

## Cognizant takes IT investments to the next level with innovative solutions that employ the company's deep expertise and unique approach, and tap into the synergistic strengths of discrete Microsoft® technologies.



**Cognizant Headquarters:**  
Teaneck, NJ

**Core Business:**  
Cognizant provides leading information technology, consulting, infrastructure, and business process outsourcing services.

**Objective:**  
Applying a proven approach, expertise, and experience, Cognizant helps enterprises achieve high returns from implementations of Microsoft® technologies in solutions that boost productivity and provide bottom-line savings.

**Key Markets:**  
Banking & Financial Services, Healthcare & Life Sciences, Retail & Manufacturing

**Solution:**  
Cognizant's solutions help businesses achieve an enterprise view of their business data, enable collaboration and information discovery, and optimize content management and workflow processes through the integrated use of Microsoft products.

**Benefits:**

- Innovative solutions that include unique accelerators, best practices, and frameworks add to the strategic value and synergies of Microsoft products.
- A seamless global delivery model affords clients the best pricing, shortened release cycles, and high levels of service and responsiveness.

### Making Businesses Stronger

Cognizant was founded in 1994 as an IT development and maintenance services arm of The Dun & Bradstreet Corporation. Two years later, it was spun off as an independent company and since 1996, Cognizant has worked with large organizations to help them build stronger, more agile businesses.

Today, with more than 40 global delivery centers and 61,000+ associates, Cognizant is a leading global provider of information technology, consulting, and business process outsourcing services.

The company attributes its ability to deliver on challenging client needs to its breadth and depth of capabilities, client focus and delivery excellence, and innovative use of industry-leading technology.

"We are organized in a matrix structure," explains Sakina Asger Ali, business development manager for Cognizant's Content Management, Portals, and Enterprise Search (CMP&ES) practice. "Our dedicated domain teams are knowledgeable in all the key industry vertical markets." This industry focus allows Cognizant to understand its clients' businesses, industry initiatives, and cultures and to direct that knowledge toward building solutions that fit its clients' specific needs.

The company's technical resources are trained and focused on specific technologies. Their deep expertise is grouped with horizontal technology practices within Cognizant and applied appropriately to solving business challenges across each of the industry verticals. The intersection of vertical domain focus and horizontal technology expertise is "where we come together and provide specialized solutions for our customers," Asger Ali notes.

### Aligning Needs with Technology

Cognizant uses a phased approach that begins with a thorough discovery and design phase "during which we work with clients to assess their business challenges and needs," says Asger Ali. "This gives us the information to help the customers align business and technology needs effectively with the solution design – as well as the product(s) – that we recommend."

The company works in partnership with its clients through the remaining build, test, and deployment phases of the engagement using an onsite/offshore delivery model. Saurabh Thirani, Cognizant's search solution lead, notes the advantages, "We have mastered the art of managing large and complex projects with a minimal onsite presence. The onsite/offshore model affords our clients the best pricing and shortened release cycles – yet still provides an onshore level of service, expertise, and responsiveness that ensures the highest levels of customer satisfaction."

The use of emerging and leading-edge technology capabilities is another differentiator for Cognizant. A Microsoft Worldwide Alliance partner, Cognizant continually invests in innovative ways to capitalize on the strategic value of the Microsoft platform and leverages the strengths of the Microsoft portfolio in its innovative, integrated solutions.

"Many system integrators structure their technology practices around individual search, portal, or content management products," Asger Ali explains. "Within Cognizant, we've made a conscious choice to unify these complementary technologies within one practice because we recognize their synergistic potential."

## Leveraging the Synergies

Cognizant's 1,200+ CMP&ES worldwide resources are dedicated to streamlining data access, enabling collaboration, and improving workflow for clients. Enterprise search, a key technology component, also is included in this practice. Cognizant utilizes the wide-ranging and synergistic capabilities of the Enterprise Search from Microsoft product suite – including Office SharePoint Server and FAST ESP® – in its CMP&ES solutions, and has a dedicated search team of 25 FAST-trained resources who have hands-on experience with this best-of-breed search technology.

Cognizant's services portfolio helps businesses at different stages of their implementations. Its offerings span enterprise search product evaluation; implementation, maintenance, roll-out and support; enterprise search optimization; and enterprise search rationalization – which enables organizations to deploy and leverage search as a shared service across the organization.

The company's unique search-centric services are designed to maximize client investments in enterprise search technology and ensure payoff. Cognizant has established a dedicated search center of excellence for outsourcing, where the company manages client applications. The center also provides customers with access to FAST-specific information and expertise, and support services for search extensions, enhancements, proofs-of-concept, and technology evaluations. This model helps identify possible risks prior to implementation, and “enables the drastic reduction of implementation and ongoing maintenance costs,” says Asger Ali.

“In our assessment, FAST is by far the most complete search solution that exists in the market,” says Thirani. For larger projects, he says, “FAST's capabilities and ease-of-use score favorably. It is able to scale massively on commodity hardware, and performs in high-volume or high-load situations – especially where you've got a lot of legacy data or a large number of concurrent users.” FAST's scalable and flexible architecture also enables the easy incorporation of new IT investments, for instance, specific domain technologies, and can provide a sound basis for user-centric services.

“The fact that FAST is part of the Microsoft portfolio gives it instant recognition and a definite advantage,” Asger Ali adds.

Planned integration between FAST and SharePoint as well as with other products is under development at Microsoft. But, Thirani points out, “There are many integration opportunities available *today* for FAST – with SharePoint, and with different aspects of data access, content management, and enterprise applications.”

Certainly, out-of-the-box deployments can't solve all of an enterprise's business needs. In those cases, and for situations where enterprises need to address specific domain or business challenges, Cognizant's innovative implementation approach and ability to tap into the synergistic strengths of discrete technologies “helps clients take it to the next level and optimize their Microsoft and other IT investments,” Asger Ali says.

## About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. Our single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise, and worldwide resources to working together with clients to make their businesses stronger. A member of the NASDAQ-100 and S&P 500, Cognizant is a Forbes Global 2000 company, a member of the Fortune 1000, and is ranked among the top information technology companies in *BusinessWeek's* Hot Growth and Top 50 Performers listings.

## About FAST, A Microsoft Subsidiary

FAST, A Microsoft Subsidiary, is the leading global provider of best-in-class enterprise search technologies for the most demanding applications. FAST's flexible and scalable enterprise search platform (FAST ESP®) empowers people and businesses, allowing them to explore and assimilate vast amounts of data regardless of format. By creating unique user experiences and changing the way people interact with information, FAST technologies can uncover new revenue streams, improve business decisions, and increase productivity.

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