

Accelerate Your Time-to-Market With Cognizant Product Testing Solutions

Voice of Customers



“I need to quickly conceptualize my idea into a new product otherwise my competitors will capture the market”.

“My product is localized to different market needs; I find it challenging to keep each product version live concurrently”.

During favourable business conditions all the best strategies are brought to life with plentiful resources and hopeful product concepts. But when the conditions turn less than attractive and economic scenario is downbeat, the success and sustainability of any company depends on their innovative products, time to market and optimal resource utilization.

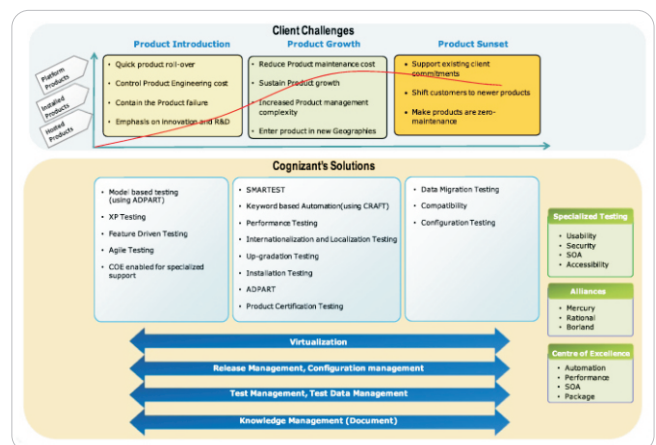
In a tough market scenario, clients want to contain their cost of product engineering and maximise their market share, but in the process they end up facing multiple challenges, such as

- Products may have multiple versions, requiring significant effort in parallel maintenance
- With changing business needs, the products may need to be remodelled (like product which are standalone version, may be offered as service like SaaS model)
- Client would want to maximize market share with shorter launch time to gain the first mover advantage
- To penetrate newer market segments, client may load their products with additional features.

Cognizant's Offering Product Testing

Cognizant's Product Testing service has devised accelerators which enable you to overcome the Testing challenges faced during your Product's Lifecycle. They have been successfully employed with multiple product companies with their products in Hosted, Platform and Installed product space.

When your product is in conception stage, the emphasis of your business is more on quick product launch and piloting with selected clients, Cognizant offers testing solutions such as Agile testing methodologies (like Feature Driven, Extreme Testing etc.) and Model driven approach for test case generation, which will help in speedier launching the product with limited feature, test marketing with sample customer and improvising the product for bigger launch in future.



When your product has penetrated the market and seeks further to increase the market share, the focus of the business is on expanding the product's market segment and containing maintenance cost. Cognizant's solution such as Globalization Testing, Upgradation testing support in increasing the product reach and testing framework like CRAFT, SMARTEST help in reducing the product maintenance cost.

When product sales are declining and is in the process to be sunset, the objective of the business is to reduce the product support cost and switch the existing customer to newer products, Cognizant's offers Data Migration and Compatibility Testing. These approaches will help you in seamlessly migrate your customer to other products.

Cognizant's Product Testing group has 500+ strong trained associates, who are focused on various aspects of Product Testing.

Business Benefits

- Enablers like CRAFT, SMARTEST, Nitro booster help in improving the productivity and reducing product maintenance cost

- For one of the existing, SMARTEST has brought down the Regression effort by 25%
- Nitro booster is a tool used for performance testing that can reduce the scripting and reporting effort by 30%
- Alliances with major tool vendor like Mercury, Rational, Compuware, HP etc. help clients reduce the ownership cost of expensive software licenses
- Knowledge of open source Tools like Selenium, Bugzilla, Testlink, OpenSTA, will support the Client by reducing their dependency on tool vendors

Case Study: Product Component Testing

The client is the world's leading provider of business software delivering technology platform and end-to-end need solutions to business's ever-changing needs.

Cognizant's Product Testing has helped to:

- Reduce the existing testing effort by 10%-15% with process excellence
- Automate Test case using Keyword and Model driven frameworks, reducing the regression effort by 15%
- Improve the Test productivity by 30%, without compromising on quality

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. Recognized by Fortune Magazine as one of the World's Most Admired Companies, Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise, and worldwide resources to working together with clients to make their businesses stronger. With more than 50 global delivery centers and approximately 63,700 employees as of March 31, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings.

Start Today

For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at www.cognizant.com.



Cognizant | Customer Solutions Practice
Passion for building stronger businesses

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

Haymarket House
28-29 Haymarket
London SW1Y 4SP UK
Phone: +44 (0) 20 7321 4888
Fax: +44 (0) 20 7321 4890
Email: infouk@cognizant.com

India Operations Headquarters

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