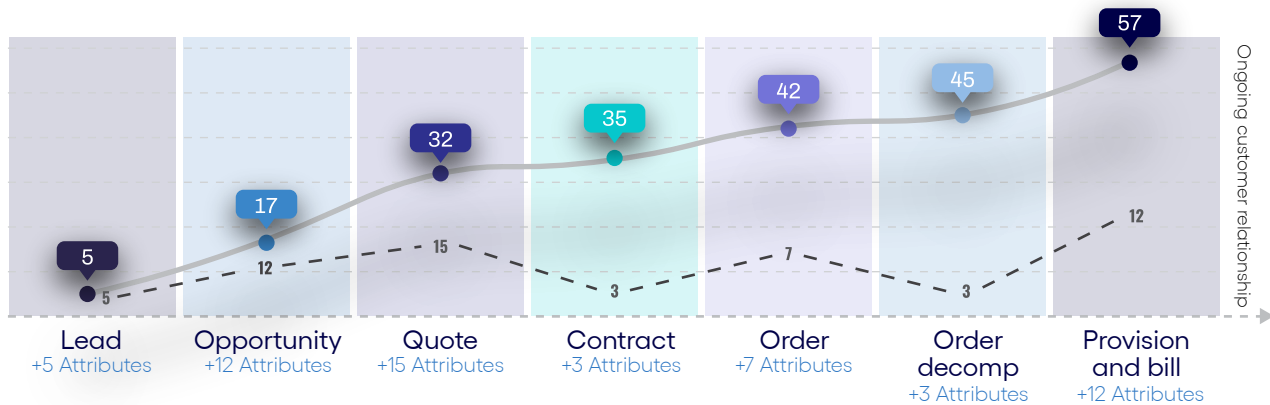
- ◆ Affirm all customer types (SMB, Enterprise, Global) are considered
- ◆ Ensure all use cases are evaluated:
 - New customer scenarios
 - Establish initial customer profile
 - Existing customer scenarios
 - Amendment and renewal
 - Up-sell and cross-sell
 - Suspend and resume
 - Customer service scenarios
 - Maintenance of customer, account and service data
- ◆ Confirm all customer interaction channels are considered – partner / reseller, sales force automation, e-commerce, call center, kiosk/point-of-sale and mobile
- ◆ Define key entities and attributes and ensure CRUD functions are clearly established
- ◆ Leverage periodic synchronization, publish/subscribe or master data management (MDM) strategies as appropriate to ensure all systems are consistent

Key entities and attributes



The importance of data stewardship

Accumulating data points through the lead to revenue continuum



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: CTSH) 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).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

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

Indian Operations Headquarters

5/535, Okkiam Thoraiakkam
Old Mahabalipuram Road,
Chennai 600 096
Tel: 1-800-208-6999
Fax: +91 (01) 44 4209 6060

APAC Headquarters

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