

Improve your digital content. Collaborate with your partners!



By using an asset management solution as a centralized service, an organization can consolidate information resources by working with multiple partners through a single content repository. This *shared services* approach will enable interoperability between various business units,

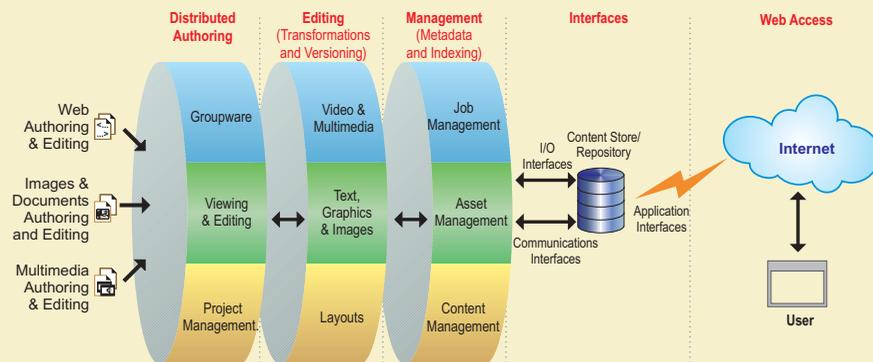
eliminating disparate systems that are separately maintained by individual departments.

Enhanced process efficiencies add up to big cost savings and increased profit margins. Your enterprise ECM solution will quickly evolve into a full online exchange of corporate digital assets.

An ECM solution can serve as part of the core infrastructure for your business, allowing you to best leverage your organization's rich media content and open new revenue opportunities.

An integrated approach to managing web content, marketing collateral, scanned document images, training videos, and other types of digital assets within your enterprise.

What is an ECM System?



An ECM system consists of a repository and enables a streamlined workflow process for managing a diverse array of publishable media content, such as images, illustrations, documents, audio, and video content objects in various formats, along with their metadata.

An ECM system also has a strong search engine (both keyword-based and non-keyword based), version management, and aspects of communication.

ECM covers two distinct areas:

Managing Marketing Collateral — Images and multimedia assets that need to be repurposed, versioned, and shared. Images and metadata from advertising campaigns, product packaging, and products in development.

Enterprise Document Management — Scanned document images, such as insurance claim forms, checks, invoices on a massive scale, and forms including OCR/ICR across industries, such as utilities, banking, healthcare, and insurance.



Cognizant Technology Solutions

ECM Value Proposition

- Respond to new communications and marketing opportunities by enabling rapid redeployment of existing digital content.
 - Develop personalized and targeted sales and marketing campaigns, computer-based instructions, and customer support by repurposing digital assets.
 - Strengthen relationships with existing trademark and other licensing partners by offering improved access to digital assets.
 - Manage globally and work locally on the creation of rich media assets including streaming video, images, and audio to produce cutting-edge online products and an enhanced customer experience.
 - Make the marketing planning process more efficient by simplifying workflow, enhancing collaboration, and reducing time-to-market.
- Derive multiple products from a shared set of digital assets maximizing value, flexibility, and market opportunity.
 - Empower e-Business applications by implementing the Internet infrastructure, supplying search, assembly, and delivery functions for multiple content types and product configurations.
 - Automate the simultaneous and secure delivery of content to traditional outlets, Internet sites, and portals.
 - Manage vast archives of online, nearline, and offline assets and make them available to new internal and external audiences.
 - Enhance branding, promotion, co-marketing, and partnering by automating the sharing, licensing, and distribution of digital assets and promotional materials.

Cognizant Services in ECM

Cognizant has a multi-disciplined team focused on providing end-to-end ECM consulting and implementation services. Cognizant is capable of providing a state-of-the-art Media Asset Management solution to maximize your ROI.

Cognizant can partner with you in your ECM initiative at any stage of development with comprehensive solution definition, development, deployment, and maintenance.

Cognizant takes the following steps in architecting ECM Solutions:

- Requirements analysis
- Strategy/blueprint definition
- Asset workflow/process design
- Technology & solution architecture
- Development & deployment
- Post-implementation support services

Benefits of ECM

Healthcare Sector

- Provides an organization-wide framework that allows secure access to patient data.
- Enables automated diagnostic information through interfacing with various Hospital and Insurance Systems.
- Reduces time needed for a physician to access vital patient-related data and other diagnostic tools.
- Enhances quality of service and patient satisfaction.
- Facilitates cost control by eliminating physical film/paper clutter.

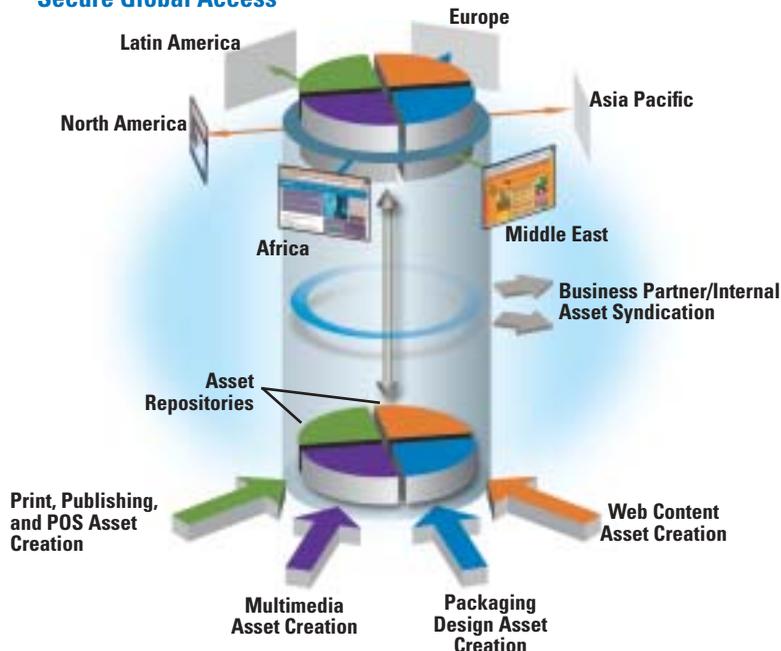
Financial Services/Insurance Sector

- Facilitates higher speed forms processing using OCR/ICR, resulting in faster response times.
- Expedites access to forms, images and other content in the process workflow, reducing service time.
- Eliminates barriers to effective performance, such as the removal of paper from the process and the automation of task allocation and report compilation, thereby increasing the productivity.
- Adopts the latest technology to support current business operations and takes advantage of new channels and methods of communication, such as the Internet, e-mail and EDI, thereby gaining a substantial competitive advantage.

Retail Sector

- Leverages the power of the Internet to manage globally, and work locally on the design, development, and pre-production approval of products.
- Creates a centralized resource, hosting all of an organization's brand assets allowing easy access to relevant material supporting all aspects of multi-channel marketing.
- Assures appropriate controls and restrictions, such as those applying to trademarks, promotional dates, local regulatory compliance and identified user access.
- Facilitates collaboration on product ideas and designs.

Secure Global Access



Cognizant Delivers.

**Experts in IT Consulting.
Innovators in ECM solutions.**