



## MedVantage™: An Integrated Sales and Service Solution for the Medical Devices Industry

Profitable revenue growth, improved bottom line performance and flawless adherence to compliance - Get them all with Cognizant's new business cloud solution.

Cognizant's MedVantage™ is an integrated sales, service and complaint handling business cloud solution that drives enhanced customer reach, improves customer satisfaction and ensures regulatory compliance specifically for the MD industry.

### Integrated Sales and Service

MedVantage enables effective customer relationship management in a cost-effective manner with the effective business and technology benefits of the SaaS platform.

- Provides comprehensive sales and service modules that cover MD-specific industry needs.
- Seamlessly incorporates customer interactions from various channels like mobile, e-mail, web (partner portal) to enable efficient management of service requests and product complaints.
- Provides role-based access and configurable workflows that facilitate complete visibility of repair requests and complaints throughout the product lifecycle.

### Complaint Management

Managing a complaint often involves multiple

stakeholders and numerous handovers among these stakeholders. MedVantage keeps track of the complaint from the "date of awareness" until the time it is "terminated," providing a closed loop system for complaints management.

- Precise and harmonized complaint-management process that includes regulatory guidelines and provides processes that are consistent across various divisions and business units with well-defined standard operating procedures (SOPs).
- Robust system platform that captures customer feedback from every source and classifies the interaction, maintains complaint and investigation records and enables quick resolution by accessing knowledge-base and corrective and preventive action (CAPA) records.

MedVantage is built on Force.com®, the world-class cloud platform provided by Salesforce.com® for creating and deploying multi-tenant, cloud-based industry applications for social enterprise. It delivers unparalleled scale, flexibility and value and offers many distinct advantages including reduced complexity vis-a-vis deploying a system originally in house.

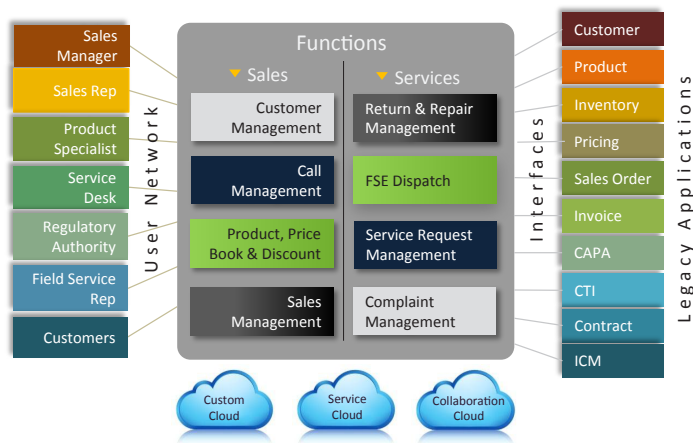


Figure 1

## Key Business Benefits

- Increase top line:** Efficient customer management and effective sales management, resulting in incremental sales revenue gains. Additional service revenue by transforming a service channel into a profit center.
- Improve bottom line:** Optimized service assignment minimizes effort wastage and results in significant cost savings. Cloud-based solution with major Cap-Ex savings and faster time-to-market.
- Enables improved sales efficiency:** Efficient call management, visibility of product, price and discount data and lead tracking from service channel.
- Enhances customer experience:** Efficient recording and tracking of product complaints and repair requests, comprehensive RMA process.
- Improves service efficiency and effectiveness:** Assigning the right job to the right person, route planning, time and expense statements.
- Addresses regulatory compliance:** Tracks submission dates, determines reportability using your decision trees and supports regulatory report preparation.
- Provides compliance to industry standards:**
  - > Fully compliant with 21 CFR Part 11 and Part 820.
  - > Industry GxP compliant.
  - > Audit trail and e-signature of electronic record.
  - > Product is validated and comes with IQ/OQ validation templates.
  - > Accreditation and certification for SAS 70 Type II, Sys Trust SOC Part1.

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## 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](http://www.cognizant.com) or follow us on Twitter: Cognizant.



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