



A Cure for Medical Device Sales and Service Woes

MedVantage™ helps customers seamlessly manage their sales and service operations, now and into the future.

Evolving markets, competitive pressures, stringent regulatory measures, changing customer needs, high IT costs and a siloed application landscape are some of the key issues plaguing the medical devices industry today.

The result: end-to-end call planning and tracking, shorter sales cycles, increased revenue, improved margins, and a highly productive and efficient sales team.

Leading medical devices companies -- which require greater flexibility and agility across all services -- are already adopting cloud platforms for their sales, contact centers, field service and complaint handling processes. In response, we have developed MedVantage, a revolutionary cloud-based integrated application that is compliant and validated.

What is Cognizant MedVantage?

Built on Salesforce.com®, Cognizant MedVantage is an integrated sales, service and complaint handling solution, built to drive enhanced customer reach, improve customer satisfaction and ensure regulatory compliance.

Who Needs Cognizant MedVantage?

MedVantage has been designed specifically for medical devices companies that are focused on reducing the sales cycle and enhancing customer satisfaction. MedVantage not only enables sales professionals to spend more time selling and conducting sales calls, but it also provides an error-free order capture and generation process.

Key Benefits and Features

Sales:

- Enable validated and compliant sales.
- Manage complex stakeholders.
- Auto-Convert opportunity to order.
- Multi-dimensional Discount Process Handling.
- Manage trunk stock.
- Seamlessly hand over customers to service channel.

Service:

- Harmonize complaint handling process.
- Enable rule-driven FSE dispatch for repair and service.
- Complete transformation to profit center.

For service organizations, MedVantage provides validated and compliant SLA-driven complaint handling, product investigation and adverse event reporting. It also allows field service departments to effectively schedule and dispatch engineers, capture work order details – including T&M expense – and track and manage RMA and Repair orders.

The result: Compliant and timely reporting knowledge - driven serviceability, enhanced customer satisfaction - and revenue from the service channel.

If you are a large, mid-sized or growing medical device manufacturing company and want to effectively scale and improve your business returns, MedVantage is right for you.

MedVantage Overview

MedVantage is an integrated sales and service solution that runs on the Salesforce.com® cloud platform, and is designed for now and the future with cutting-edge technology to help customers seamlessly manage their sales and service operations.

MedVantage includes:

- **Account Management:** Manage and segment your customers; create and run account plans and set targets; create and view network Influence for IDNs, GPOs, surgery centers, etc.
- **Contact Management:** Manage contact profiles and establish relationships between contacts and view network influence.
- **Sales Call Management:** Quickly plan, prepare and conduct sales calls for multiple stakeholders for sales reps, clinical and product specialists.
- **Order Management:** Convert opportunities to quotes and orders for quick order capture and tracking order fulfillment status.
- **Product, Pricing & Discounting:** Apply customer, channel - and product-specific prices with complex multi-dimensional discounting rules and discount approval workflows.
- **Inventory Management:** View trunk stock inventory and initiate internal order for inventory transaction; view consignment and warehouse inventory levels for ATP during order generation.

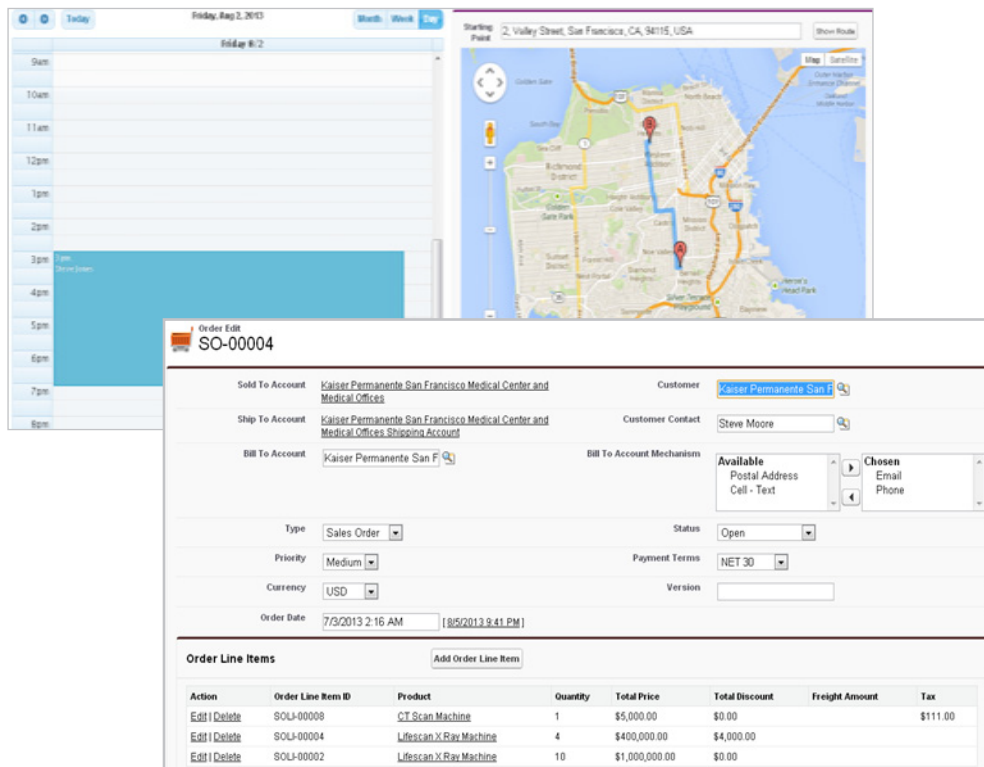


Figure 1

- **Contact Center Management:** Multi-channel contact center management for managing customer interactions related to service requests, product complaints, orders and inquiries.
- **Product Complaint Management:** SLA-driven and workflow-based complaint management for managing end-to-end product complaint lifecycle, including product investigation, CAPA integration and 3500 A MedWatch complaint adverse event reporting.
- **Field Service Management:** Intuitive and rule-driven FSE dispatch for effective workforce management and scheduling.
- **RMA Management:** Capture returns order and dispatch packaging material for initiating seamless return management process. Enables end-to-end tracking of return order.
- **Repair:** Easily dispatch technician and record repair analysis results and parts orders.

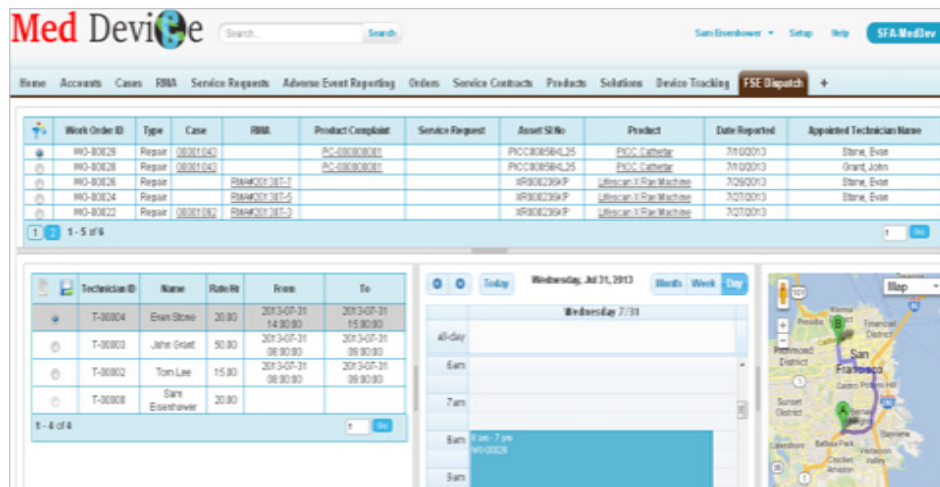


Figure 2

MedVantage Technical Details

- Salesforce.com Service Cloud.
- Hosted on secured, multi-tenant Force.com® cloud platform.
- Developed using Salesforce.com proprietary Web technologies, such as VisualForce, Apex, Javascript and JQuery.
- Services provided by Cognizant professionals, including consulting, change management, technical and domain expertise for rapid adoption and implementation.
- 24X7 user support provided by Cognizant, in addition to training services.

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For more information, contact MedVantageInfo@cognizant.com

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 164,300 employees as of June 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 or follow us on Twitter: Cognizant.



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