



## As Consumers Reinvent the Industry, How Will Your Company Respond?

Empowered consumers have transformed the consumer goods marketplace. Let our team work with you to extract value from the changes.

Customers are reinventing the consumer goods industry, reshaping brands so they represent not just products in packages but other factors such as a brand's social responsibility.

For consumer goods companies, the changes require that they be closer than ever to their customers and to consumers. Knowing what consumers are thinking is only the start. To understand trends and the resulting marketing and merchandising implications, brands need to be ahead of change, not just followers of it.

Cognizant's Consumer Goods Practice helps companies build the capabilities needed to win in the digital world. Our DNA is client-centric, so we successfully partner with our clients on the full range of industry issues and challenges, everything from advanced digital/social marketing capabilities, analytics and Big Data to trade promotion management and supply-chain solutions that help meet evolving consumer and customer demand.

### Insights: The Next Competitive Frontier

It's no secret that consumer goods companies draw data from lots of sources. But to succeed in the marketplace, they need to put data to use creating insights that generate value. With fresh insights, companies can get to consumers faster and with tailored messages.

How can your organization use social and shopper data to better understand customers?

For starters, by embracing the four new essential technologies: social, mobile, analytics and the cloud. We call it the SMAC Stack™, and it has the power to create enhanced value for consumers and organizations.

Social networks help brands see trending topics and listen to how consumers are talking about products. Mobility solutions allow quick responses to on-the-go consumers who are driving dramatic changes to brands' marketing strategies. They also arm sales teams with the right data at the right place. And because the increasingly large volumes of data are elevating the role of information storage, cloud is essential.

Analytics brings it all together, enabling companies to extract value from the data. By building analytics roadmaps, organizations can detail the capabilities they need and begin generating new insights on consumers and market directions. The next step is to act on those insights.

### How Companies Can Leverage New Technologies

We partner with CMOs to assess the implications of the radical new consumer actions. Our Consumer Goods Practice helps brands leverage new technologies and gain faster, more efficient access to data, as well as improve scalability and lower cost.

Our teams build end-to-end partnerships. We develop roadmaps and strategies, deliver the business case, and then execute the horizontal capabilities through

our functional expertise in analytics, data and big data, supply chain, and program management.

Our dedicated teams of specialists cover three areas:

- **Marketing Services and Branding.** Marketing is increasingly about data, insights and ROI. Our teams are ready to help you rewire your marketing function, from managing the data and the capability set, to reading and interpreting it, to creating an enterprise digital marketing capability.

Our marketing services include:

- Digital Marketing
- Marketing Analytics

- **Sales Effectiveness.** Sales staffs expect mobility, data visualization and flexibility. We work with clients to help them rethink and transform their sales operations from command and control to a collaborative function where professionals work together for the greater good of the company.

Our **assetSERV** solution is the latest example of our sales productivity tools. It pushes content to front-line sales organizations, and its geocentric data delivery lets sales easily review accounts' latest data.

Our key services include:

- Trade Promotion Management
- Sales Process Improvement
- Retail Execution Solutions

- **Supply Chain Management.** As more consumers demand what they want when they want it, companies ship products more frequently and in smaller quantities to more locations. Our professionals help companies to rethink and rewire their supply chains to support the new shopping experience.

Our supply chain management solutions include:

- Supply Chain Strategy and Transformation
- Supply Chain Planning
- Supply Chain Execution

## The Cognizant Experience

Our clients gain important benefits by partnering with our practice:

- **We bring the “why” and the “how.”** Our teams help clients understand the economic value of new technologies and processes. Equally important, we know how to execute them, whether the challenge is creating a functional strategy, building roadmaps and solutions, or upgrading a warehouse management operation. Our professionals deliver depth of expertise in all aspects of the consumer goods industry.
- **Customer-centricity.** Our consumer goods clients invest more with us every year. Because we're customer centric, we're confident that starting with smaller projects that deliver top value will grow our relationships with clients.
- **Clients receive high quality, dependable delivery.** In the 2013 *Consumer Goods Technology (CGT) Readers' Choice Awards*, Cognizant was named Customer Experience Leader in Consulting for receiving the highest average user satisfaction rating among third-party providers of consulting services to the consumer goods industry. Since 2006 *CGT* has recognized Cognizant as one of the top four outsourcers and one of the top five consulting companies in the consumer goods industry.

Contact us today at [consumergoods@cognizant.com](mailto:consumergoods@cognizant.com) to find out how you can begin extracting value from the changes in the consumer goods industry.

## About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 166,400 employees as of September 30, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com) or follow us on Twitter: Cognizant.



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