



Cognizant

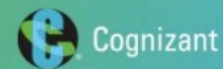
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Event Management Module Case Study

Ray Upton, Sr. Director, Analyst Relations

Company Overview

Cognizant, a leader in global business & technology services



Founded in 1994
as an offshoot of
Dun & Bradstreet

244,300+* employees
globally

Headquarters
Teaneck, NJ

**Highest customer
satisfaction**
in last 4 years

**100+ global
delivery centers**

1,242 active
customers

20,000+ projects
in **40** countries

Market Cap
Over **\$35 Bn**

2015 revenue
\$12.46 billion
up **21% YoY**

#8 Fortune's Most Admired
Company

Financial Times **#281**
Global 500

#18 Forbes
Fast Tech 25

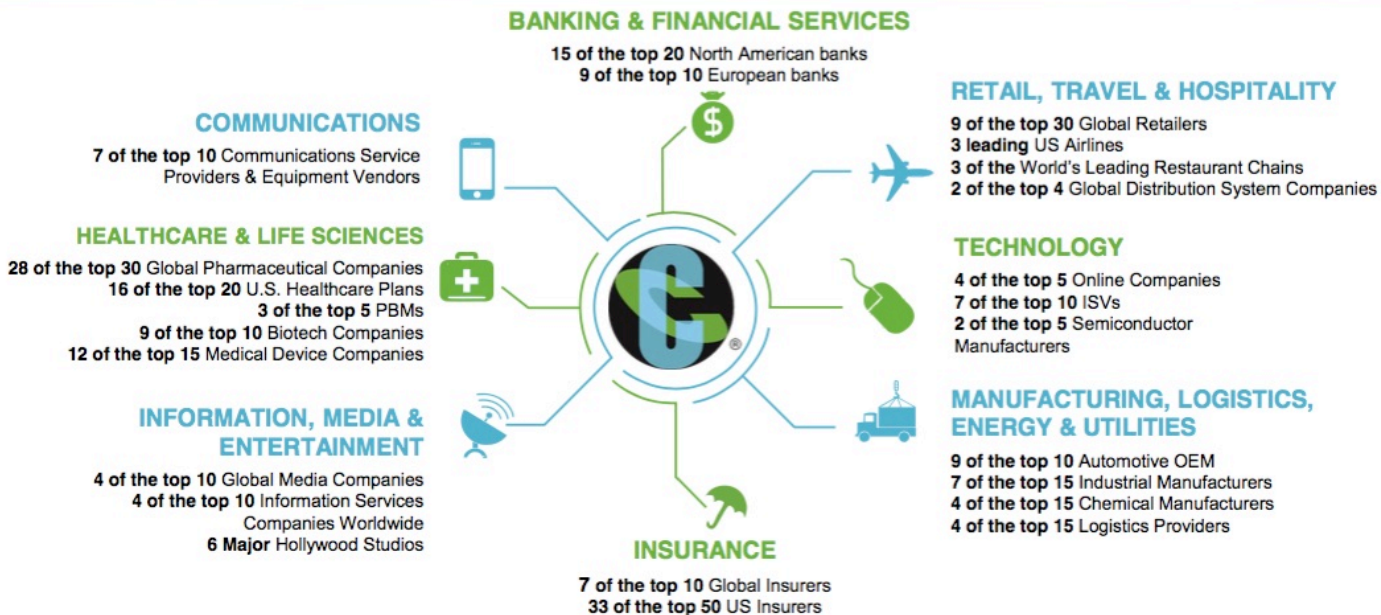
Newsweek's **#101**
2016 World Green Rankings

#230 Fortune
500

Forbes **#529**
Global 2000

Company Overview

The business & technology solution partner-of-choice across Industries



Background

Annual Analyst Summit

1.5 days of keynotes, breakouts, 1:1's and networking

50 analysts from Tier 1, 2 and niche firms

50 Cognizant SME's/Executives

3-5 Clients

Multiple venues and meeting rooms

Challenge

Using outdated tools and manual processes, create personalized agendas for each analyst and SME/Executive while ensuring:

- No conflicting meetings
- No duplicate bookings of meeting rooms
- Each participant's time is optimized (no large blocks of down time)

The Solution-Event Management Module

The screenshot displays the 'Solution-Event Management Module' interface. It is divided into several sections: 'Title & Description', 'Basics', and 'Details'. The 'Basics' section is highlighted with a red circle, showing a list of event types. The 'Details' section is also highlighted with a red circle, showing a list of room locations. The 'Basics' section includes fields for 'Type', 'Date', 'End Date', 'Initiator', 'ARPrimary', and 'Location'. The 'Details' section includes fields for 'Room Location', 'Table No', 'Custom', and 'Spokesperson'. The 'Attachments' section includes a 'Select files...' button. The 'Project' section includes a 'Choose Project...' dropdown. The 'Coverage Name' section includes a 'Choose ...' dropdown. The 'Event - 1-1 Meeting' option is selected in the 'Type' dropdown, and 'Grand Central Ballroom B' is selected in the 'Room Location' dropdown.

- Addition of event-specific meeting types when creating interactions
- Addition of event-specific locations when creating interactions
- Flagging of duplicate meetings for Analysts, SME's/Execs, Rooms

The Solution-Conflict Notification

The screenshot shows the Cognizant 'Edit Interaction' interface. At the top, there is a navigation bar with 'Cognizant' logo, 'Recent', 'My Analysts', 'Team Links', 'My Account', and 'Logout'. Below this is a secondary navigation bar with 'ANALYSTS', 'INTERACTIONS', 'CONTENT', 'EMAIL', 'PROJECTS', 'SITE', and 'HELP', along with a search bar. The main header is a blue bar with a back arrow, 'Edit Interaction', and a 'View Interaction' button. A prominent orange error message is displayed in the center, circled in red. The message reads: 'Interaction cannot be saved due to scheduling conflicts. Please resolve the following conflicts in order to save this interaction:'. Below this, a list shows a 'Scheduling Conflict for Analyst Clarke, Alyson. Already scheduled at this time for interaction #454360'. A green button labeled 'Override Conflict Error(s) and Save with Conflicts' is positioned below the list. To the right of the error message are 'Cancel', 'Delete', and 'Save' buttons. The main form is divided into several sections: 'Title & Description' (with fields for Title and Description), 'Basics' (with fields for Type, Date, End Date, Initiator, ARPrimary, and Location), 'Details' (with fields for Room Location, Table No, and Customer), 'Analysts (2)' (listing Kate McCarthy and Alyson Clarke), 'Participants (2)' (listing Larry Bridge and Trish Birch), 'Coverages (1)' (listing Healthcare), and 'Project' (listing 2016 Analyst Summit NYC). An 'Attachments' section at the bottom has a 'Select files...' button.

Interaction cannot be saved due to scheduling conflicts. Please resolve the following conflicts in order to save this interaction:

- o Scheduling Conflict for Analyst Clarke, Alyson. Already scheduled at this time for interaction #454360

Override Conflict Error(s) and Save with Conflicts

Analysts (2)

Analyst Name	Action
Kate McCarthy FORRESTER RESEARCH, INC.	✖ ✎
Alyson Clarke FORRESTER RESEARCH, INC.	✖ ✎

Participants (2)

Participant Name	Action
Larry Bridge	✖
Trish Birch	✖

Coverages (1)

Coverage Name	Action
Healthcare	✖

Project

2016 Analyst Summit NYC

Attachments

Select files...

Output: Personalized Agenda for Each Participant

Agenda for: Alyson Clarke, Forrester Research, Inc.

Tuesday, August 30, 2016					
Start	End	Activity	Spokesperson	Location	Table No
11:00 AM	12:00 PM	Welcome Buffet Lunch		Madison Ballroom	
12:00 PM	12:05 PM	Introductions and Agenda Overview	Jay Moore	Grand Central Ballroom	
12:05 PM	1:00 PM		Keynote #1	Cognizant Executive	Grand Central Ballroom
1:00 PM	2:00 PM	Keynote #2	Cognizant Executive	Grand Central Ballroom	
2:15 PM	3:00 PM	Client Presentation #1	Client	Grand Central Ballroom	
3:00 PM	3:45 PM	Client Presentation #2	Client	Grand Central Ballroom	
3:45 PM	4:30 PM	Client Presentation #3	Client	Grand Central Ballroom	
5:30 PM	8:00 PM	Reception and Dinner		Rainbow Room	

Wednesday, August 31, 2016					
Start	End	Activity	Spokesperson	Location	Table No
6:30 AM	7:30 AM	Buffet Breakfast		Madison Ballroom	
7:30 AM	8:15 AM	Keynote #3	Cognizant Executive	Grand Central Ballroom	
8:15 AM	8:45 AM	Client Presentation #4	Client	Grand Central Ballroom	
9:00 AM	9:45 AM	Keynote #4	Cognizant Executive	Grand Central Ballroom	
9:45 AM	10:30 AM	Keynote #5	Cognizant Executive	Grand Central Ballroom	
10:45 AM	11:45 AM	Lunch		Madison Ballroom	
12:00 PM	1:00 PM	1:1 Meeting	Cognizant SME 1 & 2	Grand Central Ballroom D	14
1:00 PM	3:00 PM	Offsite Session	Cognizant SME 3, 4, 5	Offsite Location	
3:00 PM	4:00 PM	1:1 Meeting	Cognizant SME 6	Grand Central Ballroom B	8

Note: Agenda details have been removed to protect confidentiality.

Results

- Reduced on-site staffing by 6 man-days, which significantly offset the cost of the module
- Each participant received their personalized agenda the week before the Summit (vs. the day of in previous years) allowing for more thorough preparation for 1:1's, etc.
- Early completion of agendas meant AR team could focus on higher value activities such as presentation review
- 92% reduction in profanity-laced tirades amongst AR team members

Post-Mortem

- What went wrong: Nothing.
- Minor change/formatting requests were handled promptly
- Did not use the MS Outlook invitation feature
- Version 2.0: would like to see the module feed an app vs. output in .pdf or calendar notices



Cognizant

KEEP CHALLENGING™

Ray Upton

Ray.Upton@cognizant.com

832.314.6215