**Data Modernization**

# Modernize data to enable decisioning and drive business outcomes

Today, business leaders across the world are struggling to make effective use of data and analytics. A key impediment is that the data remains inaccessible. Disparate sources of data and inconsistent analytics mean few organizations get the value they need from their data.

There is an immediate and critical need for businesses to adopt a modern data infrastructure – one that is able to make vast amounts of information accessible, compliant and useful for decisioning.

The challenge for companies is finding a clear way to transform how they source, interpret and consume information. This requires flexible data structures and a modern analytics platform capable of turning masses of data into clear, actionable intelligence.

By modernizing their approach to data, businesses can deliver better customer experiences, drive top-line growth, reduce costs and gain a competitive advantage – unlocking the potential of artificial intelligence and monetizing data.

"Only 40% of executives say they have found a way to move data into the right environment, a mere 22% can ingest data fast enough to make decisions in real time."

**Source: Harvard Business Review**

## Cognizant®

# Our offering

Our data modernization offering delivers a set of people, products, accelerators, frameworks, methods and alliances that help build a compliant, accessible and useful data foundation to activate decisioning for businesses. Our solutions and intellectual property enable businesses to source, structure, analyze and safeguard the data that matters.

We remove data silos, enforce data quality and integrate diverse data types, while building out analytics within a federated governance framework. We automate operational processes and build a responsive data architecture, leveraging multi-cloud operating environments with AWS, Azure, Google Cloud Platform and Snowflake.

## Drive tangible results

**Save up to 40% on storage\***
Free up resources for other transformation efforts.

**30 – 60% faster time to market\***
Get products to market faster with a modernized data platform.

**ROI within six months\***
See ROI as efficiencies and innovation drive business results.

**Transition four times faster\***
Scale and implement quickly with accelerators using an agile approach.

\* Based on actual client engagements. Individual results may vary.

## Offering solutions:

### Data Modernization Platform

Pre-engineered products, accelerators and patented assets perform data ingestion, build data lakes and transform data.  Our AI and ML-based accelerators automate common, repetitive data management activities, while DataOps/DevOps augment the agile analytics environment.

### Data Modernization Method

Our experts deliver by combining their data engineering, cloud, data privacy and compliance skills with proprietary frameworks and maturity models to construct a modern data ecosystem for clients. Our flexible resourcing model allows for rapid scaling of teams who execute in a studio through a pod/virtual pod-based approach.
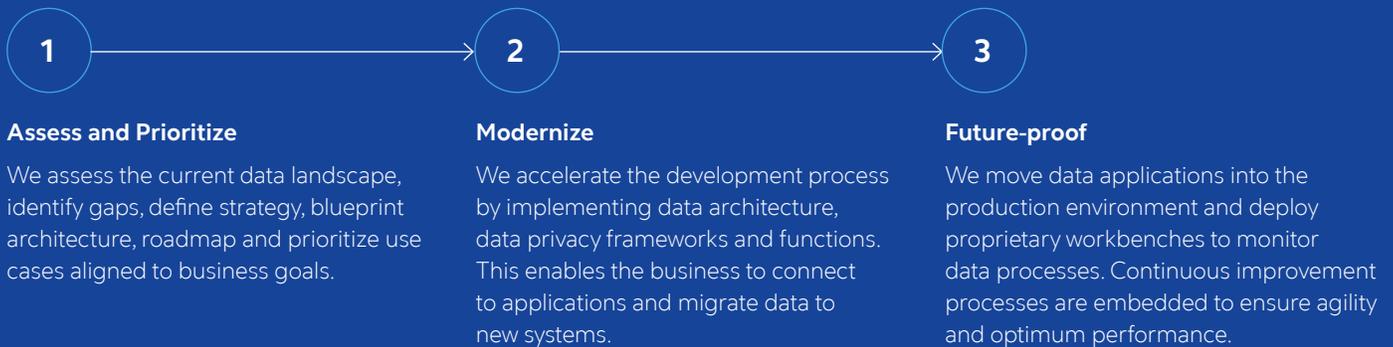
### Partnerships

Our partnerships give our clients early access to new releases, investment in training, joint offerings, preferred pricing and account-based solutions. Our trained cloud practitioners and certified architects reimagine how to collect and use data on cloud-based environments.

# Our approach

**Organizations rely on our straightforward, three-step methodology to implement quickly while lowering risk:**

**1** → **2** → **3**

### Assess and Prioritize

We assess the current data landscape, identify gaps, define strategy, blueprint architecture, roadmap and prioritize use cases aligned to business goals.

### Modernize

We accelerate the development process by implementing data architecture, data privacy frameworks and functions. This enables the business to connect to applications and migrate data to new systems.

### Future-proof

We move data applications into the production environment and deploy proprietary workbenches to monitor data processes. Continuous improvement processes are embedded to ensure agility and optimum performance.

# Why Cognizant?

We're industry leaders with over 25 years experience.

Our investment in intellectual property, 27,000 data and analytics experts and our partnership ecosystem are the reasons the world's leading companies choose us to modernize their data.

We designed our data modernization offering to be safely implemented at speed with minimum disruption to the business. As your trusted partner we empower you to harness data faster and more effectively to improve business decisions and outcomes.

Learn more by visiting **cognizant.com/ai/data-modernization**
or email us at **datamodernization@cognizant.com**

---

### 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 **cognizant.com** or follow us @Cognizant.

## Cognizant

**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

**European Headquarters**

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

**India Operations Headquarters**

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

**APAC Headquarters**

1 Changi Business Park Crescent,
Plaza 8@CBP # 07-04/05/06,
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051