Cognizant

Solution Overview

IoT Strategy and Advisory Services

The Internet of Things is creating new growth opportunities and changing how business runs. How will it impact your business? Are you ready?

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Do you have an IoT strategy? Is your team ready to execute that strategy?

It's one thing to have ideas about transforming products and services by leveraging IoT. It's another to realize that transformation.

IoT-enabled products will soon touch every aspect of our lives. Today we already have sensor-equipped industrial equipment powered by AI. Medical devices that self-diagnose and send alerts to their operators. Automobiles that engage new features — and improve efficiency — by updating their software. And very soon refrigerators that help you figure out what you could have for dinner — and ovens that know how to cook it.

We take ideas to market

Whatever your industry and whatever customers you serve, the key to succeeding in the new world of digital is getting your best ideas to market. That means having a business case for IoT and having the right resources in place to move quickly and deliver value.

Cognizant is a global leader in guiding and implementing digital transformation. We understand the strategic business and operational drivers of IoT initiatives. Our human-centered design methodology provides the critical human insights that inform successful strategies and go-to-market plans.

We help clients define strategies that guide the design and development of end-to-end IoT solutions. We build and deploy end-to-end solutions by building physical products, IoT cloud platforms, and everything in between. We succeed by applying our business, design, and technology expertise across the entire device-to-cloud technology stack.

Our IoT Strategy and Advisory Services team can help you identify and realize opportunities along the path from idea to market — while navigating the complexities of today's rapidly evolving technologies.

New offerings mean breaking new ground

It's not easy to conceive new ways of doing business. It's harder still to engage your existing organization in a program of transformational change, particularly if the process of moving to IoT-enabled products and services is still in its early stages.

Companies embarking on this type of business transformation are likely asking the following questions:

▮ Why should we invest in IoT? What are the opportunities for our business?

▮ What should we build? Do we have the right capabilities?

▮ How should we go to market? What steps can we take to validate a go-to-market plan?

Cognizant can help you answer these questions, based on conversations with your line-of-business and IT leaders, and with executives in the C-suite. We perform organizational reviews from the top down; we provide implementation services from the bottom up.

We help you run IoT better — from idea to market.

Successfully bringing IoT products and services to market requires a broad set of capabilities that most organizations don't have. Success means navigating a rapidly evolving technology space while changing the way your business operates and goes to market.

From vision to execution

Our IoT Strategy and Advisory Services address the full range of needs, providing idea-to-market services that bring tangible business products and services to your customers, and that have demonstrable value.

To create a vision that catalyzes your IoT strategy and that articulates your aspirations for IoT, we engage in a multidisciplinary program that uncovers deep insights about your business, reviewing your technology, the needs and desires of your customers, and your internal culture.

We begin with uncovering key insights that inform market opportunities. Using the principles of human-centered design, we seek to identify unmet needs and opportunities for your business, and make recommendations to leadership. After an IoT strategy is established, we assess your organization's capacity to succeed and design the technology solution architecture the business needs.

Cognizant's insight-driven approach

RETHINKING THE BUSINESS
Strategy for driving new revenue streams and business models

IMPLEMENTING AT SCALE
Industrial solutions that drive efficiencies at scale

PLATFORM SOLUTIONS
Platform and process solutions to drive industrialization at scale

IoT STRATEGY & ADVISORY
Our High-level Approach

SMART PRODUCTS
Connected products and services that enable new value through intelligence

MEANINGFUL INSIGHTS
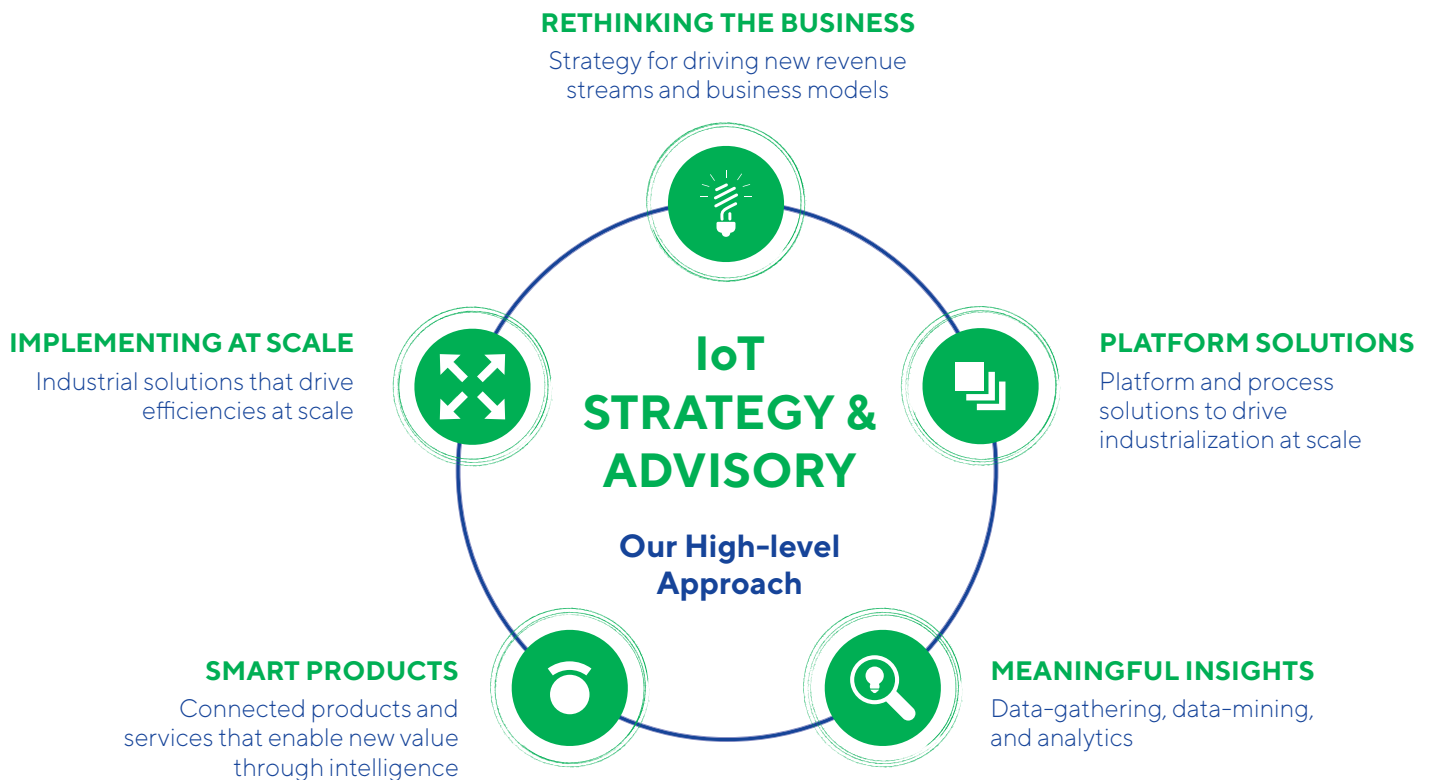Data-gathering, data-mining, and analytics

Figure 1

To help you navigate the uncertainties of going to market, we develop and pilot minimally viable products (MVPs) to define and validate GTM plans.

Create the vision

Our goal in this phase is to define an IoT strategy that enables leadership teams define the business opportunities that IoT will enable for their business.
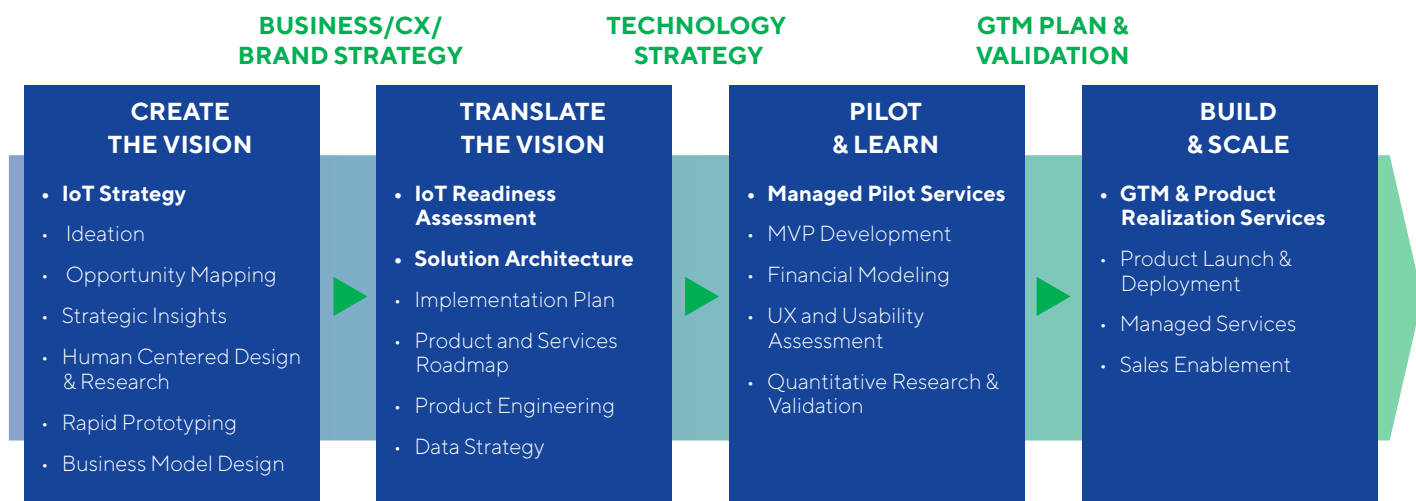
Working closely with management, we craft a program approach with specific activities to discover key insights for driving the business forward.

Translate the vision

Translating the organization's vision into action involves assessing its IoT readiness: both capabilities and technologies necessary to succeed.

Regarding technology, what platform and architecture are necessary, defining how existing technology needs to evolve, and establishing an engineering implementation plan. Regarding capabilities, do the right IoT product development skill sets exist, which governance model makes sense, are there gaps in engineering talent?

IoT Strategy and Advisory Services roadmap

BUSINESS/CX/ BRAND STRATEGY **TECHNOLOGY STRATEGY** **GTM PLAN & VALIDATION**

CREATE THE VISION	TRANSLATE THE VISION	PILOT & LEARN	BUILD & SCALE
• **IoT Strategy** • Ideation • Opportunity Mapping • Strategic Insights • Human Centered Design & Research • Rapid Prototyping • Business Model Design	• **IoT Readiness Assessment** • **Solution Architecture** • Implementation Plan • Product and Services Roadmap • Product Engineering • Data Strategy	• **Managed Pilot Services** • MVP Development • Financial Modeling • UX and Usability Assessment • Quantitative Research & Validation	• **GTM & Product Realization Services** • Product Launch & Deployment • Managed Services • Sales Enablement

Our "idea-to-market" services set key milestones on the journey to tangible outcomes and value.

Figure 2

Creating the vision: our high–level program

	Immersion (~2 Weeks)	Research (~4 Weeks)	Synthesis (~2 Weeks)	Delivery (~2 Weeks)
PROCESS	Our team rapidly immerses ourselves in your business, technology, and people to establish hypotheses for research.	We engage in primary research activities to test our hypotheses and discover key insights that will inform strategic recommendations.	Synthesis of our primary and secondary research converts insights into frameworks for shaping strategy.	Final recommendations and strategy are refined and packaged for delivery.
ACTIVITIES	▪ Kickoff Meeting ▪ Stakeholder Interviews ▪ Client SME Interviews ▪ Cognizant Domain Expert Interviews ▪ Initial Tech Audit ▪ Initial Business Audit ▪ Hypothesis Generation ▪ Research Scheduling	▪ Client Primary Research Interviews ▪ Design Research ▪ Technology Assessment ▪ Operations Assessment ▪ Use Case Validation ▪ Pain Point Analysis	▪ Raw Research Review ▪ Pain Point Mapping ▪ Use Case Selection ▪ High Level Solution Architecture ▪ Research Report Development ▪ Research Report Readout & Collaborative Workshop	▪ Workshop Feedback Integration ▪ Refinement of Strategy and Recommendations ▪ Final Strategy Report Presentation and Meeting

Figure 3

Pilot & learn

With an IoT strategy and implementation plan in place, our managed pilot services validate market interest and provides go–to–market insight from lighthouse customers and real users. Then, we validate the critical technology, business, and design decisions that enable a product to succeed.

It is critical to gain executive leadership support to validate and quantify understanding of the business potential of the IoT offering and how to launch successfully in market.

Our IoT product realization team then designs, operates, and manages a pilot to ensure go–to–market uncertainty and challenges are validated and addressed. Our approach designs a single pilot or series of pilots based on the nature of the product and the scope of go–to–market validation.

Build & scale

Cognizant provides the engineering, management, and product development services necessary to bring IoT solutions to market. We help scale solutions and provide managed services to operate and run them more effectively.

Learn more

IoT has the power to transform to modern enterprise. It offers new efficiencies in manufacturing and key processes, and new value for your business and your brands through enhanced customer experiences.

Yet, while many organizations are embarking on IoT-related initiatives, executives often struggle to articulate and communicate an IoT strategy. Many organizations lack internal resources and the necessary IoT architecture to successfully gather, analyze, and act on the wealth of data being generated in operations and by customer interactions. And many struggle to bring tangible ideas to market — products and services that deliver the looked-for returns.

Cognizant is uniquely qualified to help today's organizations develop and realize an IoT strategy, and to implement a plan that brings tangible value — from vision to pilot to implementing at scale.

We invite you to learn more about our IoT solutions at **cognizant.com/enterprise-iot-solutions**.
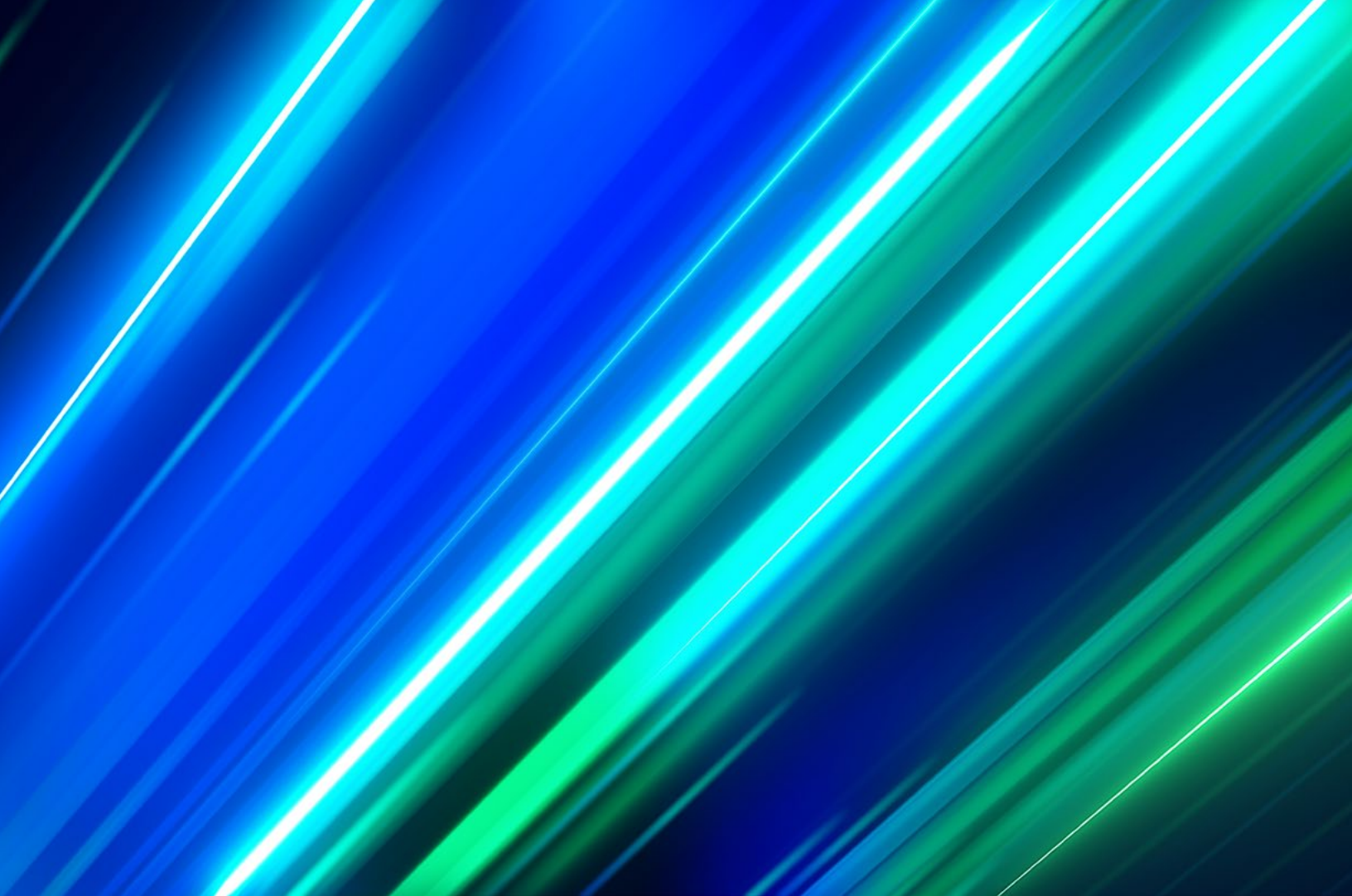
About Cognizant Digital Business | Connected Products

Cognizant Digital Business helps our clients envision and build human-centric digital solutions — fusing strategy, intelligence, experience and software to drive industry-aligned transformative growth. As emerging technologies like IoT extend across the enterprise, factories, supply chains and beyond — as well as become more pervasive throughout our everyday lives at home, school and work — clients across industries are seeking Cognizant's expertise to advance and implement their IoT strategies. IoT, combined with applied analytics and intelligence, is helping them deliver greater business performance, products and service offerings — all leading to superior customer experiences. To learn more, please visit www.cognizant.com/iot or join the conversation on LinkedIn.

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 195 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.

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