



## Cognizant Digital Media Services: One partner for all your content needs

### Content is the new business driver

It's engaging your audiences and opening new revenue opportunities.

And it puts media and entertainment companies in the hot seat.

For many organizations, new forms of content are exciting -- but also so complex that they're altering the way companies create and store digital assets.

Our Digital Media Services (DMS) practice brings order to your digital media lifecycle and distribution. Your team tracks and manages its assets faster and more affordably. You're ready to convert content into opportunity.

We build custom content solutions that streamline the workflows for creating, managing, distributing and consuming media.

Our DMS team also offers a portfolio of services to ensure your content is business-ready. Our services span the content lifecycle, from assessment and strategy to implementation and support.

### How Your Business Benefits

How does leveraging the content lifecycle improve your organization? You speed up your contents' time to market. You can quickly localize and distribute assets. You can also reduce manual processing and dependency on external resources. And when the system integrates with reporting tools, you gain visibility that lets you make better, more informed decisions.

**Your team tracks and manages its assets faster and more affordably -- so you can convert content into opportunity.**

All of that streamlining requires strong IT integration. Asset management and delivery applications must be able to communicate seamlessly. Storage management policies need to be in place to ensure cost-efficient, reliable access to assets. Redundancy, fault tolerance, and disaster recovery are essential.

With our DMS team, your organization gains important advantages:

**Industry leadership.**

Rethinking your organization’s content lifecycle requires a partner who’s been there. Our team’s 160-plus digital media engagements have ranged from strategy and evaluation to implementation and support services. Let our unmatched industry knowledge help drive your media and entertainment organization and position it for future success.

**Technology knowhow.**

You get access to the best business, process, and IT resources when and where you need them. With 6,200 consultants and technical experts and three Centers of Excellence, our DMS team leads the industry in developing solutions that deliver innovation and results.

**Powerful partnerships.**

Digital media assets are complex, and media and entertainment industry assets are more intricate than most. Our alliances with the world’s leading companies ensure your organization implements innovative, high-performing solutions no matter how steep the challenges.

**One partner, from start to finish.**

With our end-to-end solutions, your organization ensures continuity for all of its digital-media needs. From assessment and consulting to delivery and support, you gain a partner for the entire content value chain. Our DMS team is flexible enough to partner with your organization whether the project is a six-week strategy engagement or a multiyear transformation. DAM Framework covers end-to-end digital asset management needs of an enterprise ranging from content processing services and delivery, order management, workflow orchestration, business intelligence, user interfaces, enterprise application integration, enterprise and faceted search as depicted by the framework (See Figure 1).

**Cognizant’s Digital Media Services Framework**



Figure 1: Asset Management, transformation and delivery applications must be able to communicate with each other seamlessly.

## Our Clients' Success Stories

We like to think that our clients' successes serve as the best endorsements of our practice's strengths. Here are several examples of business outcomes our clients have gained through their partnerships with us:

- A major media, news and entertainment company **reduced operational and maintenance costs** by transitioning from a tape-based legacy system to an enterprise-wide media asset management system.
- Facing manual download challenges such as redundancy and administrative overhead, a leading media and entertainment company implemented a global content distribution system and now **saves time and eliminates redundancy**.
- By deploying a global solution for managing and distributing marketing collateral, a well-known studio **quicken its time to market and decreased annual costs by \$30 million**.
- To support rapid sales growth and content demand, a prominent broadcaster is transforming its media operations into a cross-platform digital media ecosystem.
- A media and entertainment company redesigned its press and media portal to offer **relevant content search and a fresh look and feel with increased performance and scalability**.

## Cognizant's Digital Media Services Offerings

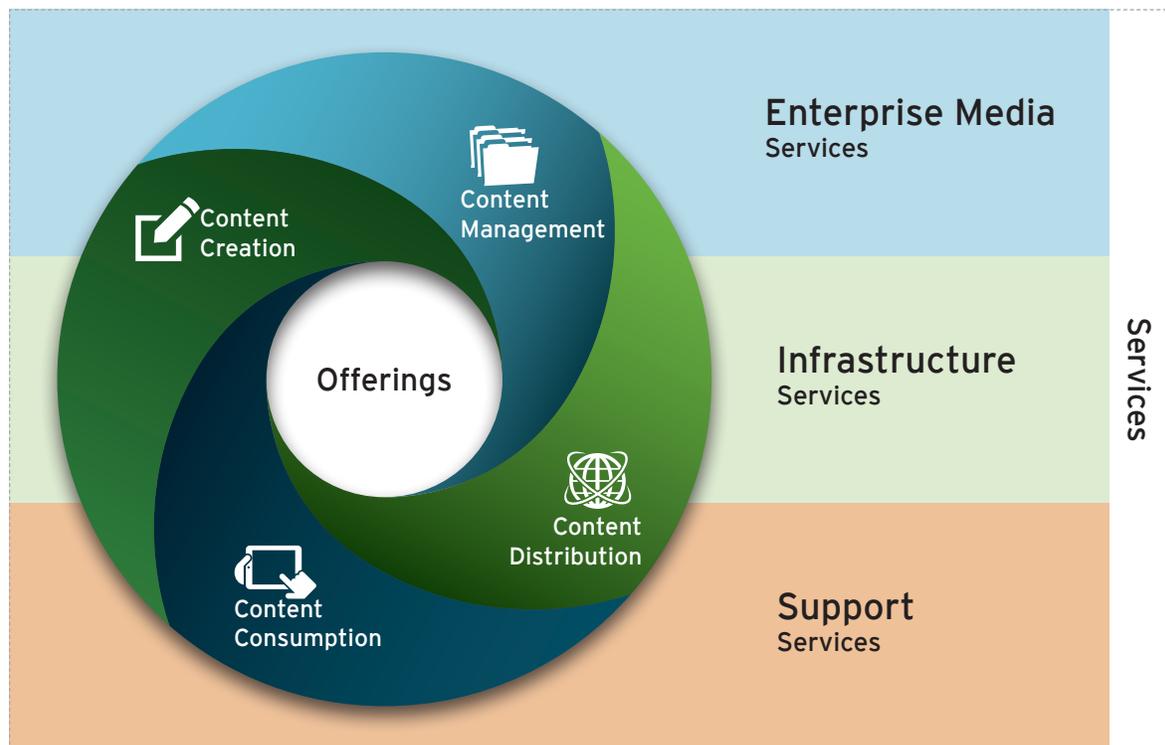


Figure 2: Cognizant's Digital Media Services provides service Offerings for various stages throughout the digital media lifecycle.

## Our Solutions and Services

We know no single solution will meet the needs of your digital workload.

So we offer a full portfolio of services and solutions (See Figure 2) to address your content-management challenges. We are ready to partner with your organization whether its objective is a centralized repository to catalog, store, and distribute rich media, or a short-term engagement focusing on part of its content value chain.

Here are our service offerings and some of the business benefits you can expect to gain:

### Content creation.

Let our team implement the latest tools to ensure your organization creates top content. Our tools and expertise span the full range of your creation needs, from collaboration and work in progress, to production asset management, to content capture, encoding, and editing. By partnering with our experts, your organization will reap important business benefits:

- Smarter work-in-progress asset creation and management.
- Higher quality assets as a result of increased collaboration.
- Process optimization, monitoring and reporting.

### Content management.

Digital assets' exponential growth can make it hard to find what you need when you need it. Our expertise in media asset management will enable your organization to produce and distribute content efficiently using automated workflow and collaboration tools. You gain:

- Consolidated repository for digital assets.
- Faster time-to-market as a result of increased asset availability and reuse.
- Expedited localization.
- Maximized use of assets across all channels.

### Content distribution.

With our knowledge of media distribution systems, your organization's assets are easily, securely, and quickly available to all channels and partners. Your company benefits include:

- Improved revenue as a result of integrating your digital workflows with content delivery networks (CDNs).
- New revenue streams by repurposing underutilized content.
- Reduced costs through faster content delivery for large media files.
- Secure and reliable content transfer.

### Content consumption.

Move your assets through a secure, efficient workflow. Our expertise in tools and processes ensures your organization can meet the increasing demand for content by implementing unique user experiences, content standards and multiple devices.

- Unique user experiences to support all aspects of the content lifecycle including enterprise, mobile and custom portal development.
- Secure control of published content.
- Content analytics to determine content Return on Investment (ROI) and effectiveness.
- Improved user experience as a result of our self-service portal.

### Enterprise media services.

By building and upgrading its processes and technology, your organization can adapt to rapidly changing markets. Our team helps solve the challenges of multiple product Application Program Interfaces (APIs), increasing need for scalability, and the lack of technology standards and offers important benefits:

- Streamlined technology.
- Easy integration using Service Oriented Architecture (SOA) concepts.
- Scalability.
- Service governance.

### Infrastructure.

Migrating your assets to the cloud requires investment in servers, storage, and networks as well as environmental costs for power, cooling, and rack space. Our team ensures you make the right choices for your organization so you reap important advantages:

- Significant cost savings from moving to a virtual environment.
- Time savings as a result of cloud's ability to scale rapidly.
- Centralized management of virtualized systems.

### Support services.

Implementing a digital media system is just the first step. Organizations also need support and enhancements to grow the systems. Our full range of services helps manage post-implementation challenges, such as legacy content and metadata, and unstructured asset libraries.

- Simplified onboarding.
- Decreased risk of content movement from source to destination.
- Reduction of costs and time associated with manual quality control.
- Standardization of content.

### Let's talk

Talk to us today about how your organization can use its digital media to more effectively drive new business. To find out more, please contact [DMSPpractice@cognizant.com](mailto:DMSPpractice@cognizant.com)

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## About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 187,400 employees as of June 30, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com) or follow us on Twitter: [Cognizant](https://twitter.com/Cognizant).



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