Cognizant's Software Industry Practice

From Package to Service:
A New Era for Software Vendors

Software vendors face major new product development and business demands driven by broadband communications, cloud computing and virtualization. Now, software as a service (SaaS) is rapidly becoming the dominant way software is bought and sold. The SaaS market is expected to grow at more than five times the rate of traditional IT products, and industry researchers expect worldwide sales of public IT cloud services will reach nearly $60 billion by 2014, growing at a compounded annual rate of almost 30 percent.

But for software vendors that have built their organizations around the traditional model of selling licenses and maintenance agreements, moving to SaaS involves wrenching changes in everything from their business models and their sales strategies to their product development processes and their IT infrastructure. With our deep and comprehensive software industry experience and application development expertise, we can help software vendors not only survive but thrive in this new competitive and technological landscape.

Why Cognizant? Vision,
Insights, Capabilities

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, including six of the world's top 10 software vendors.

Cognizant distinguishes itself from other IT services companies in our understanding of how technology can be applied to help run, grow and transform businesses. While our global workforce of more than 130,000 engineers, consultants and business experts can help any software vendor more cost-effectively run 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 corporations.

We go beyond best practices to help our clients create next-generation products and optimize their business processes. Our consultants will help you rethink your operating models for 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 comprehensive; and remake your products for today's mobile, consumer-driven world.

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.

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Our Vision

Technology is powering the Future of Work. But in order for software vendors to take full advantage of this new era of opportunity, they must adapt to profound changes in customer demands and business models. Virtualization, globalization, mobile communications, social media, cloud computing, big data, and a generation of "digital natives" will require software vendors to re-envision 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. With our vision of the Future of Work combined with our technological expertise and capabilities, we can help your business thrive in this new era.

Technology Guidance Driven by Business Needs

SaaS turns the traditional model of software delivery on its head. It requires software vendors to transform from software makers to service providers. From an operational perspective, this change demands new capabilities, such as meeting service-level agreements, establishing real-time usage monitoring, creating new billing functions, and meeting strict security requirements. The business challenges are even greater, ranging from new pricing models and changes in cash flow to new customer dynamics and infrastructure requirements.

Sorting out all of these challenges can prove daunting. But we can help. Our client teams are bilingual: they speak the language of both business and technology. Regardless of the task, we do not simply develop products or deploy technologies. Everything we do is driven by our client's business needs.

Our integrated consulting capabilities ensure that your technology investments are aligned to your organization's strategic goals and guided by innovative business management best practices. We can help you sort through the myriad of technology options and operational choices created by the new SaaS software market. And we can help you identify the best SaaS strategies for navigating this new competitive landscape.

Building Your Products and Your Business

For the past decade we have worked with many of the world's leading software vendors. 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 software vendors address their most critical needs.

With more than 50 delivery centers throughout the world, we can provide offshore, near-shore or on-site support regardless of your organization's geographic footprint or project requirements. Also, we partner with a host of the world's leading IT technology companies to complement our own service offerings.

From crafting groundbreaking products or developing new technology service models to virtualizing Website infrastructure or building out IT systems, we have the expertise to make a dramatic difference in your software businesses. With our breadth of technology skills and knowledge, we can help your company ideate, incubate, develop, commercialize, monetize and sustain your products and online operations.

Product Engineering

We can help your software company develop new SaaS-driven products and create innovative applications for online, mobile and converging platforms. We have outstanding teams of experts at the ready for re-crafting existing software products, launching new Web services, developing new sales channels, creating new licensing and entitlement mechanisms, and developing robust security and governance features.

Our global teams can provide follow-the-sun services to ensure rapid, highly efficient development for any of your product design, engineering, development, testing or deployment initiatives. We can help you speed time-to-market, reduce product development costs, increase design responsiveness, and improve product quality. In other words, we have the knowledge, scale and global reach to help your software company address its most pressing product engineering

needs. We can assist your software company with almost any task across the product engineering lifecycle, including:

- Product Conceptualization
- Application Design
- Agile and Scrum Iterative Development
- Application Testing
- User Experience Design
- SaaS Application Development
- Software Lifecycle Management

Supporting the Software Value Chain

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. At the same time, our consultative expertise and diverse industry experience can help guide organizations as they implement critical IT transformation initiatives for maintaining competitive advantage in the rapidly evolving software marketplace.

Whether it is channel sales, order management, electronic or physical distribution, licensing and entitlement, or customer service, we have the knowledge and tools to help you design, implement and maintain your enterprise IT systems more efficiently and profitably. Our offerings include ready-made tools for improving any aspect of the software value chain, such as knowledge systems for better and more efficient customer service; entitlement management frameworks for better tracking of software licenses; and integrated order systems for consolidating and automating quote-to-cash processes.

Also, we offer specific services for efficiently building up your SaaS IT infrastructure. Serving as a cloud broker, for example, we can help software vendors aggressively launch and test SaaS business models while minimizing the associated risks of such new ventures.

Regardless of the task, we can help improve and transform the business operations that make your software products great and your company thrive. Whatever the need, we have the skills, scope and speed to help your organization achieve its business goals. Our capabilities for software companies span the enterprise and encompass both process outsourcing and systems development.

Our expertise throughout the value chain includes such operational tasks as:

- SaaS Business-Model Support
- License Management
- Sales Channel Architecture
- Supply Chain Coordination
- Enterprise Resource Planning
- Business Analytics
- Data Warehousing
- Digital Security and Privacy
- Fulfillment Processing
- Quote-to-Cash Management

About Cognizant's Technology Industry Group

The Software Industry 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 equipment manufacturers throughout the technology industry. 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 out-sourcing 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.

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