

# “Digital Thread” tracks product performance for data insights to develop new products



## Opportunity

Lexmark had a challenge in getting integrated cross-functional views of historical and transactional data about products and components from inception to end of life. When business users got such cross-department data view, it had to be manually created “on request” as the source data included feeds from enterprise applications related to product, sales, manufacturing, distribution, customer service and supply chain.



## Imagining IT Differently

Cognizant’s “Transformation-as-a-Service” Delivery Model was used to implement this transformation with two digital frameworks: the Digital Thread and the Digital Asset.

Insights are gathered in the Digital Thread, which arrests redundancies and siloed business functions by using a single, cross-functional platform that makes real-time data available to all end users.

Digital Assets is where leaders design their desired transformed future state using a logical model of people, processes, and technologies.



## Future Made Possible

Lexmark expects time-to-market to improve, while defects to reduce as an outcome from this project that has received public recognition. Other benefits include:

- Timely replenishments of printer components minimizes revenue loss with larger customers.
- Revenue leakage from grey/black market scenarios are arrested
- Defects in device families can be identified and attributed to a subassembly or product batch
- IoT enabled devices help after-sales service staff to reduce the cost of maintenance.



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