



Cognizant

# Enterprise Agility through Process Automation

Burgos, 2 march 2015

**KEEP CHALLENGING™**

# Introductions & Agenda

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# Cognizant Speakers

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# AGENDA



Short Overview of the Company



Cognizant BPM Practice Overview



Enterprise Agility Through Process Automation



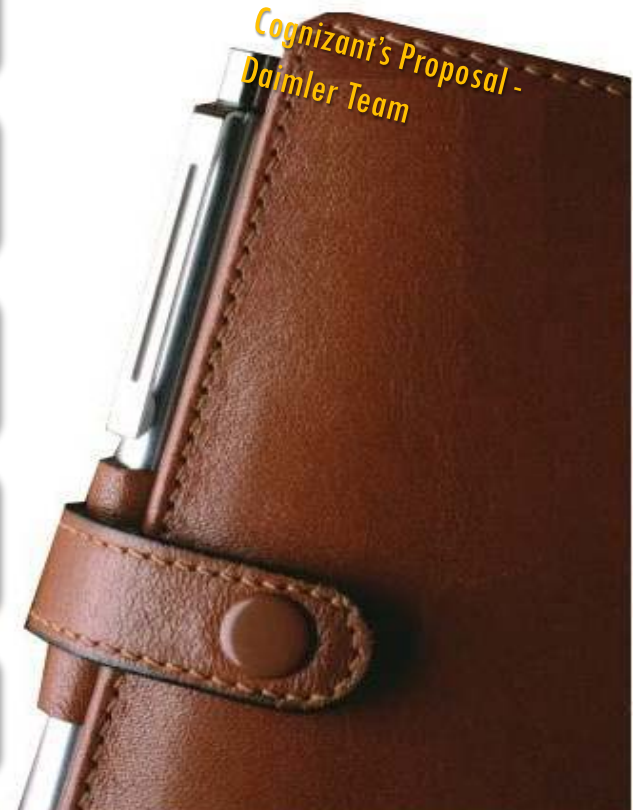
Pegasystems Smart BPM



Demo: Scholarship Request



Questions & Answers

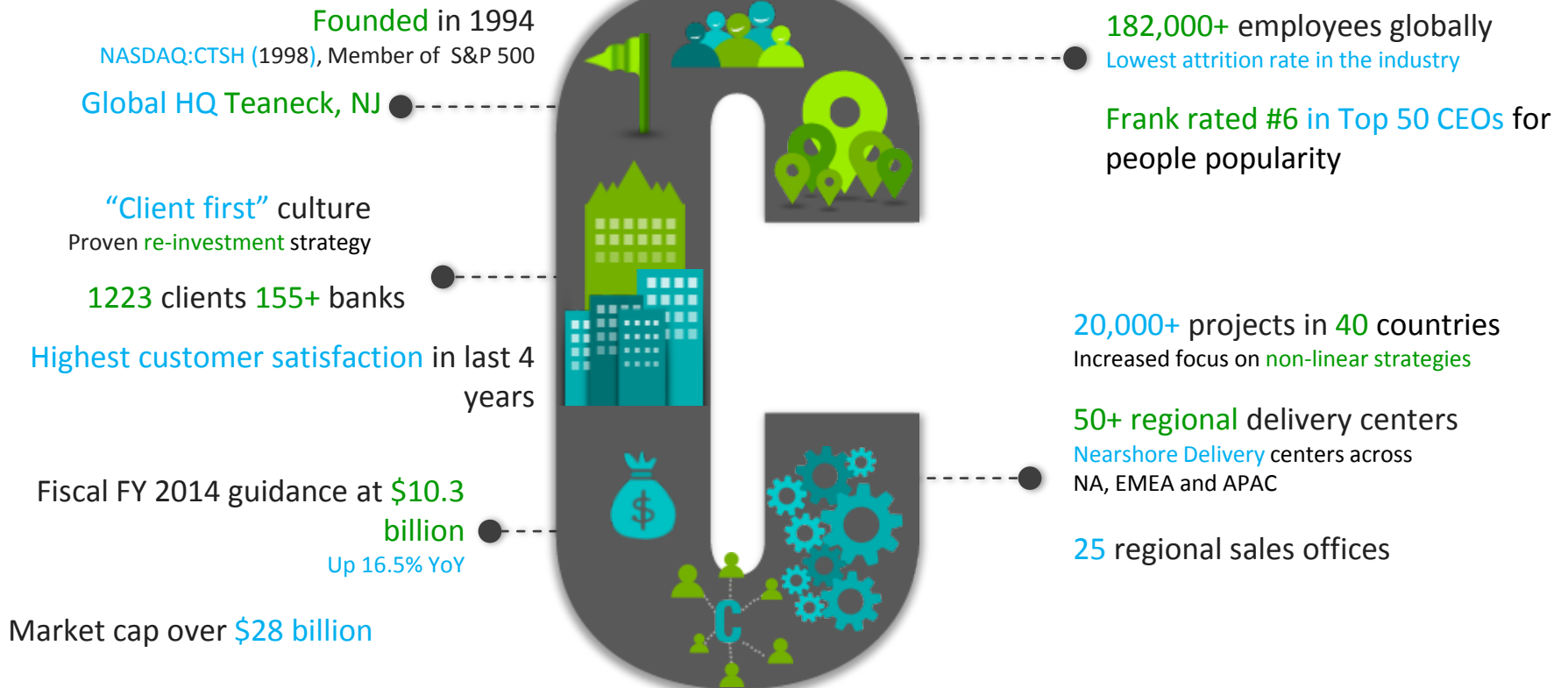


# Cognizant Company Presentation

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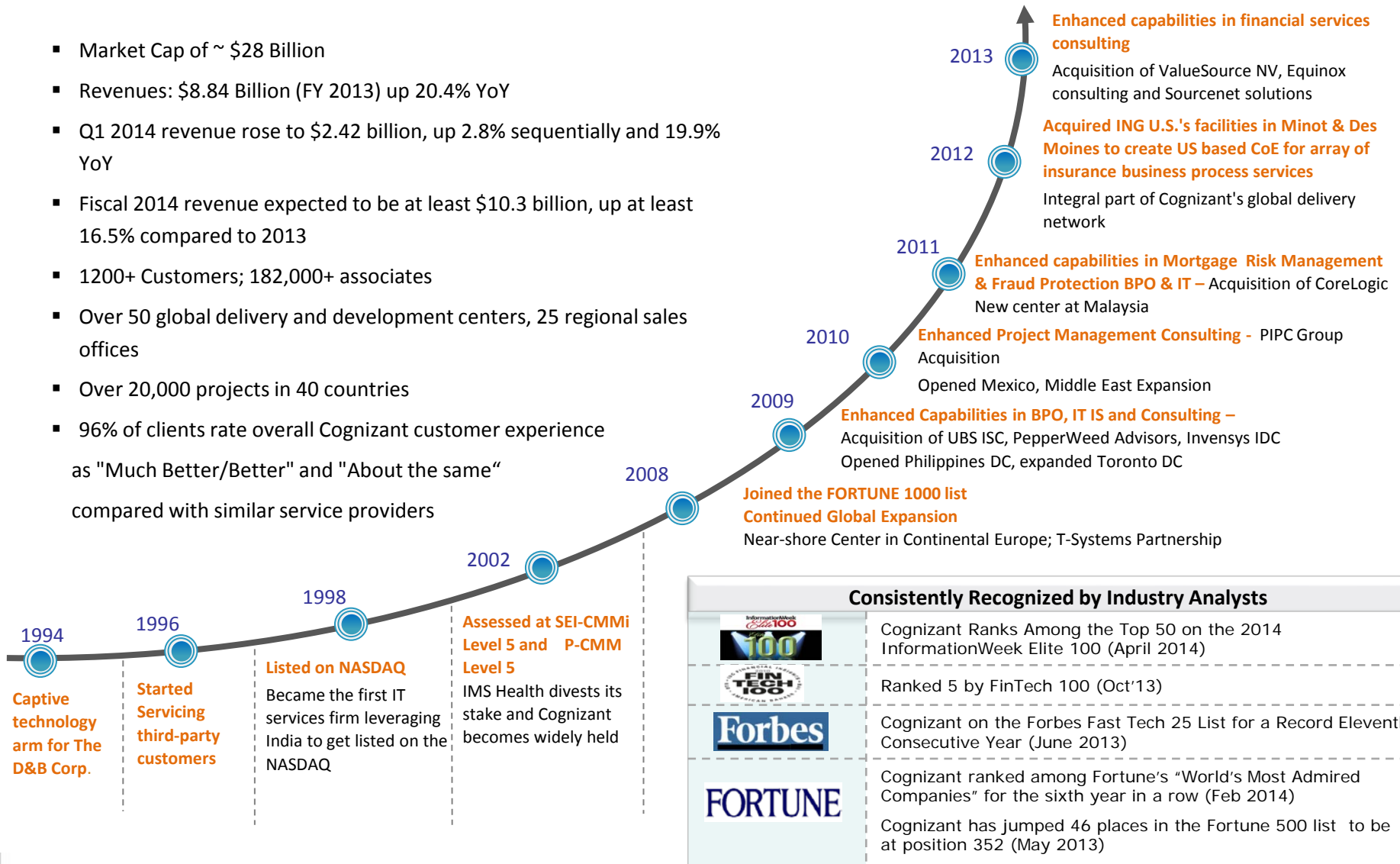


# Cognizant Corporate Overview



# Cognizant Growth Story

- Market Cap of ~ \$28 Billion
- Revenues: \$8.84 Billion (FY 2013) up 20.4% YoY
- Q1 2014 revenue rose to \$2.42 billion, up 2.8% sequentially and 19.9% YoY
- Fiscal 2014 revenue expected to be at least \$10.3 billion, up at least 16.5% compared to 2013
- 1200+ Customers; 182,000+ associates
- Over 50 global delivery and development centers, 25 regional sales offices
- Over 20,000 projects in 40 countries
- 96% of clients rate overall Cognizant customer experience as "Much Better/Better" and "About the same" compared with similar service providers

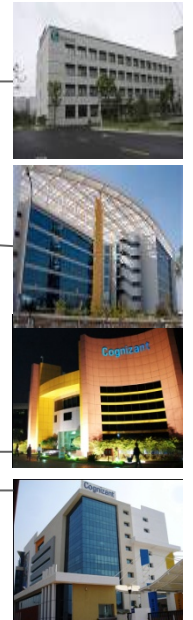
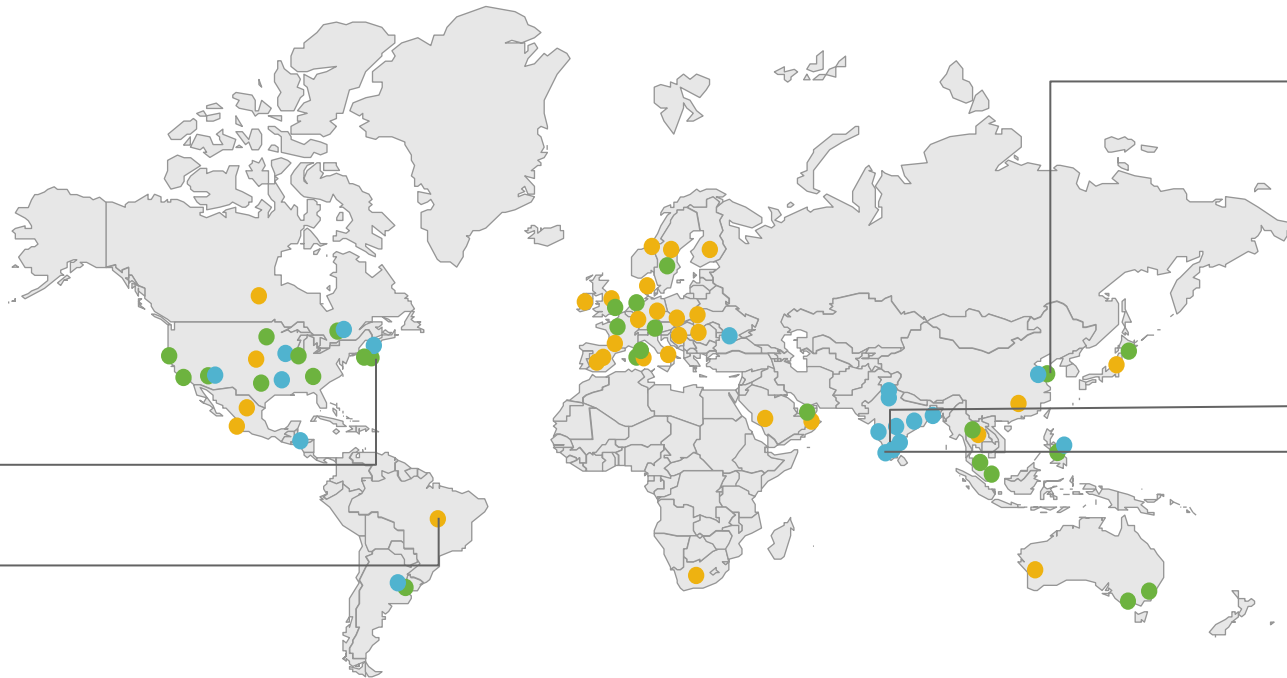
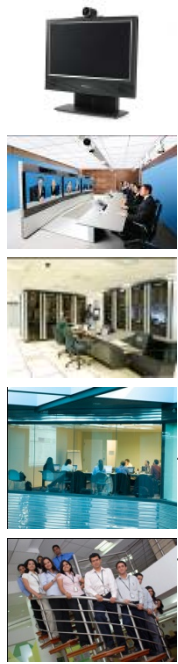


## Consistently Recognized by Industry Analysts

	Cognizant Ranks Among the Top 50 on the 2014 InformationWeek Elite 100 (April 2014)
	Ranked 5 by FinTech 100 (Oct '13)
	Cognizant on the Forbes Fast Tech 25 List for a Record Eleventh Consecutive Year (June 2013)
	Cognizant ranked among Fortune's "World's Most Admired Companies" for the sixth year in a row (Feb 2014) Cognizant has jumped 46 places in the Fortune 500 list to be at position 352 (May 2013)



# Global delivery network serving 1200+ customers



## ● Regional Offices

## ● Development

## ● Global Project Footprint\*

Amsterdam	Frankfurt	Melbourne	Stockholm
Atlanta	Geneva	Minneapolis	Sydney
Bangkok	Helsinki	Norwalk	Teaneck
Boston	Hong Kong	Phoenix	Tokyo
Buenos Aires	Kuala Lumpur	Paris	Toronto
Chicago	Los Angeles	San Ramon	Zurich
Copenhagen	London	Seattle	
Dallas	Madrid	Shanghai	
Dubai	Manila	Singapore	

Boston	Des Moines	Cebu
Bentonville	Phoenix	Gurgaon
Bridgewater	Manila	Mangalore
Budapest	Sao Paulo	Hyderabad
Buenos Aires	Shanghai	Kolkata
Valladolid	Toronto	Mumbai
Chicago	Bangalore	New Delhi
College Stn.	Minot	Pune
Costa Rica	Tampa	Coimbatore
Guadalajara	Teaneck	Chennai
London	Singapore	Cochin

Argentina	Finland	Mexico	South Korea
Australia	France	Netherlands	Spain
Austria	Germany	Nigeria	Sweden
Belgium	Greece	Norway	Switzerland
Brazil	Guam	Poland	Taiwan
Canada	Hungary	Portugal	Thailand
China	India	Romania	Turkey
Czech Republic	Ireland	Russia	UAE
Denmark	Italy	Saudi Arabia	UK
	Japan	Slovakia	USA
	Malaysia	South Africa	



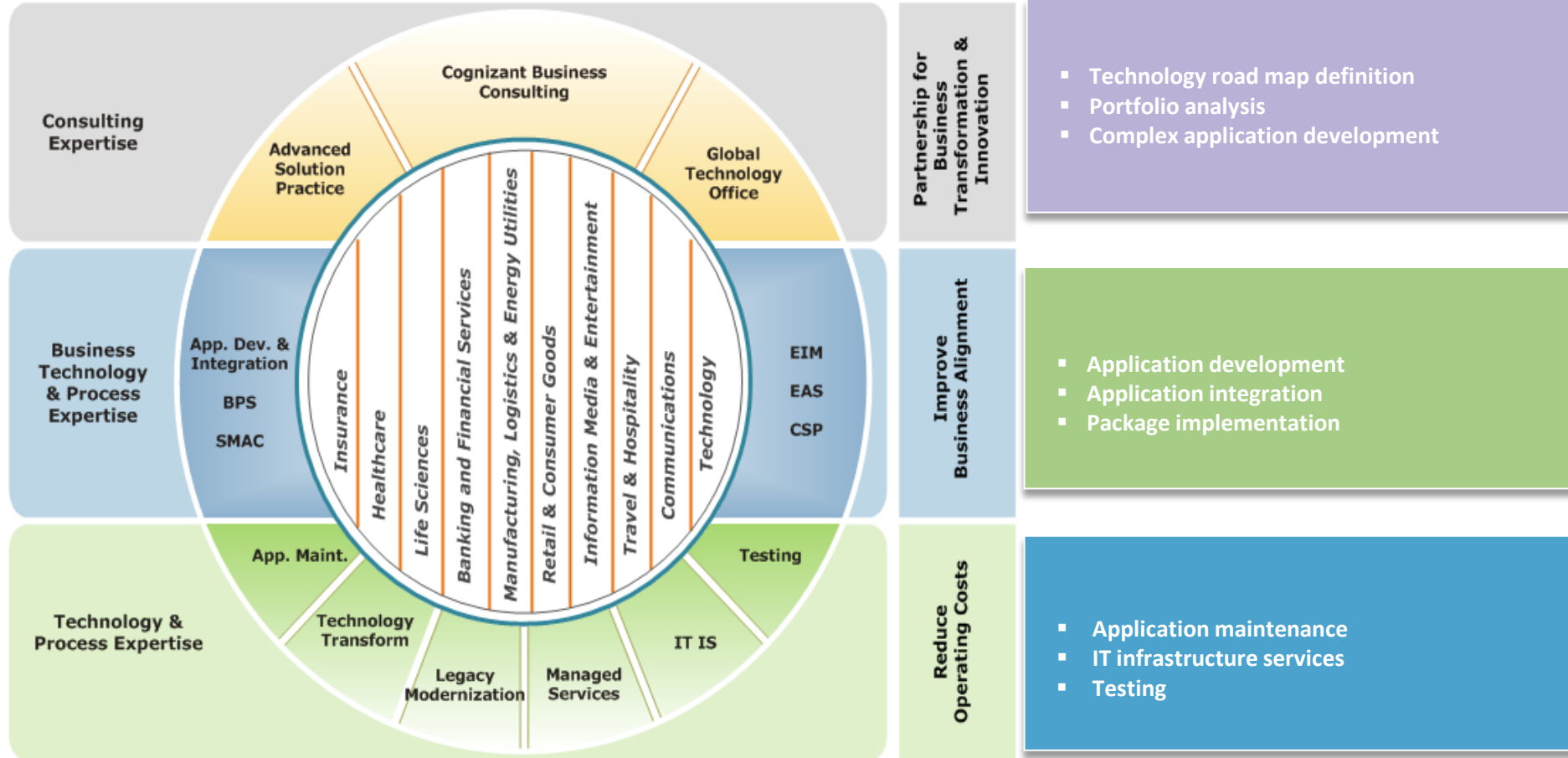
# Cognizant's Integrated Service Offering

Banking, Financial Services and Insurance  
(42.3%)

LS & Healthcare  
(25.4%)

Retail, Man-Log  
(21.1%)

Others  
(11.2%)



# Cognizant Spain Overview

▶ Over 84 Employees

▶ Regional Presence all over Spain

- Madrid
- Barcelona
- Valladolid

Spain is a strategic Nearshore Center for Cognizant

- Mobility
- BPM
- BPI



## Service Lines / Domains

### Products & Resources

- Production and Logistics
- Automotive
- Retail

### Process Industry

- Life Sciences
- Chemicals
- Agricultural products

### Banking & Financial Services

- Banking & Capital markets
- Cards & Payments
- Leasing & Lending
- Insurance

### Communications

- Service providers
- Cable Providers
- Technology

### Online Providers

- Product engineering
- Semiconductors

# BPM Practice Overview

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# Cognizant's BPM Practice Overview

## Practice Highlight

- 12+ Years' experience in providing BPM Services ✓
- 2520+ strong BPM Team ✓
- 1920+ BPM System Architects & Developers ✓
- 120+ specialized BPM Business Analysts and Consultants, supported by 485+ specialized BPM Testers ✓
- 50+ strong Technology Consulting Group comprising seasoned architects ✓
- 140+ Clients and 205+ in-flight projects ✓
- 12,600+ person years of BPM experience ✓



2000+ Pega & 275+ IBM certified resources ✓

## Alliances

## Focus Areas



Business Consulting



Application Development



Testing and Validation



Technology Consulting

## Enablers

- Global delivery network
- Domain & Technology specific focus groups
- Dedicated environment with latest BPM technology
- Cloud BPM, Mobile BPM, Green BPM, Social BPM
- Industry Expertise – Healthcare, Banking and Financial Services, Insurance, Life Sciences, Retail, Travel & Hospitality, Communications, Information, Media & Entertainment, Technology, Government etc..
- Experience in process transformation, legacy modernization and contact center modernization L2/L3 support of products
- Process architects (BPMN 2.0 trained & certified) with domain expertise across industries
- 45+ solutions/accelerators offering



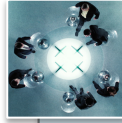
# Our Four Pillar of Success

## Product-based Delivery



- Focus on trained, experienced and certified pool of Appian architects and developers
- Expertise and experience in supporting various development methodologies including Waterfall, Iterative and Agile (SCRUM)
- Experienced pool of Appian delivery leads, with both technical knowledge and project management expertise

## BPM Business Consulting



- Team members from leading business schools, with relevant domain background
- Use analytical rigor, proven methods and tools, focuses on addressing the business issues
- To-Be process mapping addressing problems in current process and leveraging Appian OOTB features

## BPM Technology Consulting



- Experienced architects with over 10 to 15 years experience
- Leverages technology to enable agility and innovation
- Appian Reference Architecture Definition
- Architecture Definition & Review
- Appian COE Setup and Operation
- Performance engineering
- Design & Code Review
- Appian System Administration
- Decision Management & Mobility

## BPM Testing



- Certified and Experienced QA professionals with Appian product expertise
- Unique Model driven testing approach for Appian
- Host of solution accelerators for optimized testing
- Pre-defined libraries and frameworks for Automation testing of Appian applications
- Proprietary tools such as ADPART and BUDGT

**Industry Expertise** – Banking and Financial Services, Insurance, Healthcare, Life Sciences, Retail, Travel & Hospitality, Communications, Information, Media & Entertainment, Technology, Government etc..

# Cognizant's BPMS Competency Snapshot



- 2100+ Pega Architects & Developers, Business Analysts & Pega Testers
- 2000+ Pega certified associates
- Over 900 Pega releases for 75+ customers
- Pegasystems' 'Platinum' Partner
- Member of Pega 'Partner Advisory Council' since June 2012
- Winner of 'Thought Leadership' award at PegaWorld 2013
- Recipient of multiple accolades at PegaWorld 2012
- Winner of multiple awards at Pega-SKO 2012



- 400+ IBM BPM professionals including Analysts, Architects, Designers and Developers. Includes 40+ Blueworks trained/experienced associates
- 45% of the resource pool are certified by IBM
- Premier Level Global partnership with IBM for decades
- Resources trained internally & externally by IBM
- Official Managed Beta Testing partner for IBM BPM 8.0 & WODM 8.0



- 50+ Oracle BPM Workflow Architects, Designers, and Developers, Business Analysts, expert management group
- Corporate partnership with Oracle
- Partnership with BEA for ALBPM since 2006
- Alliance partner with Fuego since June 2005
- End-to-end implementation of 20+ projects using Oracle BPM
- More than 300 person years of experience in executing Oracle BPM projects

## Cognizant's BPMS Competency



- Now a part of OpenText
- 125+ Cordys resources ready for global deployment
- 200+ person-years of project experience
- Global Service Alliance agreement signed in December 2008
- #1 Preferred SI partner in APAC
- Successfully delivered projects across verticals with high rate of customer satisfaction



- 115+ Appian professionals including Analysts, Architects, Designers and Developers
- Alliance established with Appian in March 2009
- Experience in Appian Anywhere cloud offering
- 9 ongoing Appian engagements
- Varied geographical spread with projects executed in US, UK & APAC



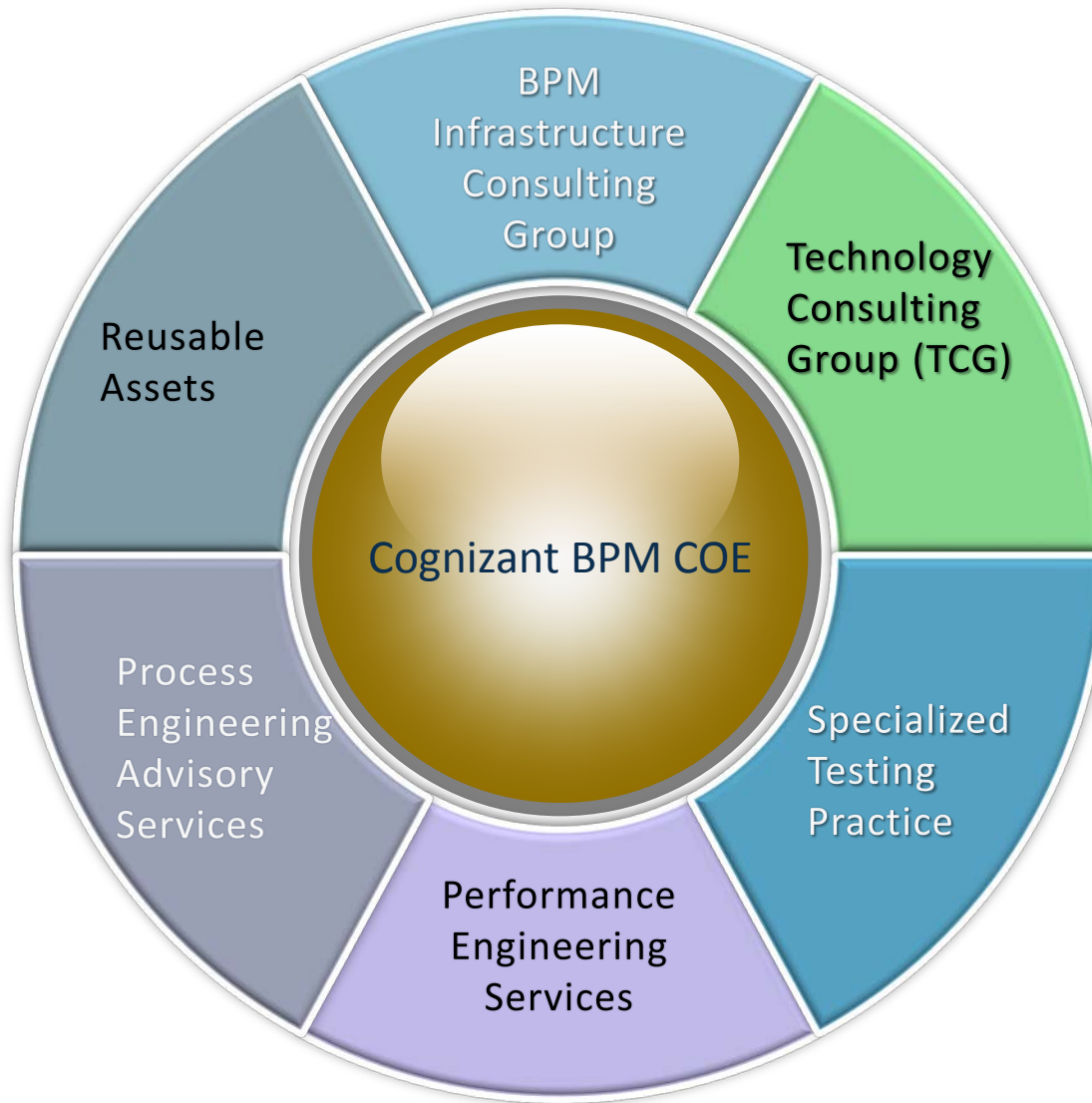
- Overall 50+ MBPM Architects
  - 25+ Architects having expertise in MBPM
  - 10+ Metastorm ProVision SME's
  - 5+ experienced in Metastorm Integration Manager
- Strong Pool of 30+ Case 360 Architects with expertise in
  - Case360, Process and Execute 360 tools
- Global alliance established in 2013
- 'Platinum' partnership with OpenText



- 50+ trained Savvion BusinessManager Architects and Developers, Domain experts, Business Analysts and BPM Business Consultants
- 6 resources directly trained by Savvion as part of our relationship
- Over 5 projects using Savvion BusinessManager



# Cognizant BPM CEO





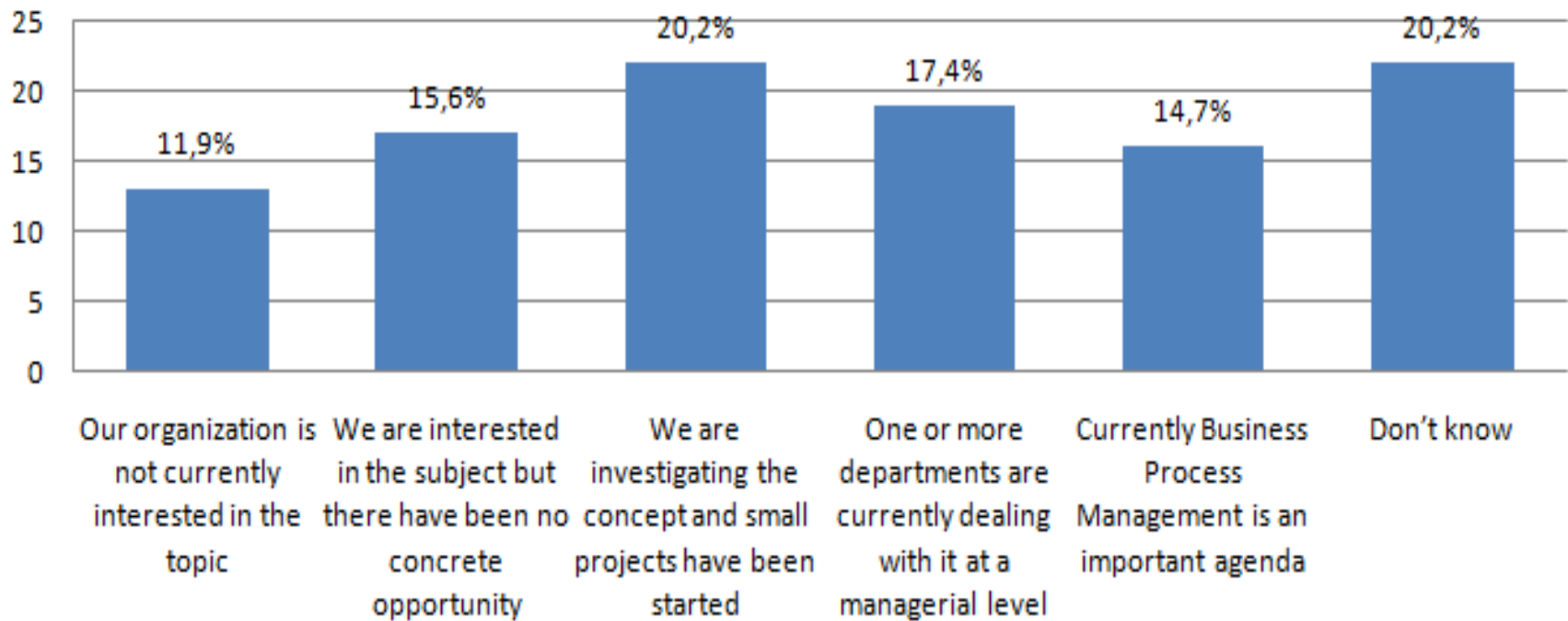
# Enterprise Agility through Process Automation

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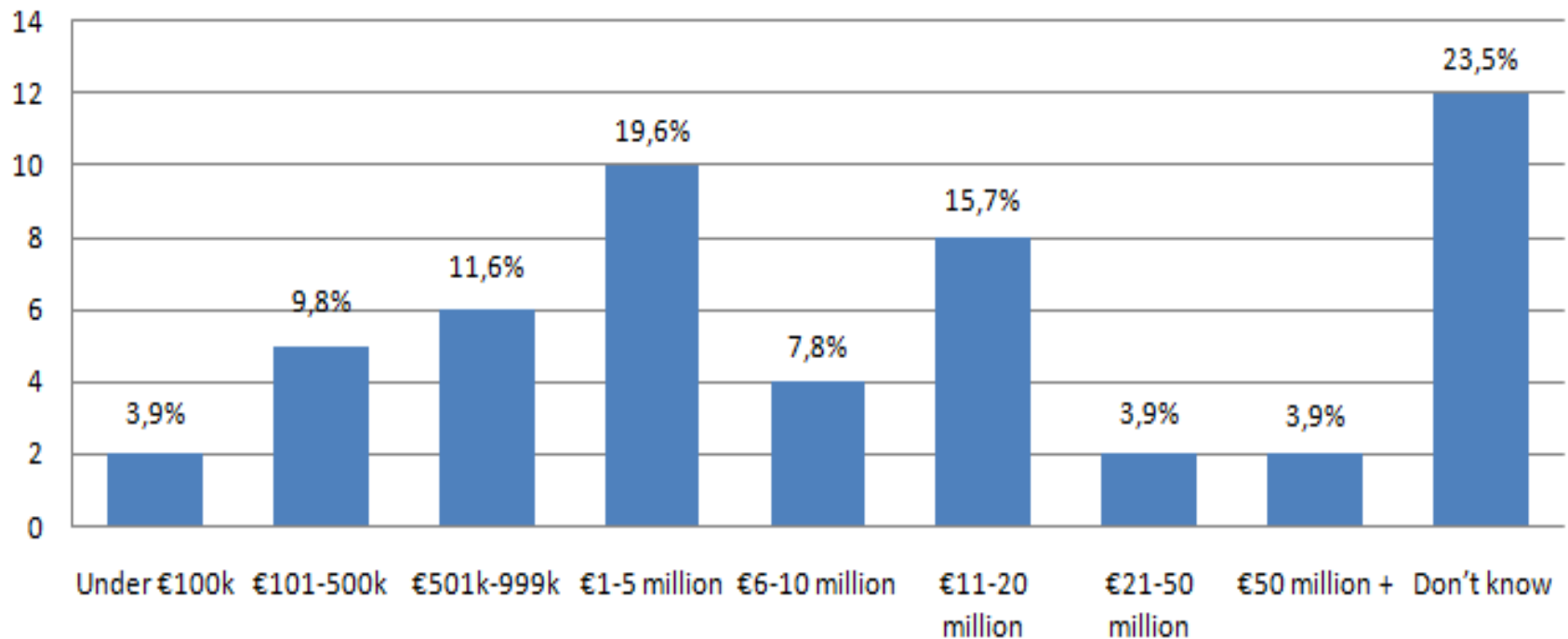
# Interest in BPM Programmes

**Which of the following best describes the current level of interest in Business Process Management within your organization?**

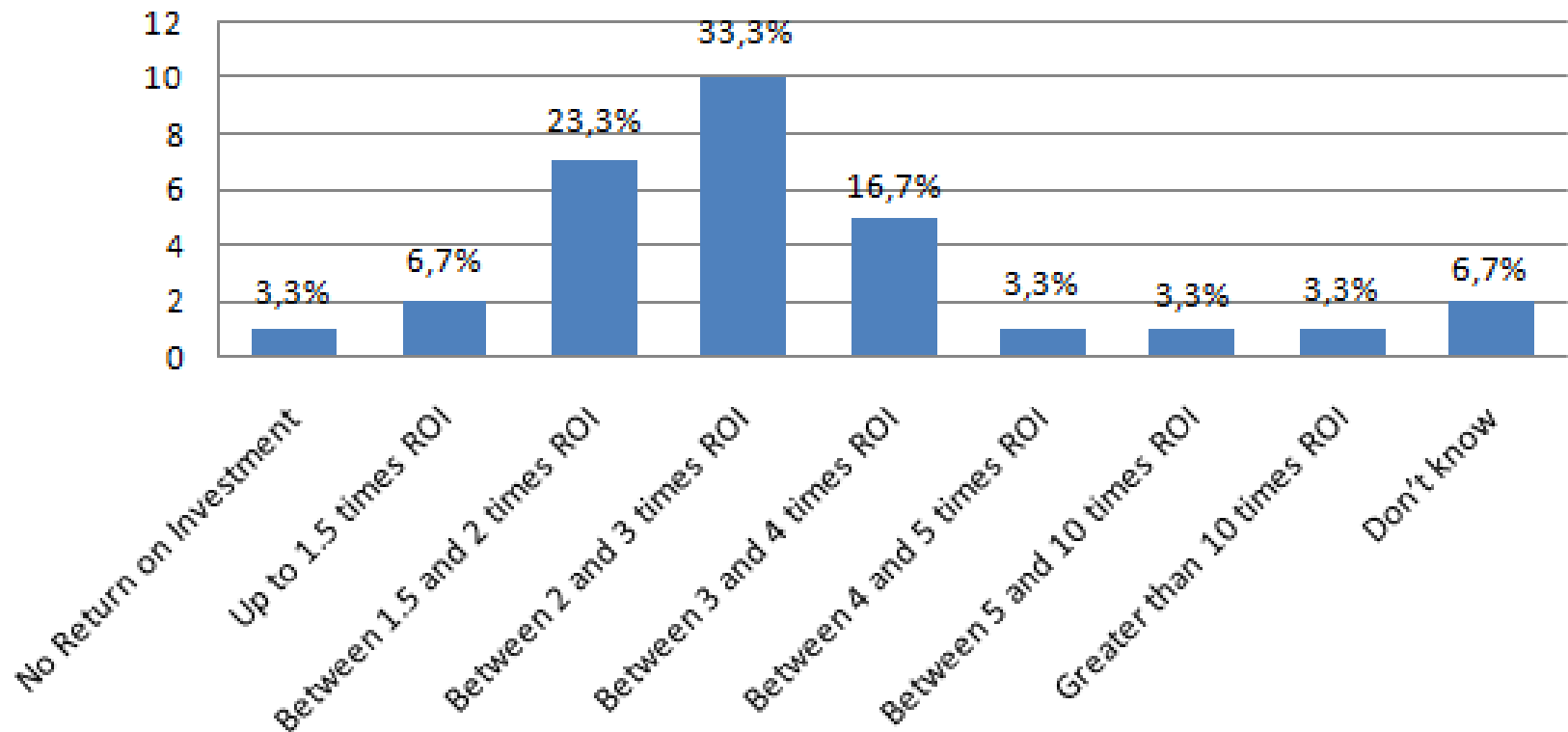


# BPM Investment

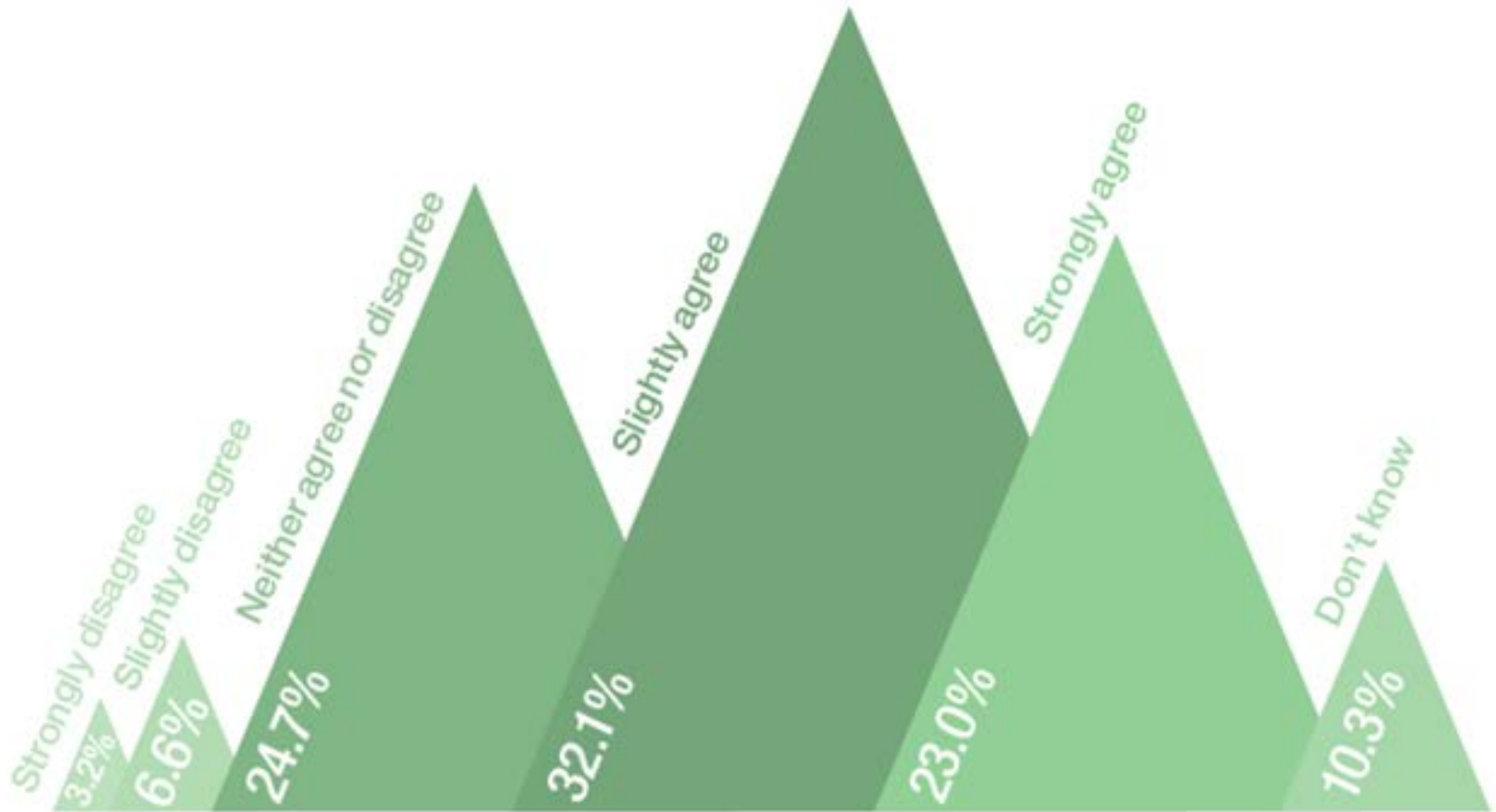
**How much money do you anticipate that your organization might spend on BPM initiatives in the next 12 months?**



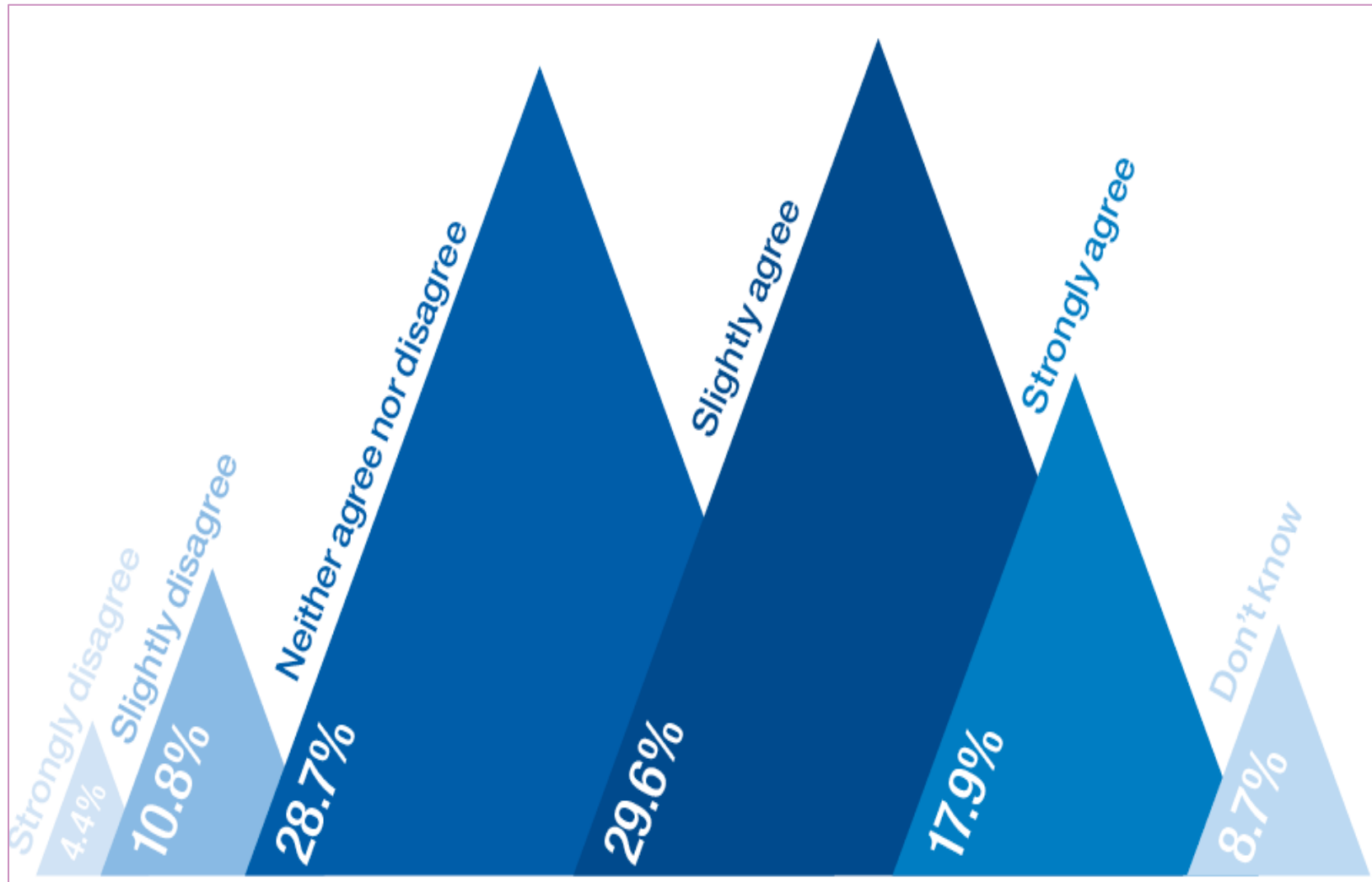
## What level ROI did you calculate from the BPM investment?



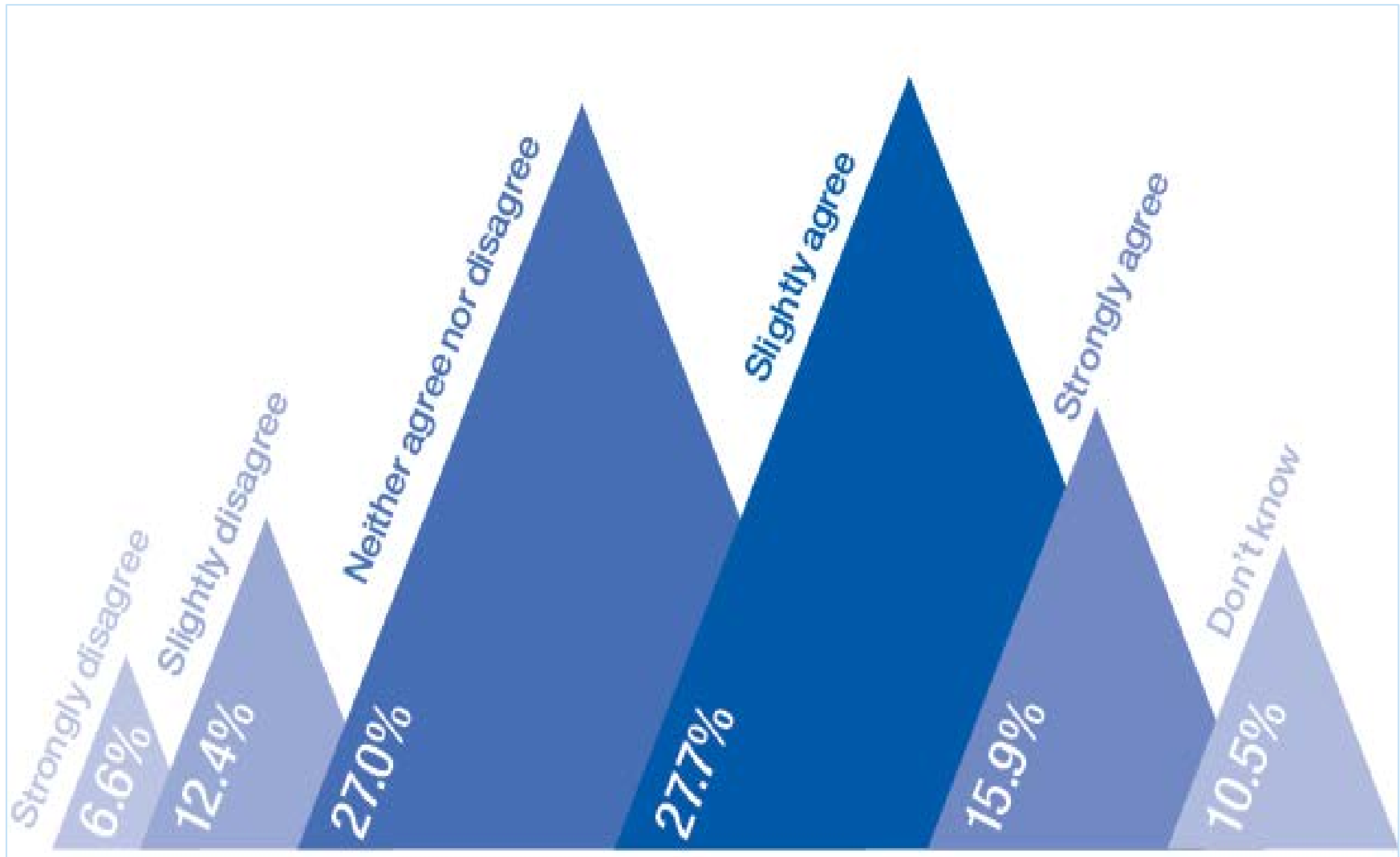
# Barriers to BPM Success: Silo Culture



# Barriers to BPM Success: BPM as an IT item

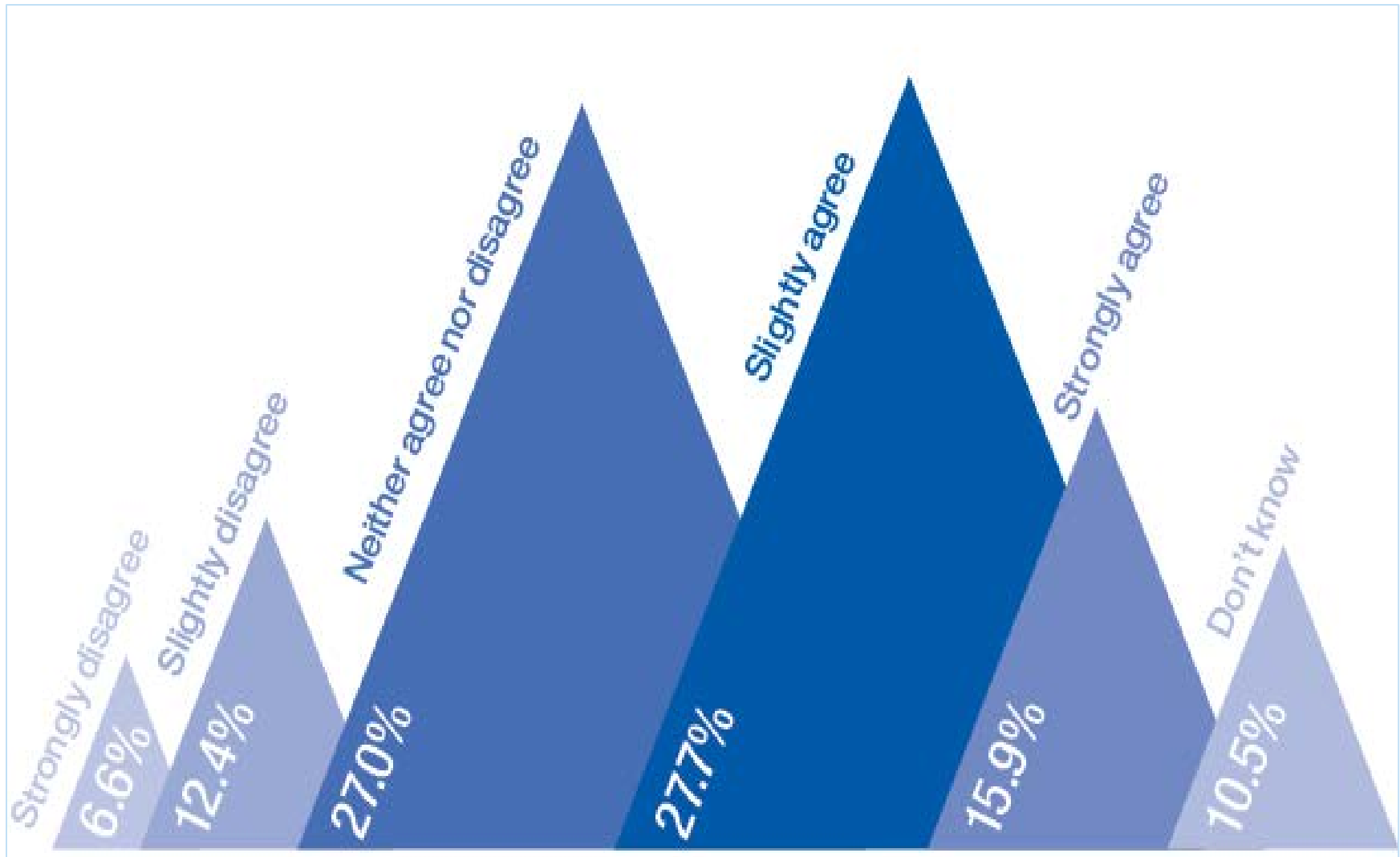


# Barriers to BPM Success: Resistance from IT Staff

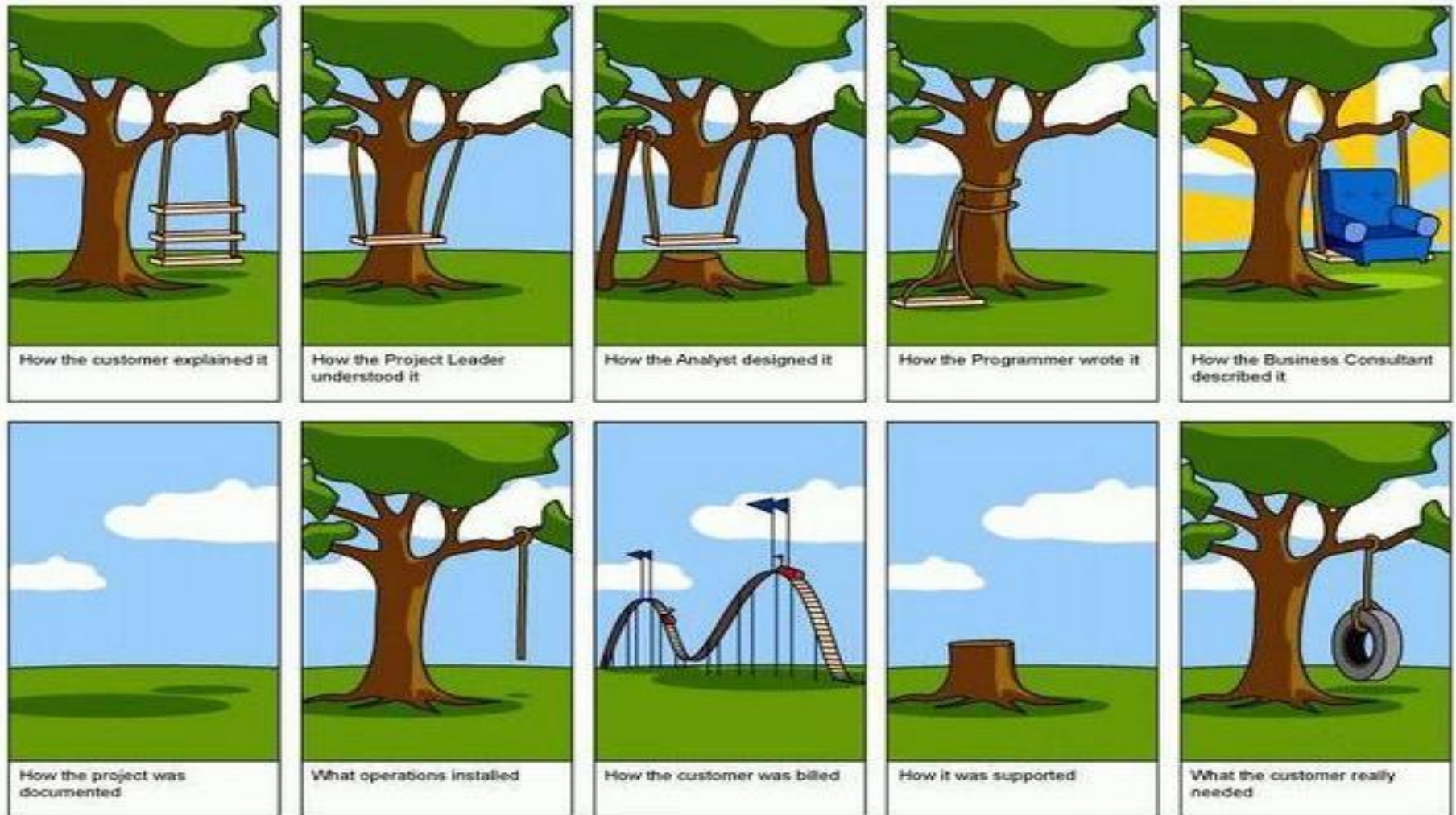




# Barriers to BPM Success: Resistance from IT Staff



# Barriers to BPM Success: Business VS IT



# Barriers to BPM Success: Resistance from IT Staff



Increase Productivity

**71, 3 %**



Improve  
Collaboration

**51,3 %**



Cost Saving

**47,5 %**



Increase Agility

**35,0 %**



Better Compliance

**25,0 %**

# Pegasystems Smart BPM

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# Pega BPM Leading the Industry

BUSINESS PROCESS • ANALYTICS • DECISIONING • CASE • INTEGRATION • MOBILE • SOCIAL • CLOUD



#1 IN BPM

#1 IN CASE  
MANAGEMENT

LEADER IN CRM

LEADER IN  
Mobile Apps

# Benefits in using the BPM Platform

## The Power to *Engage*

**30%** REVENUE GROWTH

Pega **enables** seamless engagement across customers, channels and **contexts**

## The Power to *Simplify*

**40%** PRODUCTIVITY GAIN

Pega **simplifies** and streamlines operations end to end

## The Power to *Change*

**6.4X** FASTER TO MARKET

Pega empowers **change** making your business fast and future proof



# Pega BPM Platform is a differentiator

**Unified Application  
Model**

**Built for  
Rapid Evolution**

**Scalable across  
business lines,  
channels and regions**



BPM  
Social

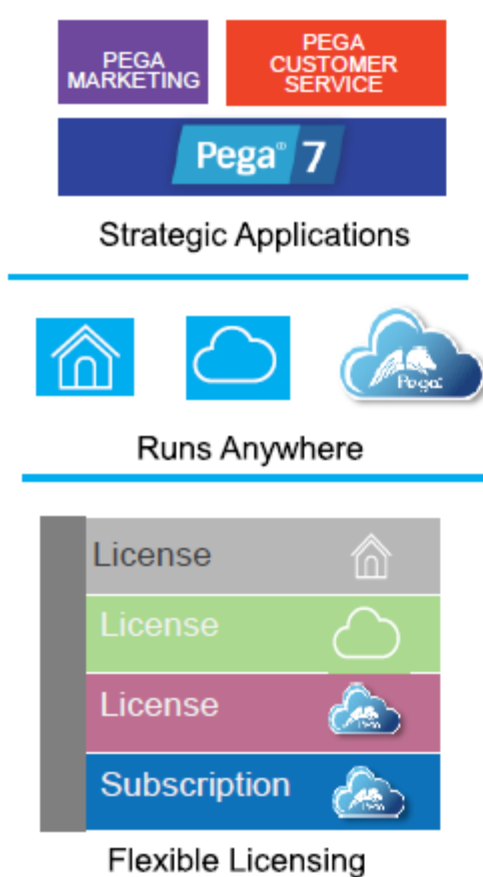
Case Management

Decision Management

Mobile/UX



# Pega BPM on the Cloud



Pega Cloud Platform

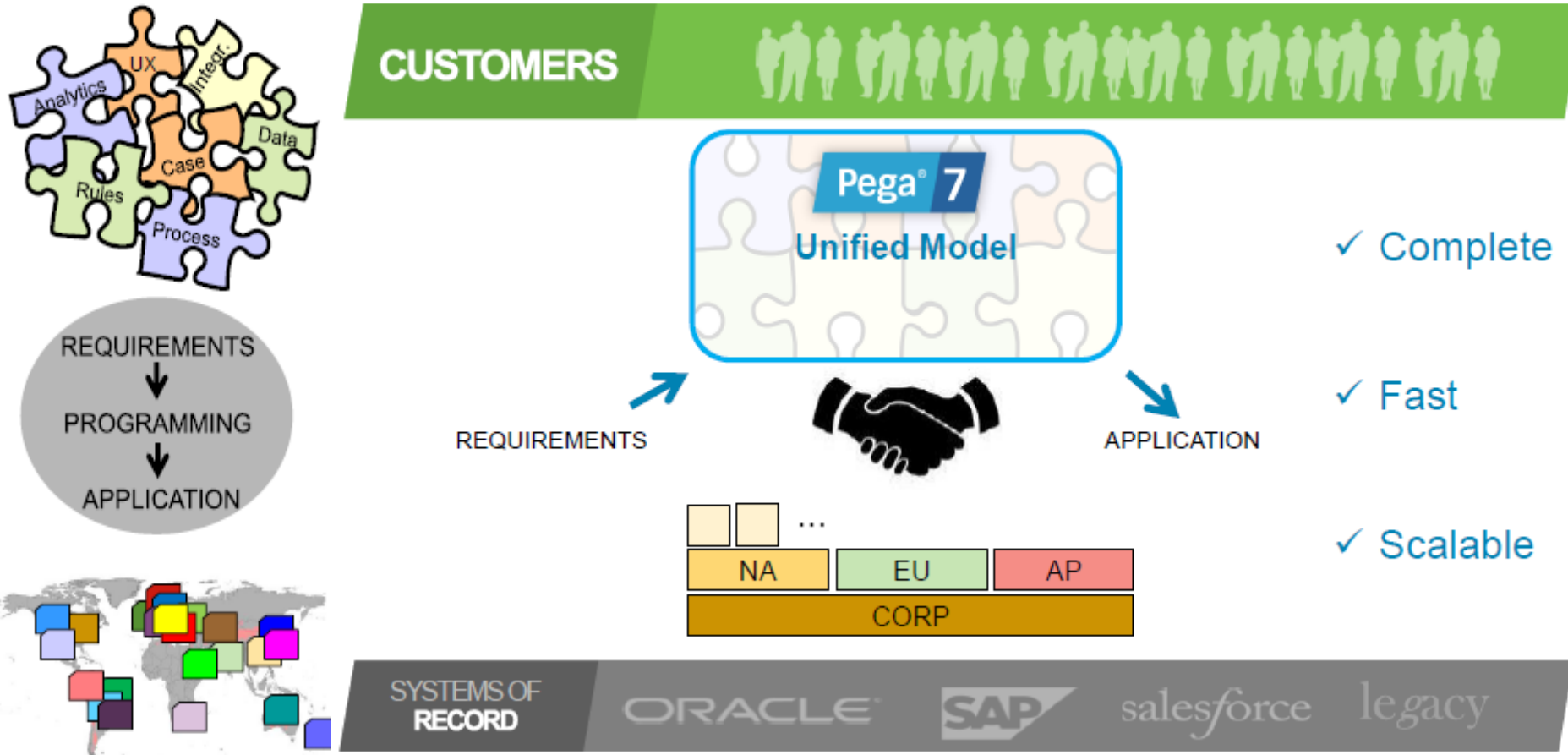
Engineer for Success

App Cloud Readiness

Improvements

Next Gen Architecture

# Pega BPM Closes the Execution Gaps



# Pega BPM Industry Positioning



**8 OF THE  
TOP 10**

.....  
CREDIT CARD  
ISSUERS



**8 OF THE  
TOP 10**

.....  
GLOBAL  
BANKS



**6 OF THE  
TOP 10**

.....  
COMMUNICATIONS  
SERVICE  
PROVIDERS



**12 OF THE  
TOP 14**

.....  
LARGEST  
HEALTHCARE  
PAYERS



**7 OF THE  
TOP 10**

.....  
INSURANCE  
COMPANIES



**300M SERVICED  
CONSTITUENTS  
A DAY**

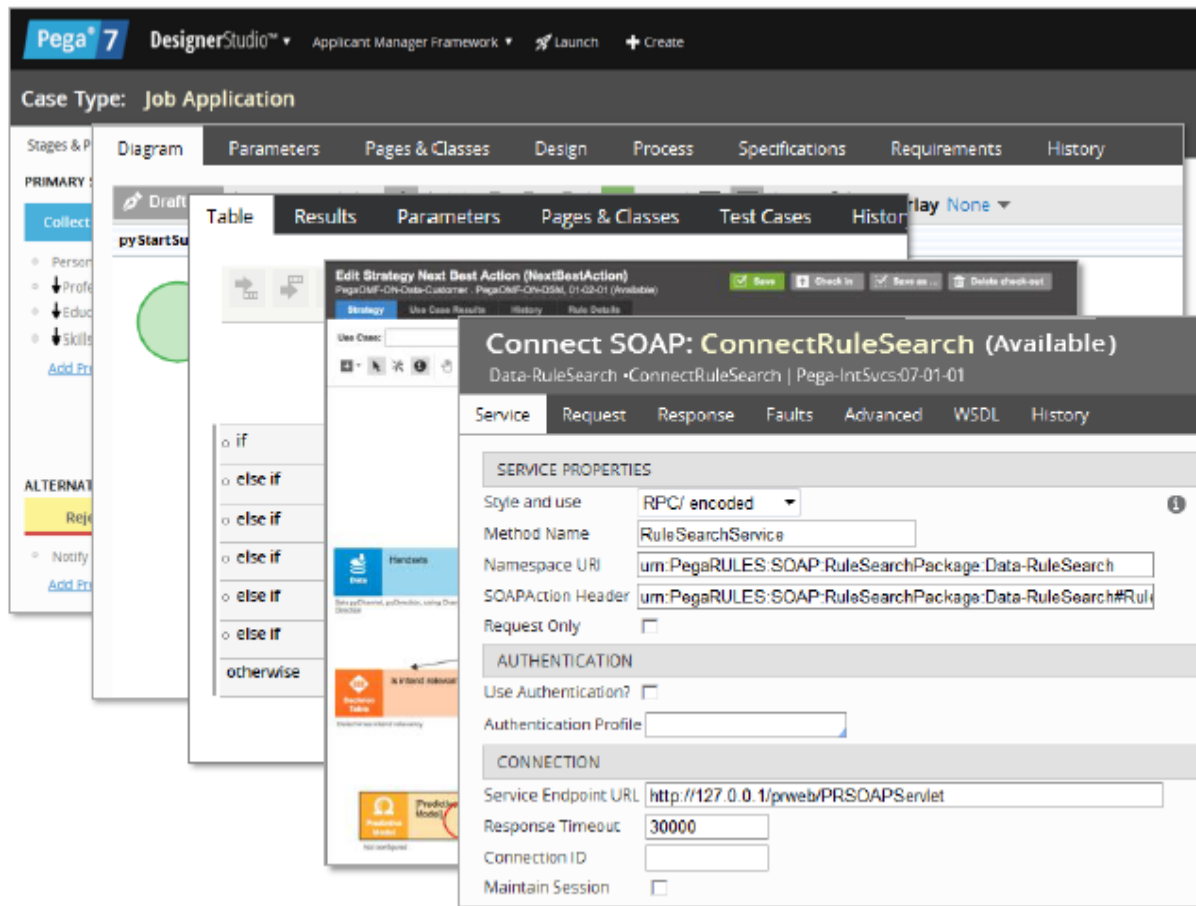
.....  
PUBLIC  
SECTOR

**8 OF THE  
TOP 10**

.....  
LIFE  
SCIENCES

**Industry Experience and Configurable Applications**

# Pega BPM Unified, Model-Driven Environment



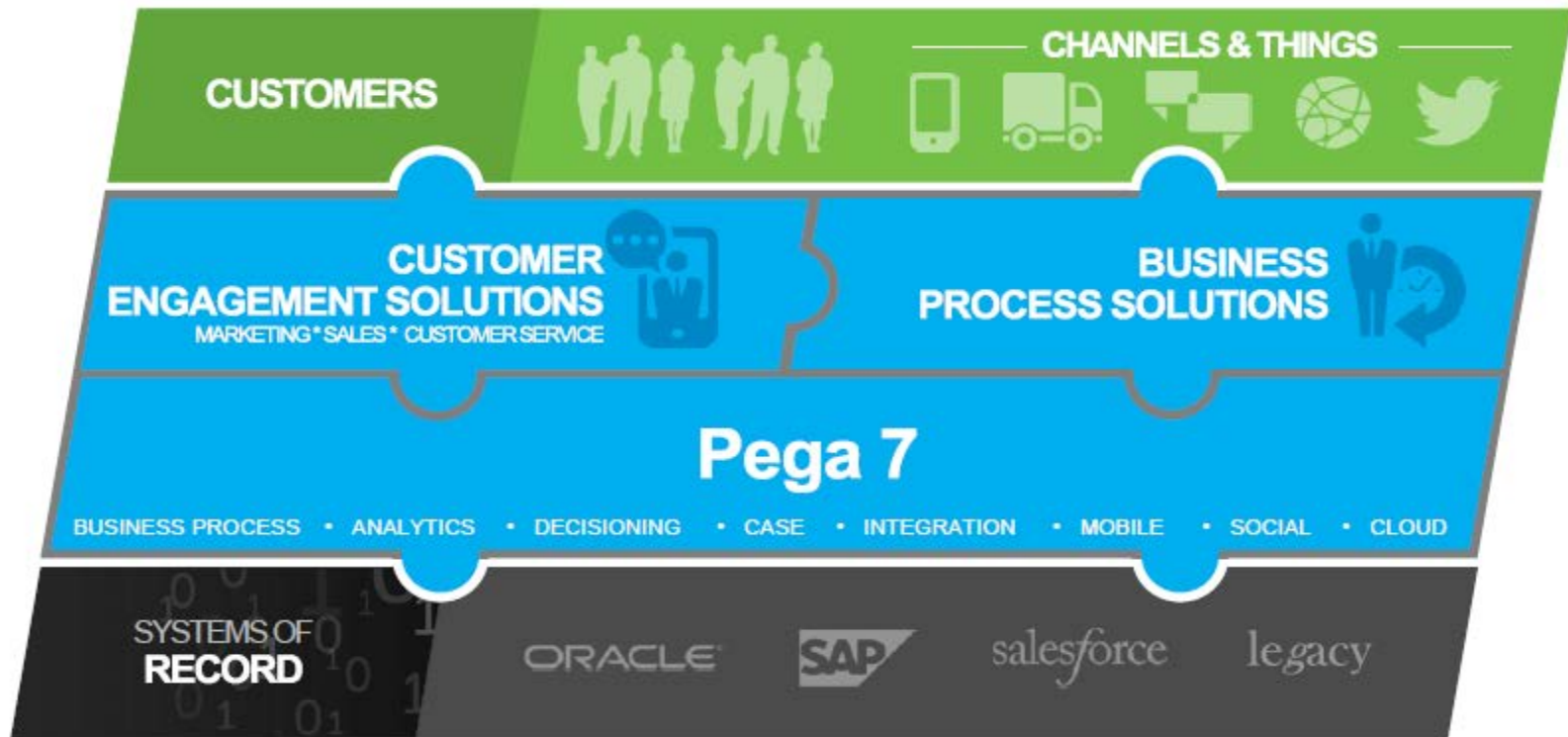
## Auto-generated code

- Java
- HTML, CSS
- JavaScript
- SQL

- ✓ Faster Time to Market
- ✓ Better Quality Apps
- ✓ Improved Collaboration

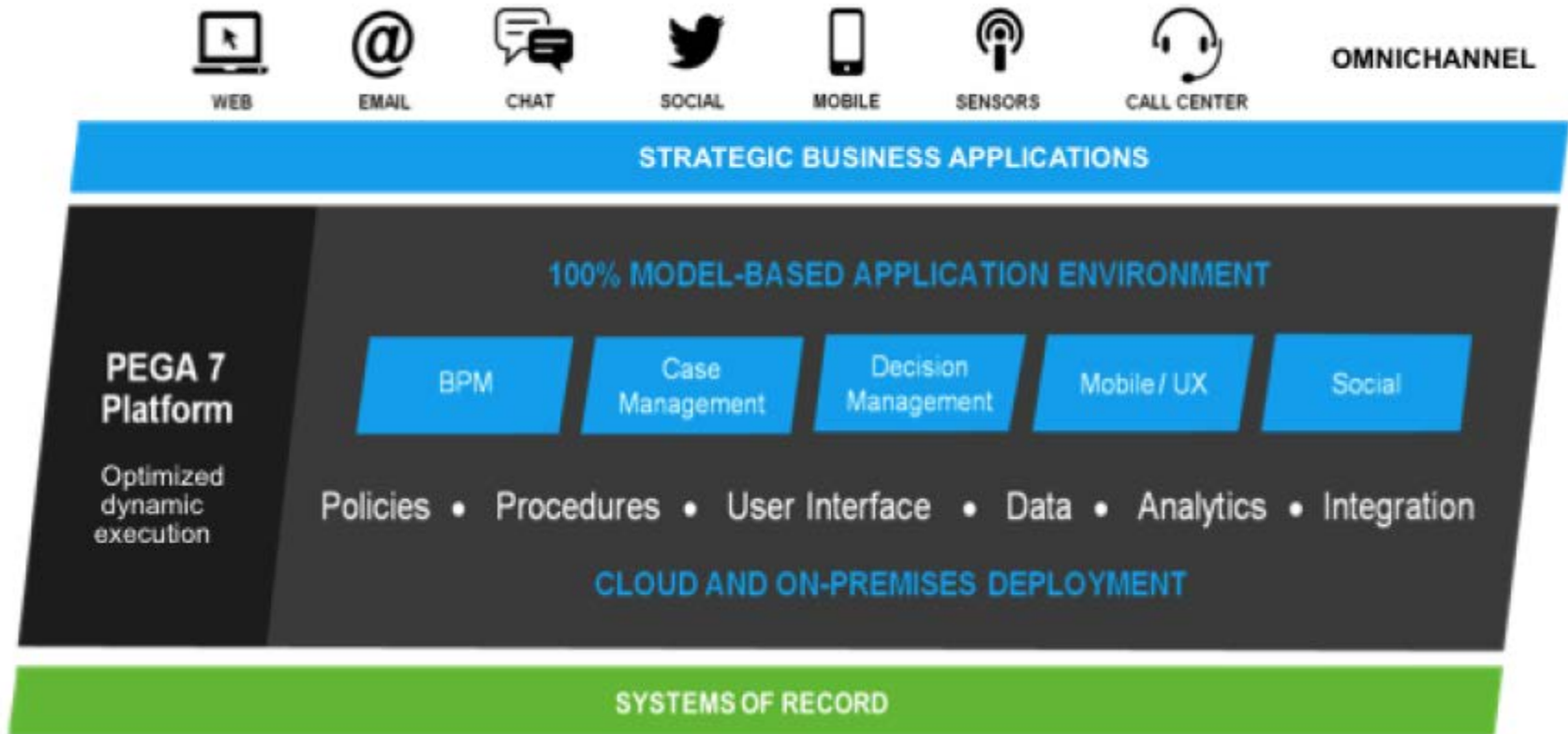
Element	Pega vs. Java EE Advantage
Analysis & Design	8 times faster
UI	5.4 times faster
Data & Integration	3.7 times faster
Overall	6.4 times faster

# Pega BPM Unified, Model-Driven Environment (Cont)
















# Pega BPM Unified, Model-Driven Environment (Cont)



# Pega Strategic Applications

	MANUFACTURING			FIELD SERVICE	WARRANTY		PEGA FOR MANUFACTURING
	PUBLIC SECTOR			LICENSING AND CERTIFICATION FOR GOVT			PEGA FOR GOVERNMENT
	LIFE SCIENCES			CUSTOMER ENGAGEMENT FOR LIFE SCIENCES	PHARMACOVIGILANCE		LIFE SCIENCES INDUSTRY FOUNDATION
	COMMUNICATIONS & MEDIA	MARKETING FOR COMMUNICATIONS	ORDER CAPTURE AND CONFIGURATION FOR COMMS	CUSTOMER SERVICE FOR COMMUNICATIONS	FULFILLMENT CONTROL CENTER FOR COMMS		
	HEALTHCARE		PRODUCT COMPOSER FOR HEALTHCARE	CARE MANAGEMENT FOR HEALTHCARE CUSTOMER SERVICE FOR HEALTHCARE	SMART CLAIMS ENGINE FOR HEALTHCARE		
	INSURANCE	MARKETING FOR INSURANCE	DISTRIBUTION MANAGEMENT FOR INSURANCE	CUSTOMER SERVICE FOR INSURANCE	UNDERWRITING FOR INSURANCE		
	FINANCIAL SERVICES	MARKETING FOR FINANCIAL SERVICES	ONBOARDING AND KYC FOR FINANCIAL SERVICES	COLLECTIONS FOR FINANCIAL SERVICES CUSTOMER SERVICE FOR FINANCIAL SERVICES	DISPUTES & PAYMENT EXCEPTIONS FOR FS		
	CROSS-INDUSTRY	PEGA MARKETING	PEGA SALES AUTOMATION	PEGA CUSTOMER SERVICE			


Pega® 7
BPM
Case Management
Decision Management
Mobile/UX
Social





# Cognizant's Pega Competency

## Practice Highlight

- Pega practice since 2002
- 1500+ Pega certified associates
- Over 900 Pega releases for 75+ customers
- 15+ industry solutions across industries
- Extensive expertise in employing PRPC industry-specific frameworks

## Partnership

- Pegasystems' global 'Platinum' Partner
- Member of Pega 'Partner Advisory Council' since June 2012



## Focus Areas



Business  
Consulting



Application  
Development



QA



Technology  
Consulting



## Awards & Recognition

- Pega Upgrade Partner – PW 2014
- Thought Leadership in FSI – PW 2013
- Crossing the Chasm – PW 2013, 2012

# Demo: Scholarship Request

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Questions

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# Questions



A large, stylized graphic on the left side of the slide. It consists of several overlapping geometric shapes: a large light blue triangle pointing towards the top right, a green triangle pointing towards the bottom right, and a smaller green triangle pointing towards the top left. These shapes are set against a dark gray background with a fine, repeating pattern of small white dots.

Thank You

**KEEP CHALLENGING™**



**Cognizant**