cognizant®

Empowering boutique investment qualities through global asset management

A fully integrated, centralized operating platform helps a globally diversified asset management company serve its newly acquired customer base of two million customers worldwide.

The challenge

A diversified asset management company obtained a B2C market segment from an industry peer to offer mutual funds, college savings plans, retirement accounts and other investment products. To engage its newly acquired customer base, the company had to build a digital platform that could serve approximately two million online customers worldwide and offer web and mobile applications to enable self-service channels.

The new system also required:

- Contact center applications to support ~250 contact center agents in servicing and assisting customers

- A cutting-edge content management solution to host a public website, allowing the business to create and manage content for marketing purposes

- A document management solution to use to migrate legacy content, provide storage for current content and support retrieval of unstructured content for account maintenance

As a global leader in IT services and consulting, Cognizant was chosen for our expertise in leveraging Amazon Web Services (AWS) and our ability to meet the project requirements while ensuring data security and business continuity.

The solution

Cognizant embarked on the transformative journey to design and build an AWS infrastructure from the ground up. Using a cloud-first approach, the Cognizant team recognized the need to tailor the AWS architecture to specific applications and business needs, resulting in a strategic and flexible cloud foundation.

We set out to revolutionize the client's digital channel in an environment where the digital landscape was developing quickly. Our team engaged in a collaborative effort with AWS experts to construct a robust, serverless and cloud-native solution using React JS, with over 400 AWS Lambda functions, 120+ API endpoints via API Gateway secured through Barracuda and Palo Alto Web Application Firewalls, 30+ DynamoDB tables, 100+ S3 buckets and CloudFront CDN. With a keen focus on high availability, the solution spanned four AWS environments, including multi-Availability Zone (AZ) setups, and disaster recovery (DR) across two AWS regions.

System transformation and orchestration

Cognizant successfully migrated and enhanced the client's legacy Sitefinity-based web solution, which involved migrating content from the existing Sitefinity platform, developing over 100 custom web pages with capabilities such as authoring capabilities, responsive web design (RWD) compliance and advanced analytics for marketing insights.

We undertook the transformative project to orchestrate a cloud-native Genesys PureCloud implementation for an Interactive Voice Response (IVR) solution. Leveraging the power of AWS with services such as AWS Lex, Polly and DynamoDB, our team designed and built an efficient IVR system to enhance customer interactions and streamline voice-based services.

Achieving high availability

A custom Alfresco-based Content Management System (CMS) was built and hosted on AWS. The solution leveraged AWS Elastic Kubernetes Service (EKS) for container orchestration, AWS RDS PostgreSQL for database management and EC2 instances for content sharing. We achieved high availability through multi-AZ setups and DR through replication of the system across two regions.

Our team embarked on a mission to safeguard a complex ecosystem by building a multilayered security framework. The system leveraged AWS security services, with AWS Shield and a Web Application Firewall (WAF), along with third-party security controls such as Palo Alto and Barracuda. Robust monitoring was strengthened with CloudWatch, CloudTrail, CloudWatch Alarms and Zenoss, and we implemented an ELK architecture for in-depth system monitoring and incident detection.

Valuable business outcomes

The implementation resulted in several significant outcomes:

A robust web presence attracting substantial traffic, with 35 million hits and one million daily visits to marketing pages

**A highly engaged user community** with a monthly visit count of 25 million and an average of 850,000 daily active members

An expansive customer database with Salesforce housing more than three million customer records, and 75% acquired since launch

Efficient, accessible customer support via the Genesys Contact Center, which handles 30,000 voice calls and 3,000 web chat/co-browser sessions per month

Effective content management through Alfresco, which manages over 132 million unstructured content items and facilitates 80,000 daily document metadata searches

Mobile app success resulting in download figures of 94,000 from the App Store and 25,000 from the Google Play Store, indicating strong user traction in just six months

Cognizant's successful implementation of the AWS infrastructure and cloud-first strategy enables the client to update its IT environment, enhance scalability and improve performance. The architecture that we designed caters to various application requirements and showcases the flexibility and adaptability of the AWS platform. The collaboration between Cognizant and the client on this project exemplifies the significant impact of cloud transformation in today's business world.
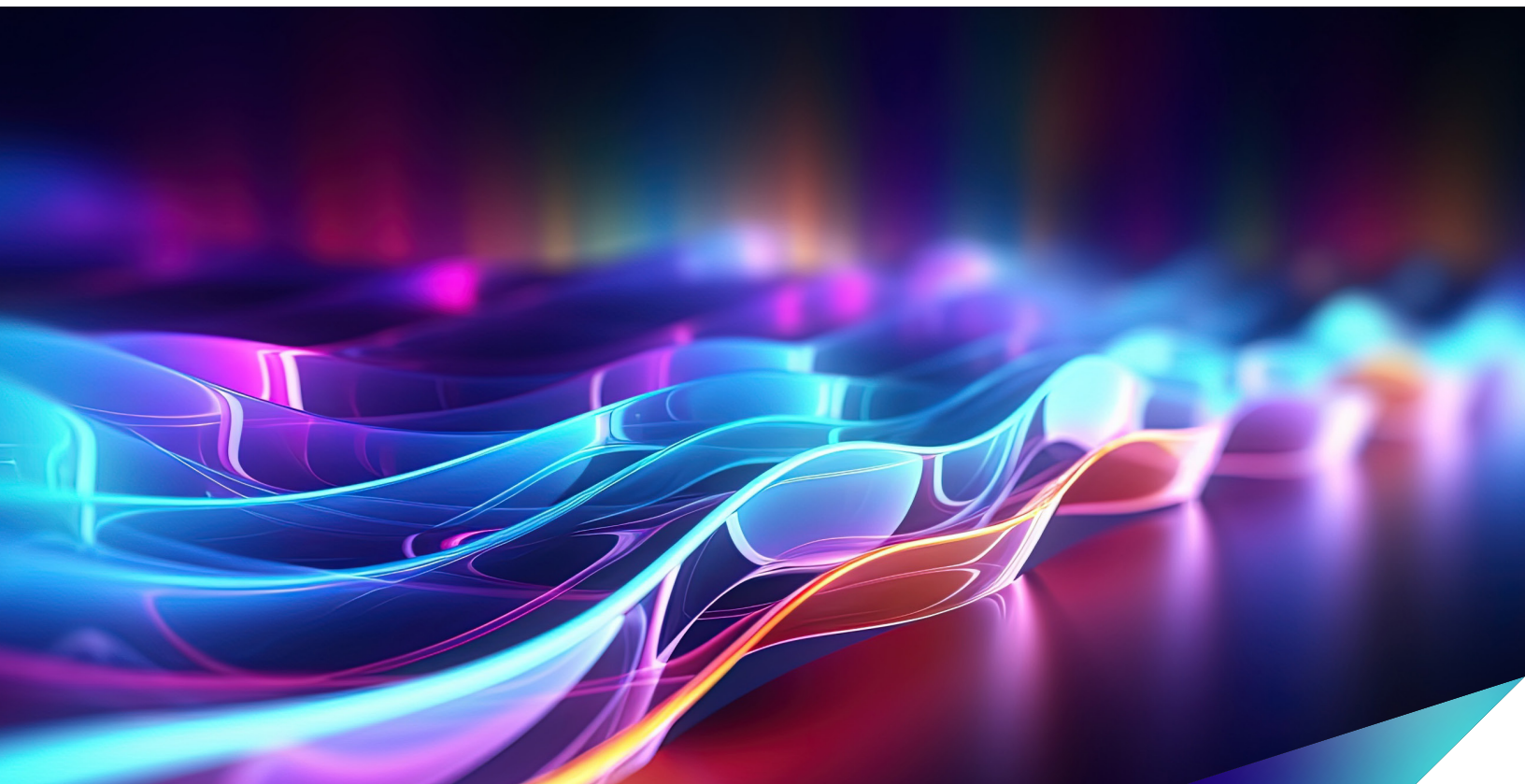
About the partner

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' businesses with operating and technology models for the digital era. We engineer modern businesses to improve everyday life. Our unique industry-informed, consultative approach helps clients transform technology, re-imagine processes and enrich experiences so their businesses remain agile, relevant and ready to run in an innovative and efficient manner.

With AWS as our partner, we focus on the outcomes that matter most to businesses and underpin our solutions with deep industry experience and market-leading IP. Cognizant brings more than 13,000 AWS-certified professionals and dedicated AWS-certified consultants in 43 countries, enables hundreds of customer launches and success stories and provides more than 70 transformational blueprints to drive innovation beyond cloud migration.

As a premier consulting partner, Cognizant holds numerous AWS competencies, including AWS Mainframe Migration, AWS SAP, AWS Migration, AWS Financial Services, AWS Healthcare and AWS Life Sciences. Partner programs include AWS Well Architected, AWS Managed Service Provider, AWS Marketplace Seller, AWS Solution Provider Program and AWS Public Sector Solution Provider.