



# World's Leading Information Services Provider Partners with Cognizant to Transform IT Operations

The client is a leading provider of international and U.S. business information and credit reports. A consistent entry in Fortune's list of most admired companies, and with a global database of more than 140 million businesses, the company provides customers with business information; tools and insight to enable them make more informed business decisions.

## Relationship with Cognizant

We began our relationship 15 years ago by providing application maintenance, staff augmentation and Year 2000 remediation services. Over time, we became the client's "Strategic Outsourcing Partner". We now have approximately 900 people working on engagements for this client and over time have executed roughly 200 application development and application maintenance projects. One of the solutions delivered to the client is included below as a case study.



## Client Situation:

The client had multiple products in risk management, sales & marketing, e-business and supply chain management. All these products were independent, based on different platforms, making them difficult and expensive to maintain and support. The client had also acquired a credit risk company and wanted to integrate the acquired company's offerings with their own. In addition, the existing products were based on a transactional model where the clients have to pay for every report pulled, resulting in limited usage by the customers.

## Our solution:

After a careful analysis of the client situation, we designed and delivered a single global portal platform to deliver all strategic products under a single web-based framework. The solution followed a subscription model rather than a transactional model, where the customer can pay an annual subscription fee and pull unlimited number of reports rather than pay for every report pulled.

## Salient features of the solution:

- Covers different domains like risk management, sales & marketing, supply chain and markets like large corporations and small and medium enterprises
- Customizable experience of "real-time" views, analytics and monitoring on a comprehensive set of proprietary data
- Portfolio analytics, including a quick view of top 10 most risky business relationships
- Access to all proprietary data elements and monitoring services which alert the customers on significant happenings in their portfolio

- Features to feed customer's own data for reporting and analysis
- Has Account Manager and Decision Maker modules to aid credit decisions on existing customers and prospects

## Business Benefits:

- Terrific customer response, more than 100,000 subscribers since launch in 2005
- Incremental annual revenue growth of 20% since launch
- Business is able to leverage the robust framework to launch new products in the future
- Client could compete with other low value / free information providers in the market place by provided value-added-service to customers

## Client Quotes:

*"I would like to commend Cognizant on the fine work you and your team did on the Informatica/ Striva upgrade project. Your work led to the ETL group being able to realize \$80,000 of savings in 2004 and \$120,000 annually, due to lower MIPS usage".*

### - ETL Project Manager, Data Integration Tools

*"I especially wanted to highlight some of the behaviors this team demonstrated. Exceeding several targets on the measures of success, Remaining focused on the long-term point of arrival while delivering benefits from each short term initiative".*

### - Client CIO

## About Cognizant

Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and more than 85,500 employees as of March 31, 2010, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings. Visit us online at [www.cognizant.com](http://www.cognizant.com).



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