Cognizant

Cognizant and SAP: Reshaping customer experiences

Bring powerful new experiences to market quickly. Cognizant combines human-centered design, strategy, personalization, business process simplification, data and cloud expertise with SAP tools to enable your organization to rapidly launch and compete with modern customer experiences.

Customers demand elegant, hyper-personalized experiences across all physical and digital channels. Delivering those experiences requires your organization to act on customer needs in the current moment—and anticipate their next moves and desires.

Your organization can engineer these memorable experiences now, with Cognizant and SAP, to win new market share, build customer loyalty, beat the competition, and continuously adapt and innovate to sustain growth.

We combine the rich capabilities of the SAP Customer Experience (CX) Portfolio with our own extensive business strategy, human-centered design, and data and digital expertise. With our unique skill set, we leverage the full capabilities of SAP's tools to deliver benefits such as:

• **New experiences and business models shaped by data and insights into customer behavior,** needs and desires. Improve and apply customer insights to drive CX, strategies and business models. Using our human-centric design approach, we develop insight-driven implementation roadmaps that lead to the experiences your customers have been looking for and will use.

• **Experiences built with an end-to-end view of your organization.** Create unique new experiences that integrate people, processes, technology and data. We can identify and create new possibilities for customer interactions because we're also experts in deploying and managing enterprise resource planning (ERP) systems, such as SAP S/4HANA. We understand systems that span production, inventory planning, fulfillment, logistics, warehousing, routing, customer support and all customer engagement channels.

- **Optimal use of customer data.** Identify opportunities for transforming personal experiences and creating new touchpoints across channels. We help you proactively meet each customer at key points in their journey with relevant content and guidance that deepen customer relationships, build loyalty and create value selling opportunities.

- **Brand voice.** Simplify operations, increase control, and create a consistent brand voice and experience from a single powerful SAP platform that you can also leverage to localize experiences.

- **Shortening time to market.** Bring new experiences and capabilities to market quickly with our leading industry-focused practices, proven tools and frameworks that streamline implementation of SAP CX capabilities.

- **Solutions tailored to your industry.** Rapidly launch differentiated CX solutions built on our in-depth knowledge of your industry's customers, products and services. Cognizant has deep CX expertise in the manufacturing, utilities, life sciences, pharmaceuticals, retail, consumer goods, high-tech and media industries.

- **Complete managed services with continuous innovation.** Cognizant can not only design but also fully implement and manage your SAP-based CX programs and platforms, ensuring these anticipate and address evolving customer expectations with our integrated DevOps, Agile support and continuous integration/continuous deployment (CI/CD) models.

Accelerate your delivery of rich new experiences with Cognizant and the SAP CX Portfolio

Bring a new experience of your brand to market **up to 35% faster** with our proven frameworks for implementing solutions based on the SAP CX Portfolio. These include:

1 **Strategic Advisory & Consulting Framework.** Ensure your solutions amplify the value of your investment in the SAP CX suite with streamlined, accurate requirements gathering.

2 **Customer Experience Rapid Deployment Solution (RDS).** Transform experiences rapidly with our preconfigured industry solutions, user experience themes, personas and integrations to back-office systems, for both cloud and on-premise.

3 **Customer Experience Delivery Framework.** Ensure consistent, reliable, high-quality delivery of new experiences with our framework built on top of standard SAP methodology that combines our best practices with tools to reduce time to market, enhance productivity and ensure code quality.

With our suite of frameworks, we expedite your customer experience transformation with tailored solutions we build on SAP's CX offerings, including:

Commerce Cloud RDS.
Create a connected ecosystem that encompasses chatbots, phone, chat, SMS, email, web and social channels, in 100 days or less. Our data analysis helps optimize each moment of interaction to improve conversions, increase cross-selling and upselling opportunities, and deepen brand loyalty.

Sales Cloud RDS.
Empower your sales teams to supercharge their performance and customer satisfaction with real-time availability of product, pricing and contract data, in addition to 360-degree views of prospects and customers across all channels, all implemented in about 65 days.

Customer Identity Management RDS on Customer Data Cloud/Platform.
Offer relevant personalized engagements in real time and identify new business opportunities by managing and unifying customer preferences and identity data from all digital and physical sources.

Service Cloud RDS.
Ensure frictionless service integrated across all customer engagement channels, from web, mobile and self-service portals to in-store and agents, augmented with artificial intelligence, with a 360-degree perspective on your customers.

Marketing Cloud RDS.
Optimize strategies and campaign decisions with fast analysis of real-time business intelligence with marketing automation.

Customer experience transformation across:

| 70+ global enterprises | Top five global pharmaceuticals | Leading global manufacturers | Top retailers across the globe | 35 global delivery centers | E2E portfolio to support your CX journey | SAP expert services for quality assurance |

Stay ahead of your customers with our unmatched expertise in enabling technologies
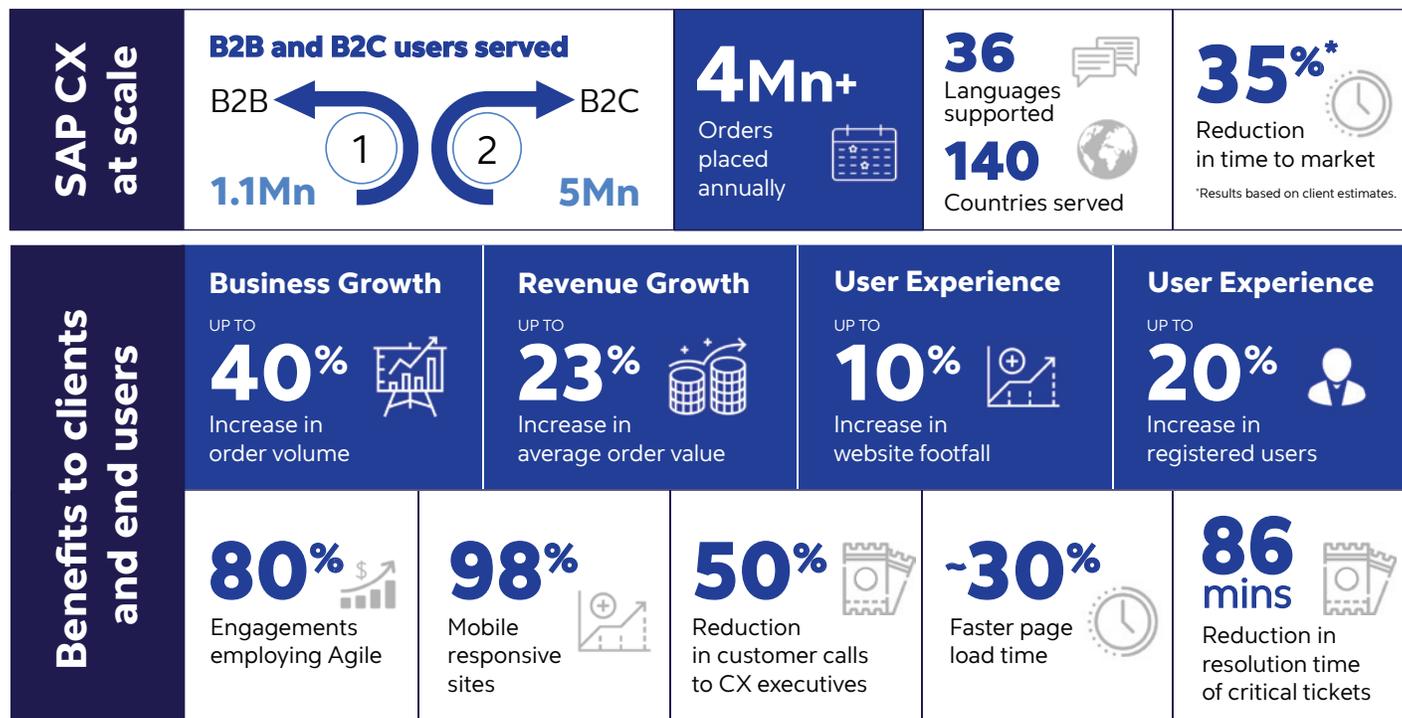
Rich, engaging customer experiences require modern digital systems and technology, an area in which Cognizant excels. We have close associations with all public cloud vendors and extensive experience with cloud migration and operations. Introduce new services and features quickly with our support for

SAP's API-first, microservices-based architecture, including Spartacus, and our use of Agile methodology, integrated DevOps and CI/CD.

Delivering business outcomes built on new experiences

At Cognizant, we take an outcomes-driven approach to customer experience transformation with the SAP CX Portfolio. Here's just a sampling of the results we've helped our clients achieve.

Delivering superior business outcomes to our customers

SAP CX at scale

B2B and B2C users served

B2B 1.1Mn ⟷ B2C 5Mn

1 2

4Mn+ Orders placed annually

36 Languages supported
140 Countries served

35%* Reduction in time to market
*Results based on client estimates.

Benefits to clients and end users

Business Growth
UP TO
40% Increase in order volume

Revenue Growth
UP TO
23% Increase in average order value

User Experience
UP TO
10% Increase in website footfall

User Experience
UP TO
20% Increase in registered users

80% Engagements employing Agile

98% Mobile responsive sites

50% Reduction in customer calls to CX executives

~30% Faster page load time

86 mins Reduction in resolution time of critical tickets

Based on 90+ engagements with 70+ clients

Deliver winning experiences with Cognizant and SAP

Optimize the benefits of your SAP CX investment with Cognizant. We'll help you guide, nurture and delight your customers with hyper-personalized, data-driven experiences consistently delivered with powerful technology capabilities. For more information about how Cognizant will help you win with the SAP CX Portfolio, visit **www.cognizant.com/application-services-and-modernization/sap-solutions/sap-customer-experience**.

About Cognizant SAP Practice

As an SAP Global Strategic Services Partner for over 15 years, Cognizant helps clients achieve unparalleled performance through deep industry expertise in SAP technologies, including Intelligent ERP Modernization (S/4HANA), SAP on Cloud, CX, HCM, Intelligent Spend and HXM, among others. As a testimony to our leadership in both SAP and cloud technologies, we were recognized as a Microsoft Partner of the Year 2020 for SAP on Azure and as Leaders in the 2021 Nelson Hall SAP Cloud Migration Services survey. To know more, visit **www.cognizant.com/application-services-and-modernization/sap-solutions**.

About Cognizant SAP Customer Experience Practice

To learn more about the Cognizant SAP CX portfolio, contact:
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About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at **www.cognizant.com** or follow us **@Cognizant**.

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