



Cognizant
Passion for building stronger businesses

CASE STUDY

Application Support for Leading Media & Entertainment Company





Client is a global recorded music joint venture with a roster of local and international artists as well as a vast catalog.

Business Need

- Client was seeking to outsource Application Development and Maintenance (ADM) work with the objective to drive down costs, through increased use of resources and services delivered from lower cost (offshore) locations, while maintaining existing capabilities
- The IT applications identified to be included within the scope of the initiative were currently supported by Client's internal employees and contractors for application maintenance and development activities – a portion of these FTEs were suitable for outsourcing and offshoring
- Apart from the support and maintenance services, client was also looking for a partner who will help them in some of their business critical major enhancements involving SAP FI

Cognizant's Solution

Cognizant as a consulting partner aided in the support and enhancement of Client's core SAP financial applications. The objectives achieved in the short run included: lower cost of maintenance, improved documentation, improved governance and improved knowledge capture. Long term objectives included: re-direction of key resources for strategic activities.

Cognizant is primarily delivering the required services using proprietary onsite/offshore development methodology. The highlights of Cognizant's service delivery approach are:

- The functional activities where, business user inputs are required, are primarily driven from onsite
- The development is executed from the offshore through the onsite-offshore coordination
- Workflows are designed as per user requirements for addressing major enhancements
- Providing scalability to address short term business critical projects

Technology Used

JDK: Sun Java JDK 1.4

Application Server : BEA Weblogic 8.1.6

Framework API's : Spring 2.x, Hibernate 3, Displaytag1.1, JSP 2, JSTL 1.2

Scripting Language : JavaScript

Database : Oracle 10 g

IDE : Eclipse 3.3, PowerBuilder 7

ABAP language based programming



Client Benefits

- Re-direction of key resources for strategic activities
- Improved project governance through Cognizant's 2-in-a-box engagement governance model
- Low Risk Transition Approach: Cognizant reduced client's risk of application support transition by conducting a robust Knowledge Transition Phase, setting up of a Transition PMO and placing a unique team of technology and domain experts during the transition phase
- Partnership approach - Long term commitment / investment in the form of Center of Excellence (CoE)
- Flexibility to adjust resources as per the business requirements
- Access to skilled and experienced pool of resources
- Good retention of project knowledge through comprehensive project documentation
- Pro-actively providing the process improvement recommendations and implementing these to bring in the required effectiveness and efficiency in business processes

About the Information, Media & Entertainment (IME) Practice

Cognizant's extensive experience spans each of the industry's sub-segments – Information Services, Publishing, Advertising, Filmed Entertainment, Broadcasting and New Media. The practice works with leading Media and Entertainment companies on organization's business initiatives, from strategic consulting to application maintenance support. The IME practice is one of the fastest growing practices within Cognizant with over 4000 associates working for various client engagements and contributing over 7% of total revenues. Leading IME customers include Houghton Mifflin Harcourt, Harris Broadcasting, United Business Media, Viacom/MTV, Associated Press, Rodale, News America Marketing and many others. You can visit us at www.cognizant.com

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. 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 over 50 global delivery centers and more than 78,400 employees as of December 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. Visit us online at www.cognizant.com.



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