



Digital Asset Management Practice Overview

The Business Realities of a Digital Supply Chain

Multi-format content delivery is the new business driver. New virtual businesses with innovative models and unique pricing strategies are providing consumers with more exciting media and entertainment options and enterprises with new revenue opportunities. At the same time, cost cutting is a top initiative that is driving CIO's to focus on cloud computing and IT & Business Process Outsourcing. Resulting competition and rising consumer demand is pushing more established industry players to overhaul their IT infrastructures.

While there are many opportunities in the digital content marketplace, enterprises are grappling with multiple channels of distribution, dependencies on costly vendors to manage their asset management processes and brand management issues as the market has become truly global. Other business issues of the digital supply chain include:

- Shrinking release windows are driving the need for automated processes (asset orchestration) and digital delivery.
- Increasing varieties of file formats and growing asset sizes are forcing organizations to have more mature storage management and digital delivery strategies.

- High-profile leaks of digital content have pushed the need for additional content protection measures.
- And diverse requirements related to ingestion, metadata, search, transcode, content protection, and distribution have pushed organizations to leverage a SOA framework to integrate best-of-breed components.

Digital Asset Management Enables Content Innovation

Digital Asset Management (DAM) systems are centralized repositories of digital assets that provide specialized functions to catalog, index, transform, store, manage access to, retrieve, render, and distribute rich media. DAM systems are implemented to reduce costs, generate new revenue streams, improve brand perception, and improve time to market.

Leveraging DAM enables a faster time to market, specifically with localization and distribution activities. Deploying integrated DAM capabilities reduces manual workflows and dependency on external resources. Integration with back-end tools provides additional visibility to the business, facilitating key decision making related to assets.

Digital Asset Management systems are at the heart of the asset management value chain from both a marketing and production standpoint.

Digital Asset Management Value Chain



Cognizant's Digital Asset Management Services span across assessment, strategy, solution selection, implementation, and support.

An IT integration framework is also essential. Asset management, transformation, and delivery applications must be able to communicate with each other seamlessly. A strong storage management policy is required to ensure the continued use of asset management tools. As asset management grows into production-centric processes, redundancy, failover, and disaster recovery are required. Service-based applications are being consolidated into workflow-oriented "portals" and "portlets" to reduce the complexity of applications and minimize user error.

Cognizant's Digital Asset Management Framework and Service Offerings

DAM Services span across assessment, strategy, solution selection, implementation, and support. We build solutions that address the content-life-cycle and distribution concerns of our clients in

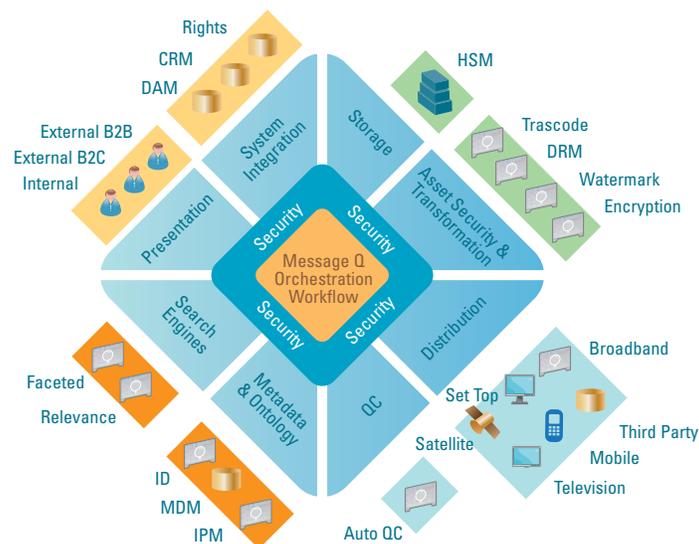
the entertainment industry. Our primary focus areas are both large enterprise marketing and media and entertainment production DAM.

DAM Framework covers end-to-end digital asset management needs of an enterprise ranging from DAM strategy, evaluation, implementation and support, library management, content processing services and delivery, order management, workflow orchestration, business intelligence, user interfaces, enterprise application integration, enterprise and faceted search.

Why Cognizant?

Part of our Information, Media & Entertainment (IME) practice, our Digital Asset Management specialists offer clients a unique combination of critical success factors to enable your business to grow and prosper:

Cognizant's Digital Asset Management Framework



Asset management, transformation, and delivery applications must be able to communicate with each other seamlessly.

Client Success >>

DIGITAL ASSET MANAGEMENT (Custom and Best of Breed Package Solutions)

The Business Problem:

Cognizant was engaged to deliver an end-to-end digital supply chain solution for a major entertainment client. The client's vision was to develop a comprehensive solution for content manufacturing and distribution services in a multi-tenant environment.

The Cognizant Solution:

The solution that Cognizant developed supported end-to-end scenarios for managing requests, manufacturing, packaging, delivery, billing, reporting and managing digital assets. Included in these scenarios is the importance of workability to manage workflows / tasks and the associated metrics and analytics to provide operational insights. The key goal of the solution was to provide systematic automation from ingestion through distribution by connecting best-of-breed components in a flexible service-oriented architecture.

Services provided by Cognizant during the duration of this project included:

- Providing Lead Release Manager, MAM Architect and Business Analyst for the duration of the project
- Combination of onsite and offshore team to design, build, test and deliver the following solution components:
 - > DAM solution
 - > HSM solution
 - > Automated Content Processing systems – including transcoding, visible watermarking, forensic watermarking, fingerprinting, QC, and packaging
 - > Digital Distribution solution
 - > Faceted Search solution
- Integration of components with services layer
- Participation in key master data management definition activities

End-to-End Solutions: From assessment and consulting to implementation, our comprehensive solutions span the entire content value chain.

Recognized Expertise on a Global Scale: 36% of our US based entertainment practice is dedicated to DAM. Over 110 offshore resources with deep experience in best-of-breed MAM solutions. With more than 5,000 domain consultants and technical experts and three Centers of Excellence (CoE) – including our dedicated Digital Media Lab and Mobile CoE – we lead the industry in developing information, media and entertainment solutions that deliver innovation and results for clients. Plus, our IME practice is part of a unique blend of 100,000+ professionals worldwide. This means you get access to the best business, process, and IT resources and skills when and where you need them. DAM Practice is now acting as a horizontal across all verticals.

Industry Leadership: Over the last 3 years, Cognizant conducted 68 DAM engagements ranging from strategy and evaluation initiatives to implementation and support. The leading companies in the information, media, and entertainment space prefer to partner with Cognizant. Our unmatched industry knowledge and technology expertise drives success for our clients and places Cognizant at the forefront of industry evolution. To meet the specialized needs of each client, we invest deeply in industry-specific capabilities, continually adding experienced team members, new skill sets, and solution centers worldwide.

Powerful Partnerships: Our strategic alliances are market-driven. We partner with some of the best companies in the world to provide you with innovative and high-performing solutions. Our partners include best-of-breed DAM vendors and

industry leaders including IBM, Microsoft, Oracle, Mark Logic, and SAP.

Superior Customer Satisfaction: Our “client first” culture of customer satisfaction results in more than 90% of annual revenue from existing clients.

Let's talk

Cognizant clients are overcoming today's digital asset management challenges with smart strategies delivered with unrivaled speed and quality. To find out more, please contact inquiry@cognizant.com.

About Cognizant's Information, Media & Entertainment Practice

Cognizant's Information, Media, and Entertainment (IME) practice provides innovative consulting, business process, and technology services for advertising and marketing, broadcasting, entertainment, information services, and print and publishing firms. With more than 3,000 IME consultants and technologists and three centers of excellence, including a dedicated Digital Media Lab and Mobile Center of Excellence, we lead the industry in developing inventive, technology-powered business solutions that deliver proven results for clients. We leverage our industry-leading global delivery model to implement solutions quickly and cost-effectively. Known for our passionate focus on client needs, we dedicate our industry intelligence, technology leadership, and unmatched global resources to working closely with our clients - some of the largest information, media, and entertainment companies in the world.

For more information, please visit www.cognizant.com/information-media-entertainment.

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 104,000 employees as of December 31, 2010, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 1000 and is ranked among the top performing and fastest growing companies in the world.

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