



Cognizant's High-Technology Manufacturers Practice

A Shifting Landscape of Digits and Devices

For high-technology equipment manufacturers, just building boxes isn't enough anymore. The development of broadband and wireless networks, the proliferation of communications platforms, and the convergence of TVs, computers and smart phones are all powerful trends reshaping the competitive landscape for digital devices. To address these changes, high-tech manufacturers needed to be as adept with software and services as they are with circuits and CPUs.

But making the changes necessary to survive and thrive in this rapidly evolving competitive environment is not easy. Transformative efforts are called for but economic realities demand a focus on the bottom line. Deciding where and how to invest for future growth can be daunting. With so many conflicting pressures, high-technology manufacturers must focus ever more intently on their core competencies.

Why Cognizant? Vision, Insights, Capabilities

Thanks to our broad perspective from working with global companies across diverse industries, we understand how consumers and businesses use technology. We can assist device manufacturers with designing, developing, testing and maintaining products throughout their lifecycles. And we are experts in helping our clients take on complex, transformational business process initiatives and innovative product engineering

efforts. As a result, we can help high-technology manufacturers address their most pressing business issues, such as organizational growth, product innovation, time-to-market and cost-optimization.

We distinguish ourselves from other IT services companies in our strategic ability to harness technology for running, growing and transforming businesses. While our global workforce of more than 130,000 engineers, consultants and experts can help any company improve the efficiencies of its operations and product development processes, our unparalleled experience across industries and geographies provides us with a clear vision of the future of technology and business.

We have the depth and specialized knowledge of the leading boutique IT services firms but the scale to support the largest global operations. We go beyond best practices to help our clients create next-generation products and business processes. Whether you are a CIO, a CTO, a product engineer or an IT manager, we offer a perspective and expertise distilled from diverse and deep experience with many of the technology industry's most successful companies.

But our value to our clients is more than just what we know or what we can do. We have a passion for helping our customers build better businesses. We have an outcome-based model of service, and our approach is to earn the trust of our customers through consistently outstanding performance.

We purposefully focus on having fewer but much closer relationships with our customers to create ever-increasing benefits for their organizations.

Our Vision

Technology is powering the Future of Work. But in order for high-technology manufacturers to take full advantage of this new era of opportunity, they must adapt to profound changes in the workforce, customer needs and business models. Virtualization, globalization, mobile communications, social media, cloud computing, big data and a generation of “digital natives” require high-technology manufacturers to reenvision and transform how they organize their operations, structure their business processes and create their products. But the marketplace waits for no one. Industry leaders face an unending line of new competitors as the rapid evolution of technology and business models drives on. We can provide the help you need to meet the formidable demands of this new competitive era.

Technology Guidance Driven by Business Needs

By working with many of the world’s leading companies in a wide range of industries, we have developed custom tools, technologies, methods, and knowledge to help device manufacturers successfully respond to today’s competitive pressures. What makes us unique is our integrated approach to aligning IT and business strategies. Our teams are bilingual. They speak the languages of both business and technology. Our strategic consultants and technologists are part of every client team. Regardless of the task, we do not simply develop products or deploy technology. Everything we do is driven by your organization’s business needs.

Our integrated consulting capabilities ensure your technology efforts are aligned to your organization’s strategic goals. Our consultants will help you rethink your business models to address new competition and technology; reshape your workforce to be more global, virtual and collaborative; rewire your operations with new technologies that are more efficient, more effective and more responsive; and remake your products for today’s converging, consumer-driven world.

Helping Build Your Products and Your Business

For the past decade we have worked in close partnership with many of the world’s leading

technology equipment manufacturers. Our experience brings a rich perspective and a fine-grained understanding of the product development and operational challenges facing these organizations. Few IT services firms offer our combination of product engineering acumen, business process experience and global reach for helping high-technology equipment manufacturers address their most pressing needs.

With more than 50 delivery centers throughout the world, we can provide offshore, near-shore and on-site support regardless of your organization’s geographic footprint or project requirements. From crafting groundbreaking products or developing new technology service models to virtualizing business operations or managing your IT infrastructure, we have the expertise to make a dramatic difference in your business. Our work is driven by industry-leading investments to support more efficient and effective device design, product development and business process support. With our breadth of technology skills and knowledge, we can help your company ideate, incubate, develop, commercialize, monetize and sustain your products and enterprise operations.

Product Engineering

Few industries in the world move as quickly as high technology. Product lifecycles are becoming increasingly shorter as competitors rush to find the next great digital device. But high-tech manufacturers now face even greater pressures to balance costs and wring more efficiency from their supply chains.

We can help address these conflicting demands. Our global teams offer follow-the-sun services to ensure extremely efficient, rapid and high-quality development for any of your organization’s product design, engineering, development, testing or deployment initiatives. We have the knowledge, scale and global reach to help your online company meet its most pressing product engineering needs, including:

- Product Conceptualization and Ideation
- High-Fidelity Prototyping
- Test-Driven Development
- Agile/Scrum Development
- Social Media Integration
- Full-Spectrum Product Testing
- User Experience Research and Design
- Usability Testing

Business Process Optimization

BPO typically stands for business process outsourcing. But with us, BPO means business process optimization. With our comprehensive global resources and dedicated client commitment, we can help CIOs and other IT leaders create ever greater operational efficiencies for their companies while forging the critical transformation initiatives necessary for maintaining competitive advantage in the rapidly changing technology marketplace.

Whether it is sales channel management, IT infrastructure, social media, supply chains, mobility, cloud services, or business analytics, we can help you improve and transform the business operations that make your products great and your company thrive. Whatever the need, we have the skills, scope and speed to help technology equipment manufacturers build and run the IT systems necessary for achieving their business goals.

Our business process optimization capabilities for high-technology manufacturers span the enterprise, including:

- Supply Chain Coordination
- Enterprise Resource Planning
- Business Analytics

- Data Warehousing
- Fulfillment Processing
- Finance Transformation
- Supply Chain Coordination
- Product Lifecycle Management

About Cognizant's Technology Industry Group

The High-Technology Manufacturers Practice is a part of our Technology Industry Group. The group provides in-depth business consultation, expert technology guidance, and the world's most comprehensive IT and product engineering services to e-commerce retailers, online service providers, software vendors, and digital equipment manufacturers. Our Technology Industry Group leverages the company's industry-leading global delivery model, domain intelligence and technology leadership to drive our clients' success. For more information, please visit <http://www.cognizant.com/technology>.

Let's Talk

We have a wealth of knowledge, tools and experts at the ready to help your organization thrive in this new competitive era. To find out more, please contact inquiry@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 130,000 employees as of September 30, 2011, 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.



World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277
Email: inquiry@cognizant.com

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102
Email: infouk@cognizant.com

India Operations Headquarters

#5/535, Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060
Email: inquiryindia@cognizant.com