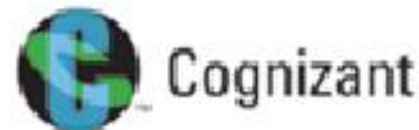


Cognizant Technology Solutions

www.cognizant.com

Year of Incorporation: 1994

Category of Innovation: Business Innovation



Company overview: Specialised solutions provider in diverse areas of Banking & Financial Services, Consumer Goods, Healthcare, Information, Media and Entertainment, Insurance, Life Sciences, Manufacturing and Logistics, Retail and Hospitality Technology and Communications. The company's services expertise covers Advanced Solutions Delivery, Business Process Outsourcing, Business Consulting, Customer Solutions Practice, Data Warehousing and Business Intelligence, Enterprise Resource Planning, Information Security and Privacy, IT Infrastructure Services, Portals and Content Management, Programme Management, Software Applications Services, Supply Chain Management, Testing Services and Usability Engineering.

Innovation: Cognizant's next-generation delivery platform called Cognizant 2.0 takes work execution, collaboration and knowledge management to the next level with heightened global delivery capabilities across application lifecycle projects. Cognizant 2.0 has eliminated the geographical distance in software development and allowed intimate collaboration. Cognizant 2.0 provides a virtual work environment, connecting multiple stakeholders- service providers, customers and partners -across different locations.

Cognizant 2.0 was launched in October 2007 and is currently the de facto global delivery and collaboration platform across Cognizant Global Delivery Centres, enabling sustained leadership in delivery excellence.

Impact of Innovation

Internal: The innovation has enabled Cognizant to cut operational costs and reduce manual effort by providing an integrated system for processes, projects and knowledge management. Cognizant has been able to reduce communication and collaboration costs, and cut the project management effort, resulting in an opportunity to improve its span of control. An organisation-wide survey demonstrated that the active participants in the ecosystem were around four percent more satisfied than the non participants. It has also been determined that on the whole, the attrition rate of participants in the ecosystem was at least 5 points less than the company average.

External: Cognizant's Global Delivery Ecosystem approach goes beyond the network into a virtually limitless ecosystem of people, processes and partners enabled by a real-time, intelligent, knowledge-driven environment. All of these systems and groups work together and yield phenomenal synergies for clients. Global clients get delivery with the highest quality/efficiency, from optimal talent pools. The GDE allows Cognizant to grow its global delivery footprint at a massive scale, therefore providing more options for customers. Clients get an expanded “delivery engine” consisting of Global knowledge management (Intellectual Arbitrage), Component-Based Development library Re-use, and an orchestration platform based on workflow and rules. Customers experience an improvement in Process compliance across the development lifecycle. There are also several instances where the Cognizant 2.0 ecosystem has had a profound impact on Cognizant's interfaces with society. One of the key challenges to a work-from-home model is the difficulty in coordinating work across several remote locations while driving delivery consistency. The Cognizant 2.0 ecosystem addresses this effectively through process orchestration, active knowledge guidance and real-time governance, thus dramatically impacting the way people live and work. The Second Work Environment breaks the barrier of collaboration. This enables software delivery to be achieved across physical boundaries, taking work to where the talent is and does not restrict talent to move to where the work is.

