



## Enabling Content Transformation in the Digital-Age

It is no exaggeration to say the digital revolution threatens with extinction any company that deals in content. Established players in the Information Media and Entertainment (IME) sectors have been shaken to their core by the need to go digital while at the same time watching digital-native companies in this space thrive.

Traditional business models in these sectors have become increasingly unviable and profit margins are increasingly under pressure. Facing the imperative to go digital or die, many IME companies have been unsure what true transformation requires, in terms of culture, process and technology - and where to begin. The key is to be digital, not just do digital. That is a difficult undertaking for companies that have not experienced change at such a rapid pace in the last hundred years.

Companies that trade in content are facing a host of challenges, including content commoditization, insufficient automation, rising costs of traditional delivery mechanisms, fragmented and legacy content supply chains and disparate platforms/data. The need to drive new revenues from existing content seems like a distant but welcome dream. To combat these existential problems, it is imperative for content companies to rethink their content strategy and operations from scratch, as opposed to just digitization of content and addition of digital equivalents to legacy products and services. But where should they begin?

### Your First Step toward Digital Transformation: Cognizant ContentWorks

Cognizant ContentWorks facilitates transformation of content ecosystems to address challenges of an increasingly digitalized and global content industry; using Automation, Platforms and Digital. Cognizant ContentWorks has end-to-end capabilities spanning consulting, technology and operations, that help enterprises generate the maximum value from their content in this digital age.

Cognizant ContentWorks helps clients improve productivity and build a digital-first ecosystem, driving significant gains, including:

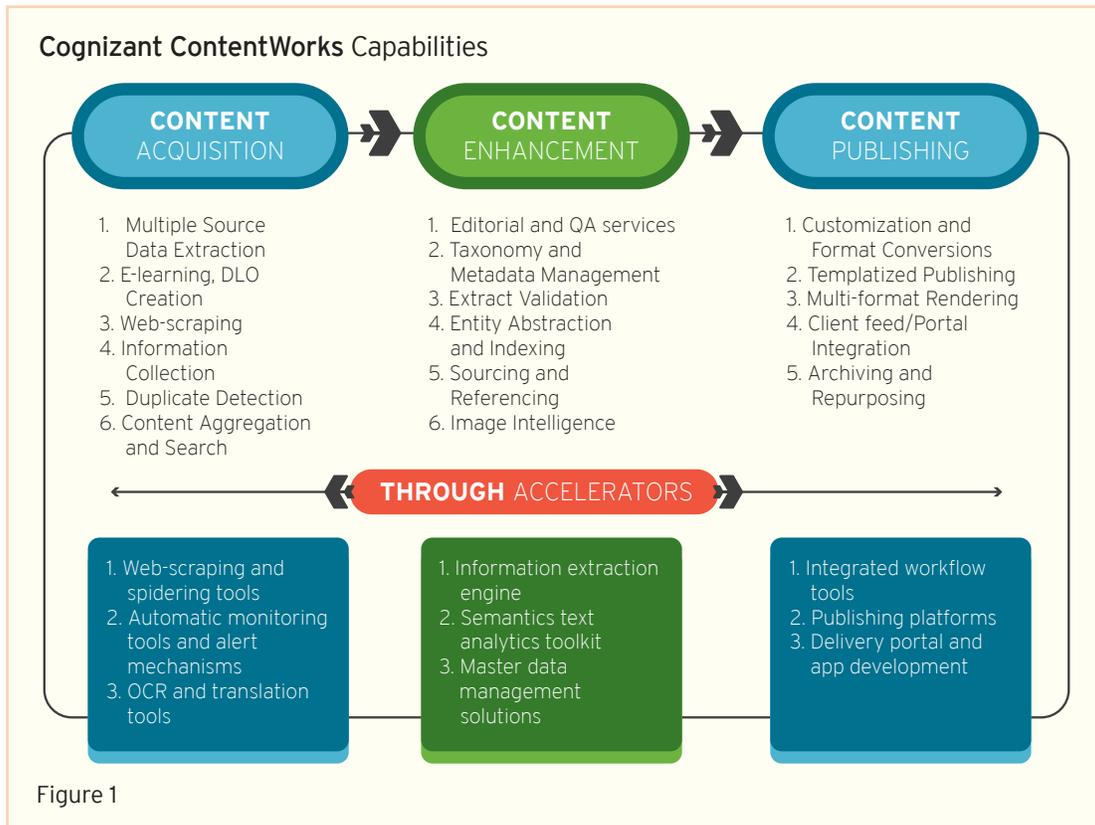
- **Content monetization:** We enable efficient utilization of content so it can be distributed and customized to different formats and used to generate revenue depending on the usage and/or subscription models.
- **Improved turnaround time:** We process content faster to yield better turnaround time and throughput.
- **Smarter, faster content:** Our digital-first ecosystem enables content reuse and better content processing to deliver content that is smarter, faster, cheaper and easier to access.
- **Efficiencies through redundancy reduction:** We work with content from multiple sources

so the maximum value of the content can be extracted and a single source of truth for content can be maintained.

- **Operating model transformation:** We help our

clients evaluate their current operating model and move toward a target operating model that leverages synergies across business units and functions.

## Capabilities Spanning Content Acquisition, Enhancement and Publishing



Cognizant ContentWorks encompasses end-to-end content capabilities in several domains, as shown in Figure 1

### Greater Efficiency, New Revenue Streams, Increased Business Agility

Cognizant ContentWorks helps clients activate key levers for digital transformation, which include:

- **Content reusability.** Content may be created internally, commissioned externally or “ingested,” imported for reuse from other sources. The goal with all types of content is to reuse it for maximum efficiency. Cognizant ContentWorks ingests material from many sources into the editorial system where it can be enhanced. We help our clients establish Centers

of Excellence to follow industry best practices that drive reuse and increase productivity, including proper tagging and formatting.

- **Technology optimization.** We help our clients with their dual mandate to optimize current operations while transforming the organization to embrace being digital. IT portfolio optimization often entails introducing end-to-end automation using bots, complemented by analytics to drive actionable insights.
- **Geographic consolidation and “right shoring.”** We help drive cost savings for our clients by “right shoring” work to low-cost locations that

have a large availability of skilled resources. But this involves more than just labor arbitrage - location defragmentation, harmonization and standardization of business processes are also important.

- **Vendor consolidation.** Our team consolidates and manages vendor work by process, content set and products. We help drive efficiency gains by combining process steps into a seamless

flow with reduction of unnecessary handoffs from one vendor to the next.

- **Business process redesign.** We help clients analyze and overhaul their business processes to yield significant improvements in cycle times and productivity through process standardization and consolidation. This helps them realize economies of scale and cost savings.

Cognizant ContentWorks technology toolkit encompasses these next-generation capabilities:	
CSaar	A content extraction and automation platform, is a flexible extraction and machine learning tool that can automate data extraction and content scraping from thousands of web pages once configured.
CustomWiki	A configurable content extraction engine to periodically update a curated content repository and a faceted search interface to allow intelligent domain-specific search for the user
DAF	(Digital Automation Fabric) an OCR platform to extract data from scanned forms and convert it into usable information.
Automatika	A rules-based automation tool, used for crawling and extracting content from multiple sources.
assetSERV	A cloud-based platform offering comprehensive digital asset experience and brand management services.
WorkPort	A workflow and collaboration system built by Cognizant, manages the end-to-end content value cycle.
UiPath	An automation solution to address disparate sub-processes to be automated.
iSmart	A holistic solution using Big Data technologies to capture, parse and analyze large volumes of social and customer interaction data.
Social Prism	A social intelligence platform that extracts and analyzes data from unstructured or semi-structured sources.

## Process Automation Pays Off for Information Services Provider

As part of this transition, we helped consolidate work from other vendors and achieved greater process automation:

- > Performance against service-level agreements (SLAs) increased to 100%.
- > Number of articles in the client information database increased by 10% to 15% due to more efficient acquisition of content.
- > Quality of the information improved from 22 to less than one error per 100 words.

We also worked with their finance division and not corporate finance department to improve its content-acquisition processes, boost quality and reduce time to market. Our team identified key automation levers across the process workflow. We then automated processes throughout the value chain, resulting in a lean and value-driven structure.

The project benefits were significant, including:

- > Increase in content acquisition from 5,000 to 17,000 articles per day.
- > Error rate was reduced from more than 20% to less than 5% in the first six months.
- > Time to market for new content was reduced from two days to one hour.
- > Overall productivity for the department grew by 15% in the first year.

## Cognizant ContentWorks: A Better Approach to Content

If your company is facing content challenges, we can help you chart a path towards transformation. Write to [contentworks@cognizant.com](mailto:contentworks@cognizant.com) for more information.

### 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 100 development and delivery centers worldwide and approximately 221,700 employees as of December 31, 2015, 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](https://twitter.com/Cognizant).



**Cognizant**

#### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277  
Email: [inquiry@cognizant.com](mailto:inquiry@cognizant.com)

#### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD  
Phone: +44 207 297 7600  
Fax: +44 207 121 0102  
Email: [infouk@cognizant.com](mailto:infouk@cognizant.com)

#### India Operations Headquarters

#5/535, Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060  
Email: [inquiryindia@cognizant.com](mailto:inquiryindia@cognizant.com)