



Cognizant's Online Commerce Practice

Responding to Change, Reinventing Online Commerce

Technology is the lifeblood of any company selling products or services online. But dramatic business and technology trends are forcing online services companies and e-commerce retailers to constantly refine, rethink and reinvent many aspects of their operations. And the pace of change is only accelerating. Product development and engineering cycles are shrinking from months to weeks to days, while content demands, application features and user experience requirements are mushrooming as delivery channels multiply. At the same time, social media, online trust and safety and dynamic competition are making customer relationship management increasingly complex.

But we are familiar with these challenges. Whether it is rapid product development, managing rich media, adopting social marketing processes, creating mobile platforms, driving user adoption, or protecting consumer privacy, we can help. Regardless of the challenge, we can bring your online technology company or e-commerce operation sustainable competitive advantage.

Why Cognizant? Vision, Insights, Capabilities

While our global workforce of more than 130,000 engineers, consultants and business experts can help any online company create more cost-effective business 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. Such insight and expertise guide us in helping online companies around the world run, grow and transform their organizations.

Whether you are a CIO, a CTO, a product engineer or an IT manager, Cognizant offers a perspective and expertise distilled from diverse and deep experience with many of the technology industry's most successful organizations, including five of the world's top seven online companies. 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 optimize their business processes.

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, and we are here to earn your trust over time. We purposefully focus on having fewer customers so we can develop much closer, more finely tuned relationships to bring ever-increasing benefits to our clients.

Our Vision

Technology is powering the Future of Work. But in order for online commerce companies 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” will require online services companies and e-commerce retailers to envision and transform how they organize their operations, structure their business processes, and create their products.

But the market waits for no one. Online commerce companies face an unending line of new competitors as the rapid evolution of technology and business models drives on. We, however, can provide the help you need. With our vision of the future and our capabilities for applying technology to your business plans, we can be a key partner to you in this new era for online commerce.

Technology Guidance Driven by Business Needs

Our Online Commerce Practice offers clients a unique combination of technical expertise and business insights to help your organization prepare for the Future of Work. What makes Cognizant unique is our integrated approach to aligning business and IT strategies. Our project teams are bilingual, comprised of both highly experienced business consultants and technologists. Regardless of the task, Cognizant does not simply develop products or deploy technology. Everything we do is driven by your organization's business needs.

Our integrated consulting capabilities ensure that any of your technology investments are aligned to your organization's strategic goals and guided by innovative business management best practices. Our business and technology consultants work with hundreds of companies on thousands of projects. With this broad view and deep experience, Cognizant can help you rethink your organization's business models for facing new competition and adopting new technology. We will work with you to reshape your workforce to be more global, virtual and collaborative; rewrite 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.

Building Your Products and Your Business

Few IT services firms offer Cognizant's combination of product engineering acumen, business process experience, and global reach for helping online commerce companies speed development cycles, increase product adoption, improve cash flow, enhance user experience, and cultivate customer satisfaction. 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.

For the past decade Cognizant has worked with many of the world's leading online services companies and e-commerce retailers. Our experience brings a rich perspective and a fine-grained understanding of the product development and operational challenges facing your organization. From crafting groundbreaking products and developing new technology service models to virtualizing Website infrastructure and building out IT systems, we have the expertise to make a dramatic difference for your online business. 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

Your Websites and applications are the keystones to your success in online commerce. To help your organization with the unending challenges of creating superlative digital experiences, we have veteran teams of experts at the ready for rapidly creating new products, developing new applications, enhancing existing features and rolling out new services. Our global teams can provide follow-the-sun support to ensure rapid, high-quality development for any of your product design, engineering, testing or deployment tasks. In other words, we have the knowledge, scale and global reach to help your online company address its most pressing product engineering needs.

Cognizant can help your online services company or e-commerce operation with almost any task across your product engineering lifecycle, including:

- Product Conceptualization and Ideation
- Experimental Learning
- High-Fidelity Prototyping
- Test-Driven Development
- Incremental, Iterative Development (Agile/Scrum)
- Social Media Integration
- Full-Spectrum Product Testing
- User Experience Research and Design
- Usability Testing
- Mobility Adoption
- Business Intelligence

Business Process Optimization

BPO typically stands for business process outsourcing. But to 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 online marketplace.

Whether it is e-commerce, social media, IT infrastructures, supply chains, mobility, cloud services, subscription management, channel development, 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 your online company achieve its business goals.

Our business process optimization capabilities for online services companies and e-commerce retailers span the enterprise, including:

- Supply Chain Coordination
- Enterprise Resource Planning
- Business Analytics
- Data Warehousing
- Fulfillment Processing

- Finance Transformation
- Online Trust and Safety
- Cloud Migration
- Advertising Management
- Customer Support
- Infrastructure Development

About Cognizant's Technology Industry Group

The Online Commerce Practice is unit within 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 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.



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