

Cognizant Virtual Software Engineering

Differentiate. Expand. Grow. Use Technology to Make an Impact.

Now, more than ever, software matters.

When global events shift market conditions, questions are asked: How will businesses connect with their customers in the right way, right now? How will they harness their resources to surface new revenue streams, new efficiencies, new approaches that provide growth? How will they guarantee a future when the future is so obviously unknown? By investing in efficiency, and driving engagement regardless of condition, market pioneers become industry leaders - ready to set themselves apart from the competition.

DESIGNING EXPERIENCES, ENGINEERING OUTCOMES IN ANY ENVIRONMENT

Done right, software is one of the most no-regrets investments a company can make today. At Cognizant, we're master builders, engineers at heart that love to build things that matter. Every day from all over the world near and far, we deliver business-outcome-driving software products fully, beautifully, end-to-end.

The Cognizant Virtual Software Engineering approach has always been to build software with an approach that has today's work from home' reality built inherently in. With a fully-realized system for conceiving product vision, iteration on that vision, sprinting, delivering, and launching software that changes entire companies for the better, our methodology focuses on delivering better business outcomes.

Our approach is rooted deeply in four key fundamentals - ensuring that our clients see results fast, put multiples on release frequencies, achieve cost saving and enable new revenue:

- **Talent Development Builds Better Products**
At our core, our culture is the connective tissue that drives engagement amongst our teams. With a network of domain expertise, training, insights and ideation, our Cognizant Virtual Software team members co-problem solve, share ideas and establish growth goals that keep them fulfilled and engaged.
- **“Any Region” Footprint** - From anywhere in the world, our software delivery teams are positioned to run for a true global reach.
- **Third Party Security Validation** - In the distributed team world, security is critical and requires the utmost security planning, with security standards validated by third-party white hat stress testing.

- **Start Anywhere Planning** - We prefer to start at a thousand-foot-view for full-spectrum legacy application analysis, but we don't have to. Based on your needs and goals, we're situated to assess up front, or pilot with preferred sample application segments.

- **Engaging for the Right Outcome** - We've built software for internal company-wide use as well as streamlining client service delivery, with our very own gamification system, Game of Pods. A platform that pushes autonomy and teamwork.

TRANSFORMING WHILE PERFORMING

For over 25 years, our team of product experts, designers and engineers have enabled organizations to evolve their internal engineering culture while delivering digital solutions fast in something we call, Transforming While Performing

Mastery in any environment must go well beyond understanding how to keep teams using conference calls correctly. It's the healthy difference between standard "work from home" and fully realized "Virtual" teams.

We deliver software products through Pod delivery teams -- cross functional agile teams of subject matter experts hand selected from our communities. These communities foster and connect talent by co-problem solving, sharing ideas and establish growth goals - helping to learn and grow together. Our talent is picked out specifically for a project's unique needs, for every job - getting to know the client, integrating with the internal team, leading and building along the way.

By strengthening engagement, person by person, you're creating a sense of global community that negates the need to entirely rely on a face-to-face mentality - replacing that mentality with a dynamic, breathing, failsafe system for communication to ensure software delivery is smooth.

Our guilds and communities that infuse technology and design innovation into our projects are:

“The world’s largest work from home experiment’ is no challenge for us - built on Agile distributed team efficiency, crafted to drive positive business outcomes, globally. This is our DNA.”

Bret Cunningham, SVP Digital Strategy & Solutions, Cognizant Softvision

- **Experience Design**
 - Visual Design
 - Design Thinking
 - User Research
 - Experience Design
 - Interaction Design
- **Enterprise Software**
 - Enterprise .Net
 - Enterprise Coffee
 - Enterprise Mainframe
- **WEB**
 - Full Stack Web
- **Mobile**
 - Mobile Cross Platform
 - iOS
 - Android
- **Data & Analytics**
 - Big Data
 - AI
- **Product Delivery**
 - Agile Transformation
- **Cloud Native Architecture**
 - Cloud Native Architect
- **DevOps**
 - Cloud
- **Quality Engineering**
 - Quality Engineering



CASE STUDY

Global Retailer

Cognizant leveraged Virtual Pods to develop a global (40 countries) e-commerce platform, able to support 500+ e-commerce sites for a large global retailer with multiple brands.

The 20+ Pods members, distributed across 3 continents: in Romania, USA and India and delivering in SAFe methodology, leveraged a virtual workflow to build this e-commerce solution that brought the client \$2B in revenue (2016). Over four years later, the evolution continues!

GETTING STARTED

With the only constant being change, companies must take action and be a change navigator, ready to act and showcase what you're made of. Whether it's robotics, or AI, or AR, data analytics, small apps or big apps.

Cognizant is ready to deliver on what previously seemed impossible, making velocity and the excitement about the potential of software well within reach.

Why Cognizant

With over 25 years of distributed team delivery experience, spanning across 150 global studios with a talent base of over 60,000 experts, we've been building new experiences for customers, model-changing efficiencies, and inspiring new ease-of-use technologies that can take a competitor's breath away for years. Now, more than ever, software matters and we're standing by, ready to fast track your software engineering capacity to a true, modern business pace. To learn more, visit <https://www.cognizant.com/cognizant-digital-business/digital-engineering>.

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](https://twitter.com/Cognizant).



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