

Cognizant Social Prism

Cognizant Technology Solutions

Category: Business Innovation

Organization: Cognizant Technology Solutions

Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services, headquartered in Teaneck, New Jersey (U.S.). With over 50 delivery centers worldwide and approximately 156,700 employees as of December 31, 2012, 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.

Product / Solution Name: Cognizant Social Prism

Innovation Imperative:

- ∂ Addresses customer's needs around social intelligence mining and text analytics
- ∂ Provides composite domain solutions leveraging a customizable model-based approach
- ∂ Continuous evolution of the underlying technology using in-house R&D and strategic partnerships
- ∂ Competitive edge maintained with a combination of best-in-class open source and other solution frameworks

Brief Overview of the Innovation: Cognizant Social Prism is an intelligence mining platform that delivers business-critical insights to customers. It can serve different business

needs based on the domain. For example, it can function as an early warning system for a customer in the auto industry who is seeking to leverage social media to predict quality issues with personal vehicles. We were able to achieve nearly 30% correlation with the actual results obtained from forums, blogs and social networking sites and prove that social media can be used as a source for valuable customer insights.

Benefits to the customer:

- ∂ The ability to track trends developing online in real time, allowing customers to mitigate risk and manage opportunities proactively "as-it-happens"
- ∂ Fine-grained control over analysis parameters, giving rise to better, relevant insights for specific business needs or use cases
- ∂ An embedded decision-support system that can be used to detect complex correlations between external and internal business events allowing our customers to respond rapidly, making course corrections as required in real-time
- ∂ Flexible delivery models (SaaS/PaaS/on-premise) that can accommodate a variety of deployment options for customers

Business opportunity: The social evolution is generating a humungous quantity of unstructured data every instant. On the enterprise front, the quantity of textual data being created and consumed is growing rapidly. There is a huge opportunity in this space for a solution that can unlock the potential in the enterprise data and correlate that with social data to generate actionable insights. The Cognizant Social Prism platform addresses this opportunity by helping customers realize the hidden value of their data. Get the Cognizant Social Prism brochure [here](#).

