



# Cognizant

IT Services and Global Delivery Capabilities

**Microsoft**  
**GOLD CERTIFIED**  
Partner

**Microsoft**



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## Cognizant

Cognizant is a global IT services and solutions provider based in Teaneck, New Jersey in the United States. Since its inception in 1996, Cognizant has worked closely with large organizations to help them become stronger, more efficient, and more agile businesses.

By emphasizing its strengths in close customer relationships, highly flexible operations, seamless global delivery culture, and deep knowledge of companies and markets, Cognizant helps its customers achieve bottom-line results and delivers a better "return on outsourcing." Cognizant was one of the first major offshore companies to organize its services around key industry verticals and horizontals rather than domains and competency centers.

From its beginning as a spin-off of Dun and Bradstreet, Cognizant was built with a global mindset. Today, this heritage has provided Cognizant with a significant market advantage. Because customers see globalization as a key element to their future success, they look for partners who can help them succeed in this journey. Being born global, Cognizant is a uniquely qualified partner for these clients.

Cognizant's commitment to providing high-quality Microsoft solutions and services is reflected in its more than 4,000 dedicated Microsoft professionals, 800 of whom are certified in various Microsoft technologies. Cognizant operates 27 development centers in India, China, the Netherlands, Canada, and the United States. At these centers, Cognizant invests heavily in research and development for IT tools and methods that will aid implementation of future Microsoft technologies such as Microsoft® Windows Vista™, the Microsoft 2007 Office system, and Microsoft Performance Point Server 2007.

In 2006, Cognizant was a recipient of the coveted JPMorgan Chase 2005 Supplier of the Year award. This global award recognizes excellence in suppliers that demonstrate superior performance in quality, integrity, innovation, and value. Cognizant is also a Microsoft Gold Certified Partner and a Microsoft Premier Readiness Initiative Partner. The company is ISO 9001 certified, has developed proprietary SEI CMMI-Level 5 processes, and is the first offshore IT solutions provider to be certified as a SEI People Level 5 CMM company.

## Microsoft Partner Alliance

Global service delivery partners are an important part of the Microsoft Partner ecosystem. By using a global delivery model of technologies and services, Microsoft and its Partners can use the onsite-offshore model to deliver new business capabilities, help customers accelerate legacy migration and adoption of new platforms, and enable them to achieve more cost-effective operations.

The Microsoft Global Managed Delivery Partner community is a worldwide group of consulting and integration firms. These companies stand ready to help Microsoft enterprise customers design, install, and maintain secure networks, mobile access, and remote connectivity by using Microsoft technologies.

The Microsoft Global Managed Delivery Partner community includes the world's fastest-growing vendors. Like all Global Managed Delivery Partners, Cognizant has a proven and distinguished track record among Global 1000 customer companies and world-class capabilities based on the Microsoft platform. These capabilities are aligned with vertical and horizontal solution areas. This brochure is designed to highlight Cognizant's Microsoft Practice capabilities and solution initiatives with Microsoft.





## A Compelling Mix of Technology, Process, and Business Expertise

In a cost-conscious business environment, enterprises need to improve their business agility to become more competitive and strengthen their bottom line. Among the growing group of global IT service providers, it is not always clear which vendor delivers solutions with the greatest business value. Some firms promise lower prices, others promise high returns on investment or expertise with the latest information technologies.

In this crowded field of competitors, the service and solution offerings of Cognizant stand out. Cognizant offers solutions built on Microsoft technologies that can improve business operations and provide tangible returns on investment. But the Cognizant advantage lies in a deep understanding of how to harness the power of IT to create solution offerings that can solve business challenges and transform organizations.

Cognizant uses this unique combination of industry process knowledge, business acumen, and Microsoft technology experience to provide customized solutions and services that:

- **Connect customers, partners, and suppliers** more closely by making business information easier to access, manage, and share.
- **Optimize business performance** by using existing information assets and measuring results of core business processes.
- **Provide the software, methods, and best practices** that can help enterprises to keep costs under control, accelerate time to value, and ensure that project objectives align with customer business goals.

## Portal Solutions Connect Customers, Partners, and Suppliers

Internet portals and gateways have become established IT solutions that extend products and services to business customers across the globe. Often, however, these solutions are inefficient, difficult to use, and expensive to manage. Many portals run on older, less efficient platforms, and information contained within the portal can be difficult to find, secure, and kept up to date. The results include increased IT support costs and duplication of resources that drive up operating costs and increased security vulnerability.

Cognizant portal solutions are built on a foundation of Microsoft Windows Server™ 2003 within the Microsoft .NET Framework 2.0 environment. To this foundation, Cognizant adds Windows SharePoint™ Services and Microsoft SharePoint Portal Server collaboration and communication technology. When proprietary Cognizant tools and services are integrated with Microsoft technologies, the results are flexible, easy-to-manage solutions that provide secure access to even the most sensitive personal or business information. Each Cognizant portal solution provides:

- **Secure, easy data access and a positive, consistent user experience.** Advanced security capabilities in Windows Server 2003 ensure a safe computing environment that extends to extranets and intranets. Microsoft SharePoint technology provides a familiar company-wide collaboration environment and organizes, manages, and stores information for all portal sites.
- **Portal rationalization.** Cognizant rationalizes customer portals with its proprietary Technology Rationalization Services. The Windows Active Directory® service of Windows Server 2003 also contributes by enabling rapid, efficient portal consolidation and single-point systems management, which reduce the costs of ongoing management and of moving portals onto new technology platforms.
- **Knowledge management and information architecture.** When added to Cognizant portals, Microsoft SQL Server® 2005 provides a high-volume data repository and complex query capabilities, which enable businesses to gather knowledge, set up logical reference architectures, and organize information retrieval online.

Like all Cognizant solutions and services, Cognizant portals also include the industry- and process-specific experience of company consultants to reduce the costs and effort of making information easier to access, manage, and share.



## Business Intelligence and Corporate Performance Management Sharpen Competitive Advantage

In today's competitive environment, companies face constant demands for higher-quality products and services at lower unit costs. Satisfying customer expectations requires streamlined, error-free production and distribution, faster delivery of new products and services, and simpler processes that are easier to operate and maintain. Fulfilling these requirements and adapting quickly to changes in a company's business environment require accurate, timely decision making and constant improvements in corporate performance.

At Cognizant, accelerating time to benefit is an important way to deliver impressive return on investment.

Cognizant business intelligence (BI) solutions support more effective business decision making by enabling business users to make the most of company data assets. These solutions help companies define strategy, assess solution architecture, and provide data warehousing, business analytics, and reporting capabilities.

Cognizant Corporate Performance Management (CPM) solutions drive business decision making by measuring the performance of core business processes and activities. These solutions use an integrated, four-step modular approach that assesses, analyzes, and aligns business process performance to company business goals and uses key performance indicators (KPIs) to determine whether the desired level of business performance was achieved.

Based on the Microsoft Balanced Scorecard Framework, Cognizant's CPM solutions provide customers with a process roadmap and a complete set of blueprints, detailed implementation procedures, software applications, tools, and best practices.

Cognizant business intelligence and CPM solutions include these Microsoft technologies:

- **Microsoft SQL Server**, which provides scalable data storage and management for BI and CPM solutions. SQL Server Analysis Services, SQL Server Reporting Services, and SQL Server Integration Services also enable analysts

to develop business insight, share, and integrate relevant business data into existing business processes.

- **Microsoft Balanced Scorecard Framework**, which combines a mix of Microsoft technologies, tools, best practices, and techniques to help business users find and continuously monitor KPIs of business process performance.
- **Microsoft Business Scorecard Manager**, which enables business users to build, manage, and use their own scorecards, reports, alerts, and visual resources to analyze relationships between key performance indicators and company-specific business goals.
- **Microsoft BizTalk® Server** makes it easy for business users to develop and integrate data and new processes into existing back-end systems.
- **Microsoft .NET Framework** provides an integrated development environment, in which operating system, collaboration, analysis, and reporting applications operate together smoothly.

Cognizant marshals these capabilities to help customers pursue new business opportunities, increase business agility, and transform and reduce the cost of their core business processes.

## Microsoft IT Infrastructure Services

Cognizant also provides the following IT infrastructure services:

- **Design, implementation, and support.** Cognizant designs, implements, and supports IT infrastructures based on a wide variety of Microsoft technologies such as Microsoft Windows Server 2003 and back-office systems based on Microsoft Active Directory, Microsoft Exchange Server 2000 and 2003, and SQL Server 2005.
- **Infrastructure optimization.** Cognizant also helps enterprises achieve optimal operational efficiency by implementing Microsoft Operations Manager and Microsoft Systems Management Server 2003.
- **Desktop standardization and migration.** The company's services also include standardization of the Windows desktop environment and migration from Microsoft Windows XP to Windows Vista and from IBM Lotus Notes to Microsoft Exchange Server, for example.

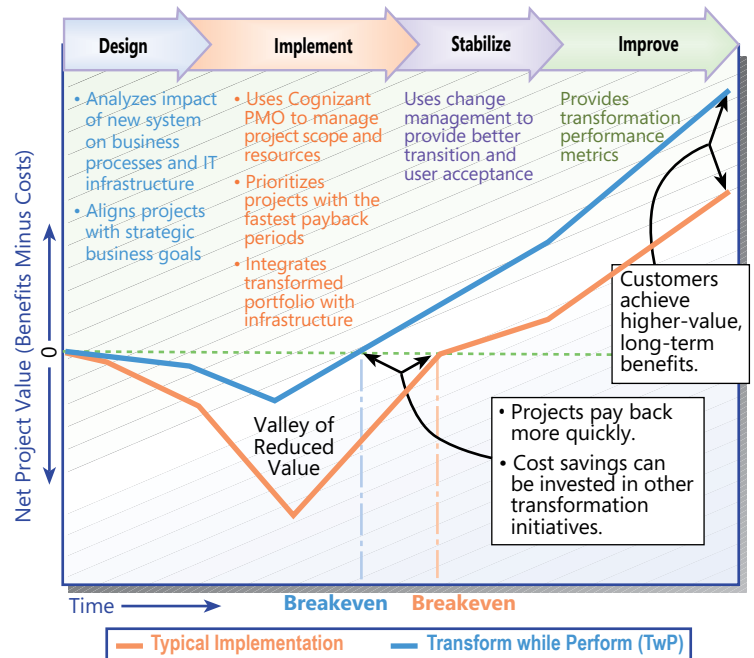
## Transform While Perform: Cognizant's Legacy Modernization Program

Cognizant is well known for integrating business technology consulting, business process re-engineering, change management services, and mission-critical business applications management services. This capability is illustrated by the company's methods that are routine parts of legacy system transformation projects. In each of these projects, consultants develop a business case and a roadmap for legacy system transformations and other large IT projects based on factual analysis.

These methods take advantage of advanced scientific models to guide customers through transformation projects by providing the objective decision support tools, accelerators, methods, and best practices. This approach can help enterprises to keep costs under control, accelerate time to value, and ensure that project objectives align with their business goals.

The diagram shows how Cognizant's structured four-phase process can provide the blueprint for a move from legacy applications to a new agile IT environment built on Microsoft's .NET technology—one of the most flexible approaches available for any legacy modernization project.

Cognizant has proven experience in delivering complex engagements based on feature-driven development. Different best-practice artifacts have been created for domain modeling, feature prioritization list, feature-wise design with impact analysis, feature-wise status tracking, and metrics management. eCockpit™ is Cognizant's proprietary tool leveraging Microsoft technologies for decision support and performance management for complex projects. Its function is to help to monitor project-related status such as productivity, effort, and defect density or metrics such as targets and schedule slippages.



## Radio Frequency Identification Solution Frameworks

Cognizant offers a broad range of radio frequency identification (RFID) services and solutions, which include repeatable solutions frameworks such as track and trace, compliance mandates, and ePedigree. Service offerings include business process re-engineering and change management services for RFID enablement. Integration services include incorporating RFID with warehouse management solutions (WMS), ERP and EDI systems, decision support systems, and event management systems for information sharing across the supply chain. Cognizant has developed a proprietary tool, RfModeler, to optimize RFID-enabled processes by simulation and validation during the project blueprinting phase. Cognizant RFID solutions take advantage of these Microsoft IT infrastructure services:

- BizTalk Server
- SQL Server
- Windows CE
- Microsoft .NET Framework





## Cognizant Industry Offerings

Since 1998, Cognizant has been organized around vertical industry practices to take advantage of the collective domain expertise of its consultants. Cognizant recruits experienced industry practice leaders to work with customers in these industries:

- Banking, financial services, and insurance
- Healthcare and life sciences
- Manufacturing and logistics
- Communications, Information, media, and entertainment
- Retail and hospitality

This strength in vertical industry domains is complemented by deep technology expertise, large and complex systems integration capabilities, and a wide range of vertical and horizontal service offerings.

Some examples of vertical solutions are presented below.

**eHealth Portal** is an extranet solution framework that provides a secure environment, where health plan members, providers, or investors can search for information based on their individual requirements. By automating a wide range of customer self-service tasks, this portal reduces customer service support costs and improves customer satisfaction by providing personalized information more quickly than with traditional channels.

**Self-Service Insurance Portal** combines a portal server with a suite of application modules that enable enterprises in the insurance industry to create and extend employee self-service and customer service portals. By providing a reusable solution framework that is faster and less expensive to develop, deploy, maintain and enhance than custom-built portals, this solution reduces development costs and promotes business agility.

These portal solutions use the following Microsoft applications, tools, and technologies:

- A service-oriented architecture based on the Microsoft .NET Framework
- Microsoft Visual Basic® .NET, ASP.NET, and XML-based Web services used in the Microsoft Visual Studio® development environment
- Microsoft SQL Server
- Microsoft BizTalk Server and SharePoint Portal Server

**Product Defect Analysis and Dashboards** is a portal-based solution that enables users to analyze data and view reports related to defects in specific manufacturing processes. The solution uses gauges and bar charts to visualize defect information and provide an easy-to-use way to measure and monitor project status and health. Major solution components use these Microsoft technologies:

- SharePoint Portal Server 2003
- Business Scorecard Manager 2005

**Distributed Development Team Collaboration Portal and Performance Dashboards** provide a collaborative environment, in which users develop documents and engage in program and project management tasks. This portal-based solution includes a project management office (PMO) dashboard, which enables continuous monitoring of performance metrics and integrates development, task tracking, and issue tracking tools. This portal solution uses these Microsoft technologies:

- Microsoft 2007 Office Enterprise Project Management Solution
- Microsoft SharePoint Portal Server 2007
- Microsoft Live Communication Server 2003 and Office Communicator 2005
- Microsoft Visual Studio Team System 2005 and Team Foundation Server

**Retail In-store Analytics Solutions (RISA)** is Cognizant's suite of in-store analytics tools for retailers. RISA provides store managers with the real-time information, actionable alerts, and analysis they need to improve store-level sales and customer service. The solution is a mobile application, which runs on a hand-held wireless device that enables managers to make immediate responses to store activities and conditions.

RISA integration of sales and customer data across Point of Sale, Workforce Scheduler, Time and Attendance, Pricing, and Backroom Management applications provides managers with a single view of customer behavior and enables them to make timely, accurate decisions. The ability to respond quickly to changing customer behavior improves customer in-store experience, satisfaction, and loyalty. RISA is based on these Microsoft technologies:

- Visual Studio .NET and Visual Studio data adapters
- BizTalk Server
- ODBC and DTS
- Internet Integration Services

To learn more about Cognizant, visit  
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