Go to the next level. Go Cognizant.

Focus on creativity gaming and customers -- and let Cognizant make your business and IT processes more efficient and effective.

Much like its products, today's gaming industry is complex and intricate. It's customers expect higher levels of personalization, interaction, and engagement not only with their games, but also with the developers and publishers. Brand image, first impressions, and hype play an increasingly crucial role in a product's success – No company can afford product bugs, launch failures, or disappointing content.

With Cognizant, your gaming organization moves to the next level. Our business and technology expertise can help you thrive as a product-focused, consumer-driven company.

We know that no single solution meets your organization's needs. Our teams have the breadth and depth to help you evaluate online and offline opportunities, explore new monetization models and thrive in today's gaming marketplace.

Benefits for Your Organization

The business of delivering rich in-game experiences has never been more complex. Here are a few of the services we offer to help your organization transition to social platforms and to online distribution and sales.

Testing

Analytics

Media Asset Management

Identity Access Management

Our Service Offerings

Growth Planning

Organizational Transformation

Customer Management

IT Infrastructure

Cognizant

Growth Planning

To build lasting brands, gaming companies are reassessing their operations and facing tough questions:

- Given changing technology and consumer demand, how can they position themselves to develop products that increase revenue, customer loyalty, and market share?
- What's the best path to becoming an early adopter and leader rather than a reactor to change?
- Where are the growth opportunities in the next five to 10 years?

Our team can help your organization find the answers. We offer a broad range of **strategic capabilities** to benefit your business:

- Technology Forecasting
- Opportunity Forecasting
- Mergers and Acquisition Services
- Consumer Research

Organizational Transformation

Improving the structure of your development and business teams will promote greater efficiency and success in the gaming marketplace. What is the optimal team size and composition? Which organizational changes will enable your company to meet its goals?

Partner with our experts to determine the **best organizational structure.** We help you build effective teams with our servies, including:

- Talent acquisition & management
- Resource planning
- Human capital benchmarking
- Performance management

Customer Management

Consumers make big emotional investments in games, and the relationships you build with them dictate your image and future success.

Our customer-management team is ready to help your organization **connect with consumers and create new business value** with customer-facing capabilities such as CRM and sales-order and customer-service systems.

We offer a broad portfolio of services and solutions that includes:

- Social sentiment
- Customer support and services improvement
- Marketing automation
- Enterprise data management

IT Infrastructure

Your organization needs a future-proof infrastructure. Whether it's building an adaptable platform for social and mobile gaming, or creating a more scalable, secure infrastructure, Cognizant's IT team is ready to help.

As one of the world's leading systems integrators, our IT practice can help your organization **implement technology that will enable your teams to function and collaborate efficiently.**

Our portfolio of IT services and solutions includes:

- Cloud enablement
- IT Infrastructure services
- Mobility
- Connected enterprise

Testing

Failed launches, avoidable bugs, and mismatched expectations have plagued the industry recently. Forecasting and pre-market testing eliminates embarrassing events that create long-lasting negative impressions. It also **increases QA and speeds your products' time to market.**

Partner with our industry-leading quality engineering and assurance team for services in the following areas:

- Quality assurance services
- Engineering services
- Infrastructure testing services

Analytics

Predictive analytics opens a direct, immediate path to consumers. It delivers insights about your customers and how they use your products. What do gamers find fun and engaging about your products? What do they find worth emotionally investing? Analytics provides the answers.

We help you zero in on the business decisions that lead to **deeper and more profitable customer relationships,** whether it's through analytical models, systems integration or Big Data analytics and strategic consulting.

Our portfolio of analytics services and solutions includes:

- Customer, risk and operations analytics
- Performance & sales analytics
- Business intelligence
- Enterprise information management

Media Asset Management

With the revenue gap between online and physical gaming widening every year, and with consumers' evolving demands for product access, a shift in asset management and distribution is underway.

Media asset management **brings order to your content's lifecycle and distribution** and lets you economically transmit and track files.

Our Digital Media Services (DMS) practice knows the challenges of today's content management and how to present it across multiple platforms and devices.

Our portfolio spans the content lifecycle:

- Content creation
- Content management
- Content distribution
- Content consumption
- Enterprise media services

Identity and Access Management

A top concern for gaming companies is balancing security of media files and gamers' profiles with efficient access for the right people at the right time.

Our portfolio of IAM services and solutions provides a consistent method for securely **identifying users and their profiles.** You can upsell and cross-sell more efficiently and collaborate securely with third-party production partners such as code developers, boutique companies, and freelancers.

- Access management
- Identity management and provisioning

8 Questions Gaming Companies Need to Ask Themselves

Gamers want richer experiences and more responsive products. By exploring the following questions, your organization can better prepare for -- and be at the forefront of -- consumers' changing demands and expectations:

- What is your strategy to compete with the growing independent development market?
- How are you improving communication and cohesiveness between your business and product-development teams?
- Consumer engagement is changing the gaming sector. How are your company's guiding business principles adapting to keep pace?
- Which industry best practices have you adopted?
- How will your organization create its own successes rather than emulate those of it competitors?
- What is your strategy to improve customer relationships?
- How will your future products take advantage of evolving monetization models while remaining ethical and engaging?
- Which emerging game technologies are you positioned to champion?

- Role/entitlement management
- Identity and access governance

Contact Us Today

Let our ideas, inspiration, and passion help move your gaming organization to the next level and enable it to thrive as a product-focused, consumer-driven company.

Our "client-first" culture of customer satisfaction ensures organizations a unique customer experience that delivers efficient, cost-effective operations as well as innovation. To find out more, please contact IMEInquiry@cognizant.com.

About Media & Entertainment

Cognizant's Media and Entertainment practice provides information technology, consulting, and business process outsourcing services for: broadcasting, entertainment (film, music and gaming), advertising and marketing and printing and publishing firms. The growth of digital platforms is causing significant change to these industries and Cognizant is working with clients to help meet these challenges while helping transform their businesses to run better and run different. We continually invest in defining what the future of work means for our industry by developing solutions through our Digital Media Lab and working in critical areas such as the Digital Content Supply Chain and Media Asset Management. Visit us online at 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 75 development and delivery centers worldwide and approximately 199,700 employees as of September 30, 2014, 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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