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Event Management Module Case Study

Ray Upton, Sr. Director, Analyst Relations

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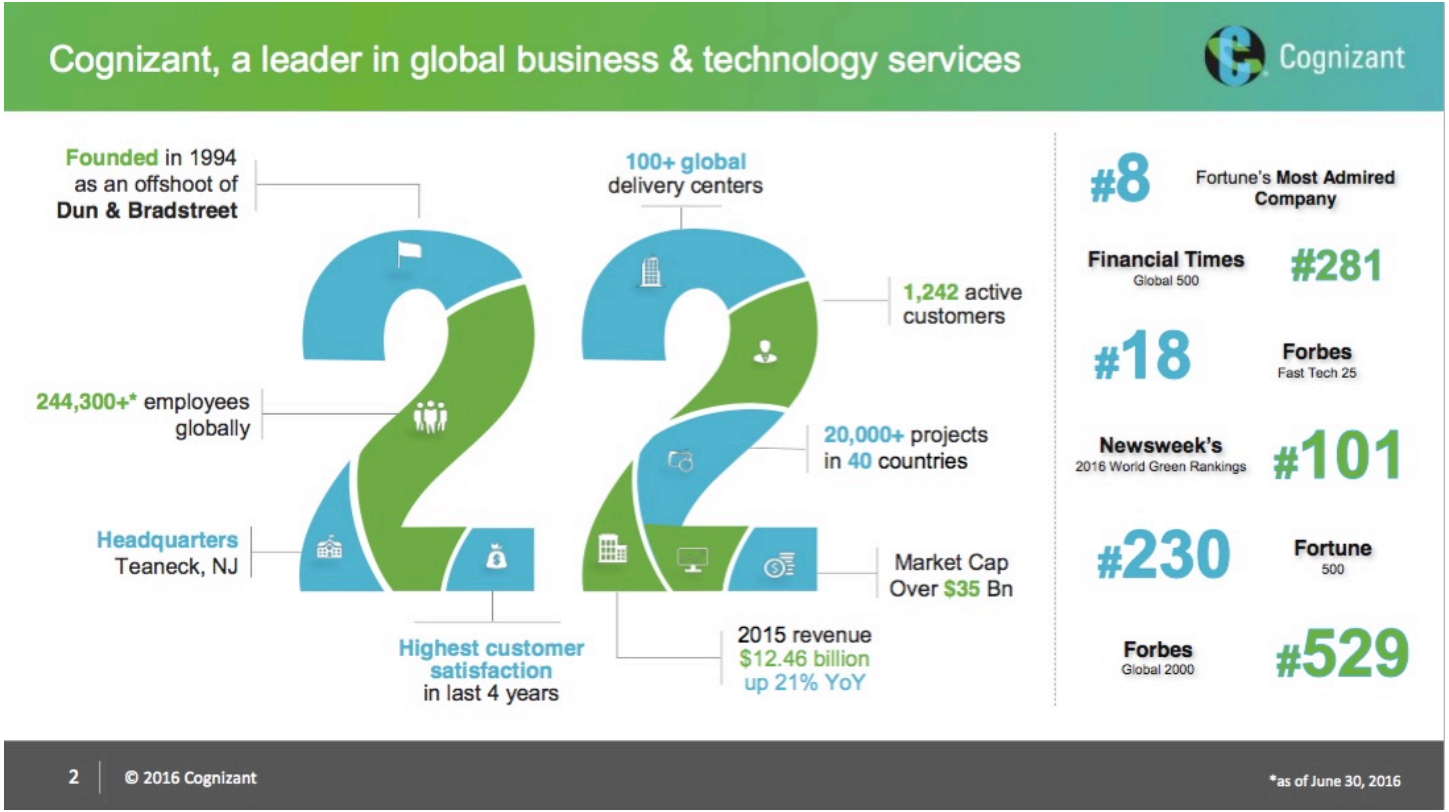
Company Overview



Company Overview

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

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BANKING & FINANCIAL SERVICES

15 of the top 20 North American banks
9 of the top 10 European banks

COMMUNICATIONS

7 of the top 10 Communications Service Providers & Equipment Vendors

HEALTHCARE & LIFE SCIENCES

28 of the top 30 Global Pharmaceutical Companies
16 of the top 20 U.S. Healthcare Plans
3 of the top 5 PBMs
9 of the top 10 Biotech Companies
12 of the top 15 Medical Device Companies

INFORMATION, MEDIA & ENTERTAINMENT

4 of the top 10 Global Media Companies
4 of the top 10 Information Services Companies Worldwide
6 Major Hollywood Studios

RETAIL, TRAVEL & HOSPITALITY

9 of the top 30 Global Retailers
3 leading US Airlines
3 of the World's Leading Restaurant Chains
2 of the top 4 Global Distribution System Companies

TECHNOLOGY

4 of the top 5 Online Companies
7 of the top 10 ISVs
2 of the top 5 Semiconductor Manufacturers

MANUFACTURING, LOGISTICS, ENERGY & UTILITIES

9 of the top 10 Automotive OEM
7 of the top 15 Industrial Manufacturers
4 of the top 15 Chemical Manufacturers
4 of the top 15 Logistics Providers

INSURANCE

7 of the top 10 Global Insurers
33 of the top 50 US Insurers

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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

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Using outdated tools and manual processes, create personalized agendas for each analyst and SME/Executive while ensuring: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

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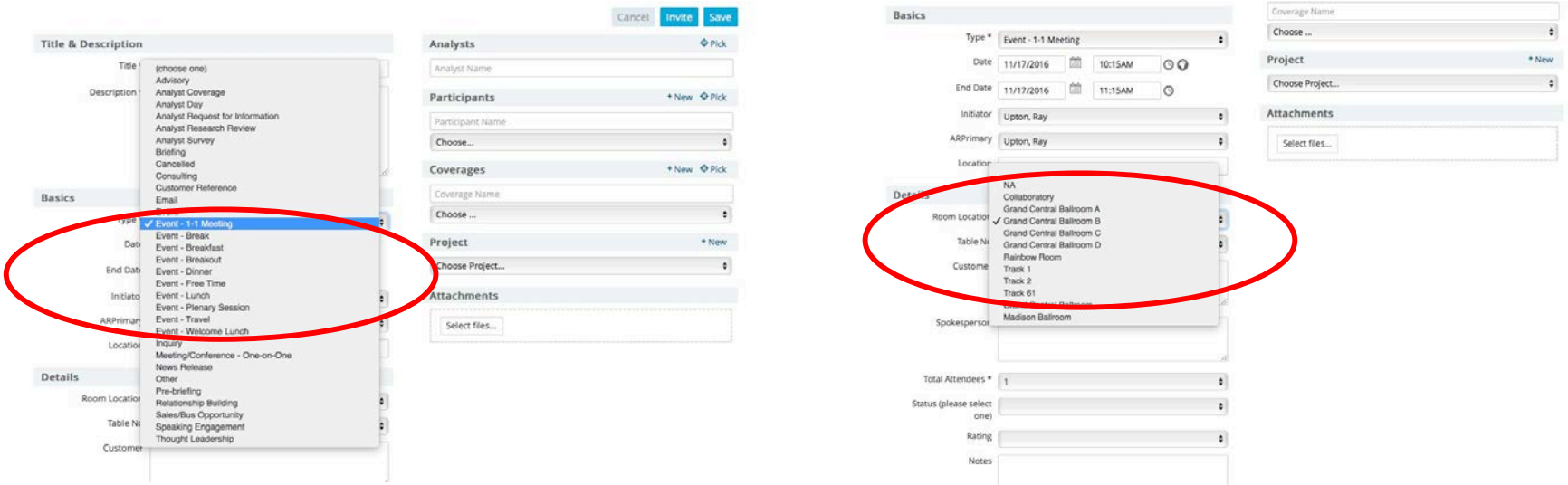
The Solution-Event Management Module



- 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

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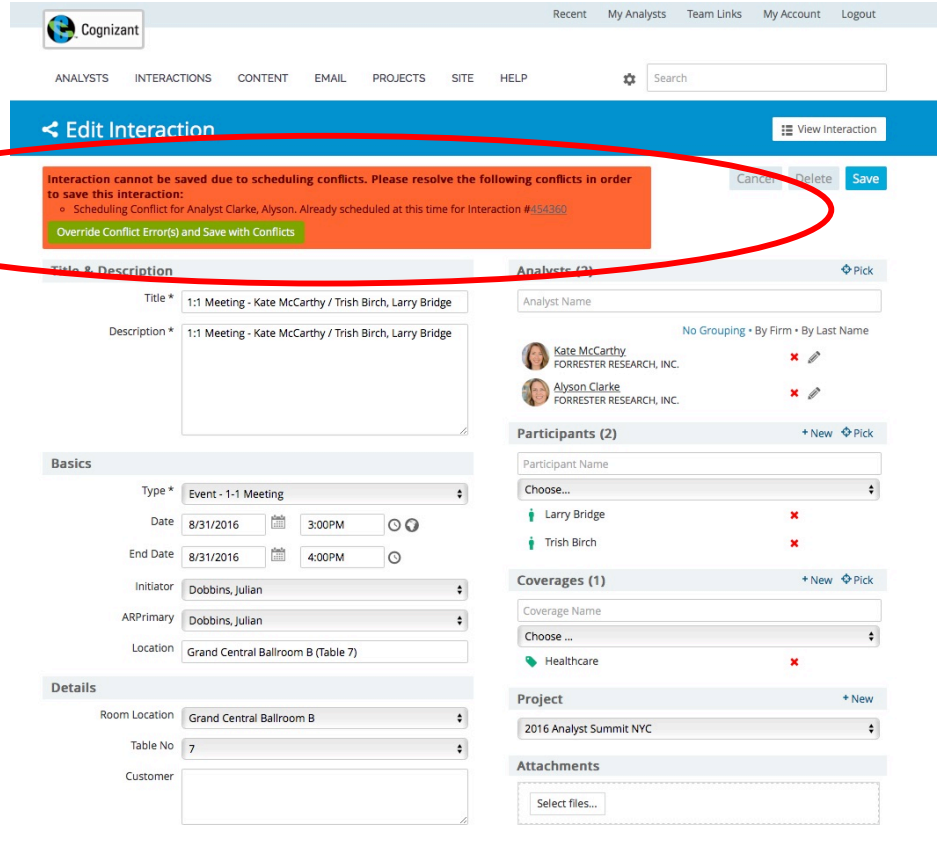
The Solution-Conflict Notification



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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.

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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

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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

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Ray Upton

Ray.Upton@cognizant.com

832.314.6215