



Cognizant SharePoint Web Platform Solution



Cognizant

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www.microsoft.com/compare
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Cognizant is a Microsoft World Wide Alliance Partner. Cognizant continually invests in innovative ways to capitalize on the strategic value of the Microsoft platform. The foundation of Cognizant's value is its dedication to customers and ability to exploit the power of IT to help solve business challenges and transform organizations.

The Cognizant SharePoint Web Platform Solution provides a single infrastructure platform for collaboration, publishing, content management, and personalized web experiences spanning and unifying Internet, Extranet, Intranet, and micro-site portfolios.

It wasn't that long ago that companies could throw a few brochures on the Web with a little flash on the home page and a few contact forms and be done with it. With the advancement of Web platform technology, times have changed. Since 1995, the Internet has grown from an estimated 16 million users representing 0.4% of the worldwide population to 1.8 billion users or 26.6% (www.internetworldstats.com/emarketing.htm). It's no wonder businesses are taking their Web presence a lot more seriously. Today, "business as usual" on the Internet routinely includes:

- Corporate, Brand and E-Commerce Sites
- Social Marketing
- Rich Media and Applications
- Organic and Paid Search Engine Optimization (SEO)
- Digital Marketing Integration and Analytics
- Multiple Micro-sites and Portals

The Cognizant SharePoint Web Platform Solution was developed as a direct response to this complexity, offering a comprehensive, step-wise methodology for developing, integrating, and managing corporate website portfolios.

Core Technology

Microsoft® SharePoint® Server 2010, makes it easier for people to work together addressing six diverse competencies: collaboration, portal, search, enterprise content management, business process management and business intelligence. Helping customers quickly respond to changing business needs and improve productivity, SharePoint is comprised of:

- **Microsoft SharePoint Foundation 2010** is the underlying technology for all SharePoint sites, and can be used to quickly create many types of sites where users can collaborate on Web pages, documents, lists, calendars, and data.
- **Microsoft SharePoint Server 2010** includes all the features of SharePoint Foundation plus Enterprise Content Management, business intelligence, enterprise search, and personal profiles through My Sites.
- **Microsoft Office SharePoint Designer** is a program for designing, building, and customizing Web sites that run on SharePoint Foundation and SharePoint Server. Sites can range from small project management team sites to dashboard-driven portal solutions for large enterprises.
- **Microsoft SharePoint Workspace 2010** is a desktop program that enables users to take SharePoint site content offline and collaborate on the content with others while disconnected from the network.

SharePoint has been adopted by many companies as their defacto standard for managing enterprise content. A recent IDG survey found that 62% of CIOs viewed SharePoint as a critical component of their technology portfolio. (www.cmswire.com/cms/enterprise-cms/survey-55-experiencing-sharepoint-infra-structure-pain-005264.php)

A Practical Approach to Implementation

The Cognizant SharePoint Web Solution was developed to enable customers to rapidly and securely deploy, integrate, and manage SharePoint-based Intranets, Extranets, e-commerce portals, and micro-sites. Cognizant's unique integrated SharePoint solution consists of:

The Cognizant SharePoint Web Platform Methodology employs a holistic approach to SharePoint projects focused on understanding, rationalizing, and prioritizing business requirements before mapping them to the technology and architecting a solution. Creative and technical teams bring to the table broad and deep expertise spanning:

- Collaborative Visual Design
- Information Architecture
- Content Design and Integration
- Site Build
- Test & Deployment
- Support & Improvisation

The Cognizant SharePoint Accelerator Toolkit incorporates an extensive library of pre-built and reusable SharePoint-specific web parts, plug-ins, and modules (e.g., FAQ, forms, RSS, registration, and e-commerce “widgets”), and builds on a strong foundation of industry best practices, guidelines, and frameworks.

The Cognizant Global Rollout Framework follows a detailed stage-gate process spanning initial identification of core teams and champions, and proceeding through Planning, Pilot, wide-scale Rollout, and Improvisation and Refinement Phases. Rollout is supported by a portfolio of rollout tools, including:

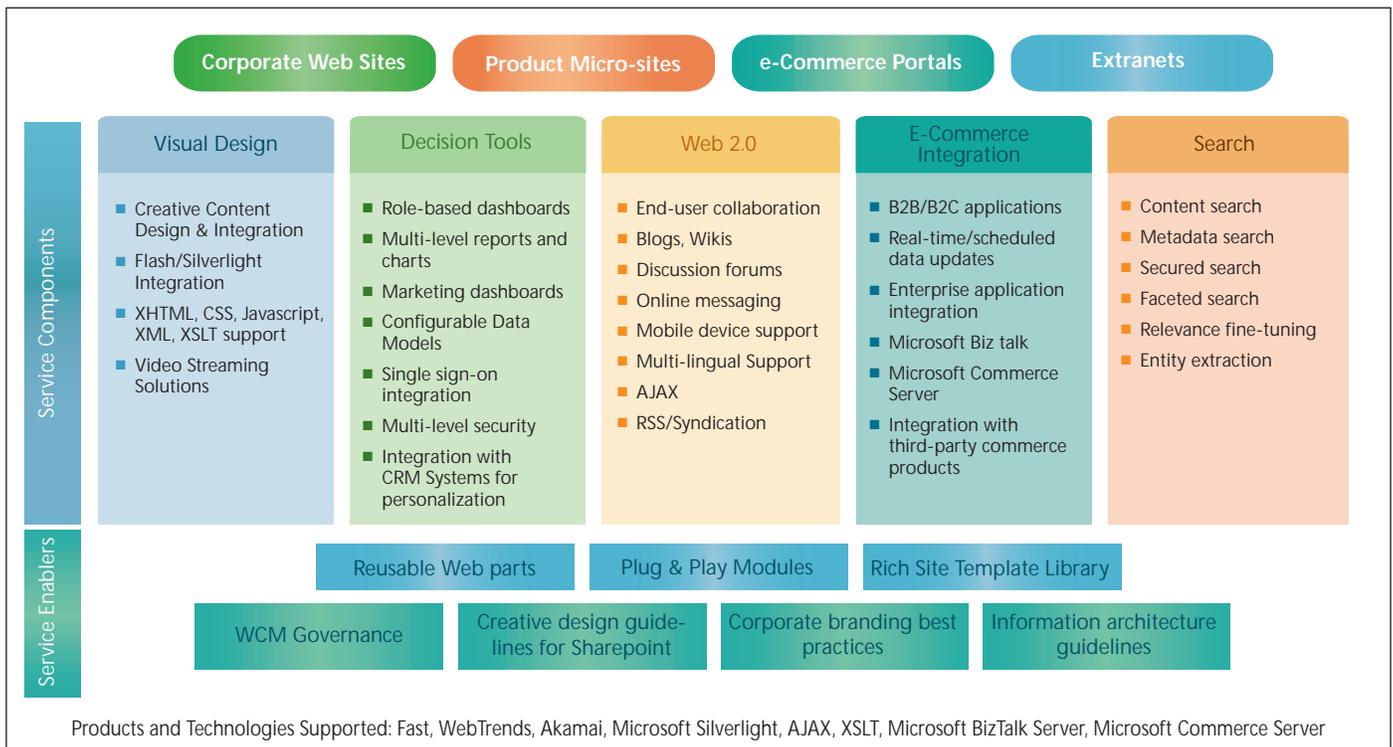
- Country Readiness Review Template
- Language Translation Template
- Automated Admin Workbook
- Deployment Checklist
- Repository Analyzer
- Requirement Governance Process Templates
- Sustainability Review Template

Why Microsoft and Cognizant?

No two vendors are better suited to developing and executing a single-platform website strategy.

Only Microsoft has an integrated website development environment encompassing collaboration, portal, search, enterprise content management, business process management

SharePoint Web Platform Solution



and business intelligence. Having reached \$1 billion in sales faster than any product in Microsoft's history, SharePoint is widely recognized as the leading technology for Enterprise 2.0 website development.

Only Cognizant combines SharePoint technology and industry-specific expertise with unique "client-first" tools and programs to ensure the highest level of customer satisfaction. Cognizant's industry-leading growth has been widely recognized as a direct outcome of its superior transition and knowledge transfer processes and adaptability and fit with clients.

Cognizant is a Gold Certified Partner and Top-10 GSI (Global service integrator) in the Microsoft Partner Network.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services. Cognizant's 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. With over 50 global delivery centers and more than 68,000 employees as of September 30, 2009, we combine a unique onsite/offshore

delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and 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.

For more information on how to elevate your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at: www.cognizant.com.

About Microsoft

Microsoft's mission is to enable people and businesses throughout the world to realize their full potential. Since its founding in 1975, the company has worked to achieve its mission by creating technology that transforms the way people work, play, and communicate. Microsoft develops and markets software, services, and solutions that deliver new opportunities, greater convenience, and enhanced value to people's lives. Microsoft does business throughout the world and has offices in more than 100 countries.

To learn more, visit our Web site at www.microsoft.com.