



## 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

