



**Cognizant**<sup>®</sup>

Digital Experience

# Rapid Application Modernization Program

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## FOREWORD



**Mark Taylor**  
SVP– GLOBAL  
PRACTICE  
LEAD, DIGITAL  
EXPERIENCE

# The world has seen many organizational challenges driven by economic downturns and uncertainties.

On each occasion, as something has changed, something new has emerged as we come through the storm. For example, the 2002-2004 SARS outbreak is broadly considered to be the genesis of online shopping in China, and the rise of Alibaba.

I believe the lasting impact of the current events will be a sharper focus on digital customer experiences and an acceleration of experience-led digital transformation projects. In the immediate term, our clients from across industries are facing harsh economic realities that are forcing them to do more with less. At the same time, each of them is considering what the future of work will look like.

This sales playbook outlines our RAMP (Rapid Application Modernization Program) that meet both the imperative to be more efficient—both now and in the future—as well as provides insight into how organizations can more effectively work together in the future.

# engaging the workforce

## Organizations will succeed more when their employees are engaged in what they are doing

We help our clients win by imagining and enabling exceptional experiences:

- We rigorously apply a human-centric lens to all we do, using ethnographic research to unearth value at the core of our work.
- Our technology heritage lends an unconventional point of view toward delivering at the intersection of customer intimacy and industrialization.
- We actively explore new technologies and new ways to use them to create engaging experiences for consumers and employees alike.
- We orchestrate the full might of the Cognizant organization to deliver speed to value with focus and agility.

### the prize is worth the fight

*How do I cost effectively enable new technologies, improve retention, and ensure an enhanced employee engagement?*

Engaged employees show..

- 41% Reduction in Absenteeism
- 17% Increase in productivity
- 20% increase in customer loyalty
- 26% increase in revenue

*Employee Experience (EX) is the **backbone of the organization**, and our RAMP offering is a critical key to EX transformation that allows the organization to explore new technologies and/or reimagine business processes quickly.*

Our RAMP offering starts the journey and helps to improve productivity and engagement of the employee while simplifying the way work gets done. By leveraging a cross-functional team to build-on Microsoft Teams, Power Platform, and Azure services, we believe in creating incredible experiences not just artifacts, technology and deliverables.

Our knowledge of digital architectures and experience deploying human-centric, outcome-driven solutions make us especially effective at accelerating your success.

**48%** of companies will change processes to become less dependent on employee institutional knowledge [Gallup Poll]

### a proven process

We start with a Discovery workshop,

- / We design a virtual whiteboard (Vision Canvas) for the subject to be explored remotely
- / The canvases are designed to push businesses into thinking about their strategies through a variety of lenses
- / Exploring target experiences, how to raise above industry standards and exploring restrictors are critical areas that allow us to push an idea forward
- / This is a highly collaborative and constructive activity - many of our clients refer to it as business therapy
- / A **customized workshop** that starts where you are in the digital journey, **we support both beginning and mature scenarios**

Envisioning the Experience,

- / We define the **pilot experience** with a **solution blueprint**, and the technical architecture which supports the experience in the back-end. It attempts to help customers to visualize how users will interact with the various solution components, such as controls, screens, and processes. Enabling Lumens to validate business outcomes before investing in development cycles, and SI developers to ensure acceptance criteria is addressed during coding

Develop a Pilot / Proof of Concept,

- / Working with your IT teams to align on **development & deployment plan**
- / Bringing the scenarios to life with development / testing, progress reporting, customized assets, launch planning, and more
- / Sharing the knowledge with the IT and business teams such that the application scenarios and backlogs can be realized

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# Cognizant RAMP Example Solutions

**Integration with backend systems leveraging a teams as a platform for simplified experience.**

**Integrated solutions that automate routine tasks and streamline processes**

Other solutions not shown here:

- Governance BOT
- Microsoft Search Connectors
- And more...



### Crisis Communication Application

Customizable solution to manage communications in crisis situations



### Modern Banking

AI/Analytics Driven, User Insight centered solution for better convenience



### Online Appointment Booking

Self-service options for booking appointments for managing finances & banking activities

Single Customer View



### Intelligent Damage Reporting

Streamlines the preparation for damage reports and processing.

This solution reduces usage of multiple systems to record, track and follow-ups.



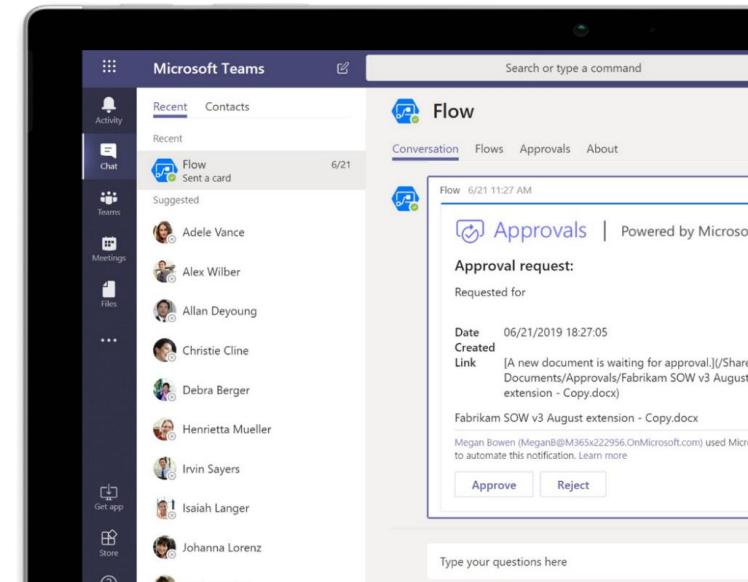
### Company Communicator+

Interface for users to create, preview, collaborate, schedule and send messages. Extended custom functionality allows authors to edit and delete sent messages, also provides extended telemetry like user reactions to messages



### Modern DevOps+

Enables collaborations via Teams for complex DevOps pipelines and activities. Pipeline messages tailored to individual personas.



# Learn More

For more information and to find out more about Cognizant, visit <https://www.cognizant.com/cognizant-digital-business/digital-experience>  
Email: [modernworkplace@cognizant.com](mailto:modernworkplace@cognizant.com)

**Finalist**  
2020 Microsoft Partner of the Year –  
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2021 Microsoft Part of the Year –  
Global SI Partner

**MSUS Partner  
Award Winner**  
**2020**

## About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating, and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build, and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world.

Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

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### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44(0)20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0)444209 6000  
Fax: +91 (0) 44 4209 6060

### APAC Headquarters

1 Changi Business Park  
Crescent, Plaza 8 @ CBP#07-  
04/05/06, Tower A, Singapore 486025  
Phone: +656812 4051  
Fax: +656324 4051

