



Cognizant Digital Systems & Technology

CPGXpress

Accelerate your Intelligent Enterprise journey with CPG-focused SAP S/4HANA implementation.

New business imperatives for CPG

In the digital economy, consumer packaged goods (CPG) enterprises need to contend with constant change in consumer preferences, lower agility, inability to adopt new-generation digital technologies and inefficiencies in business processes. These challenges not only undermine their hard-earned brand name, but also restrict top-line growth due to reducing market share.

Many of these challenges can be attributed to rigid, siloed legacy enterprise resource planning (ERP) solutions that often do not support next-generation digital technologies, which results in increased pressure on margins, lack of operational agility and diminished cost advantages.

Digitalizing CPG industry processes with a pre-packaged reference solution

To address these challenges, CPG firms need an integrated, future-focused digital solution such as SAP S/4HANA to achieve transformation of their front office and back office operations. Cognizant offers

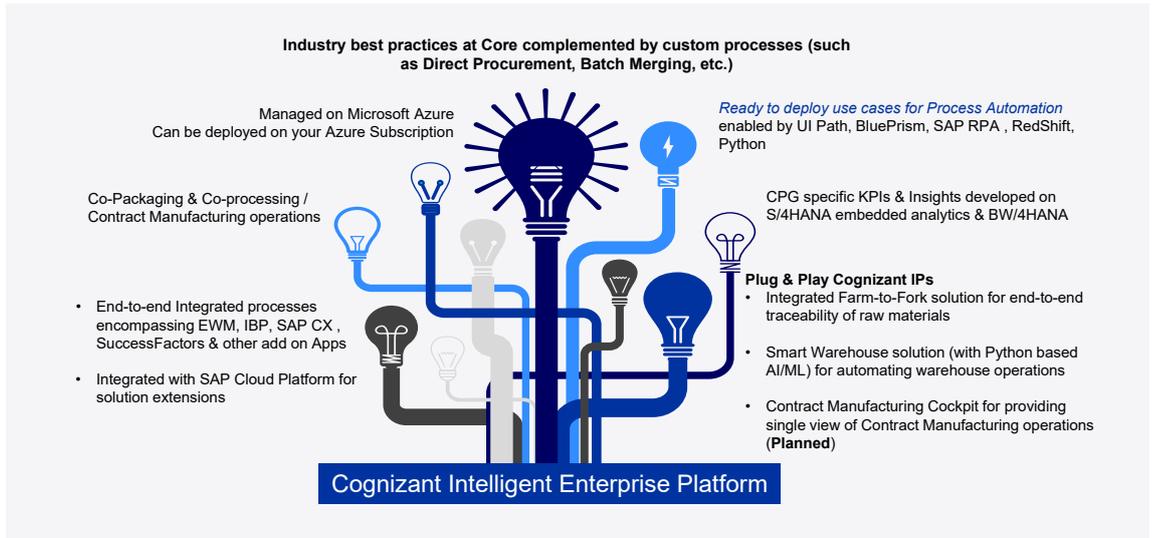
CPGXpress, a comprehensive reference solution aligned with the processes and best practices of a consumer products company. With a proven approach for accelerated SAP implementation both in the cloud and on premise, CPGXpress helps achieve increased ROI, standardized processes, and reduced TCO.

The solution not only supports standard CPG processes but also helps clients deal with custom processes associated with co-packaging, co-processing and contract manufacturing operations. The solution is integrated with:

- Our Farm-to-Fork solution extension for end-to-end traceability of raw materials
- A Smart Warehouse add-on built on Python based artificial intelligence(AI)/machine learning (ML) algorithms for automating warehouse operations

In addition, we plan to integrate CPGXpress with various extensions/add-ons built on next-generation technologies to address various use cases

Leverage industry-expertise, IPs and innovations to confidently implement SAP S/4HANA

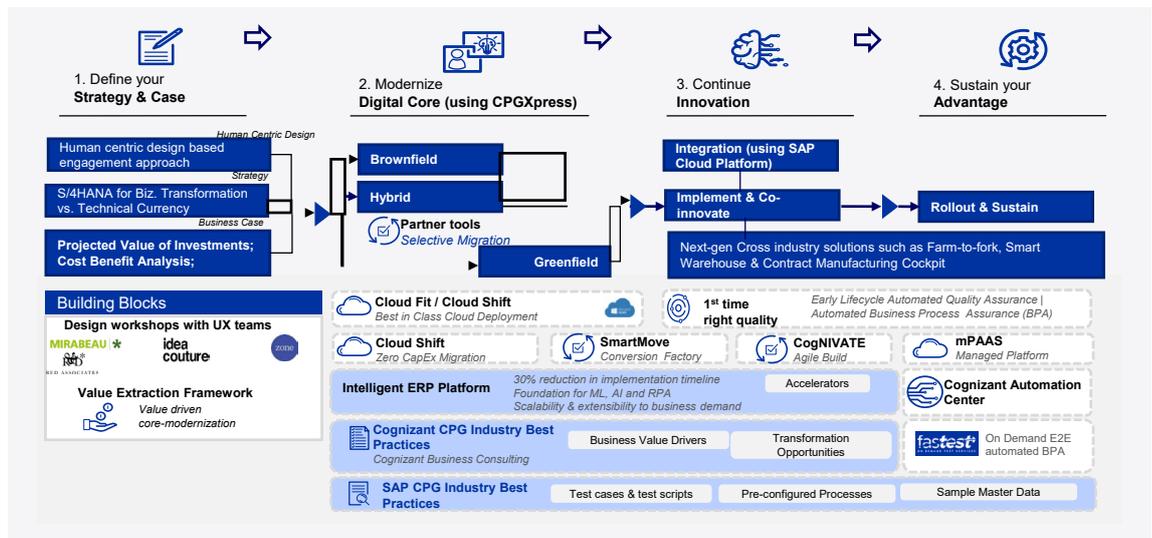


Supporting CPG core processes with Cognizant IPs and other complementary offerings

Integrated Delivery Framework for CPGXpress

CPGXpress is designed to support an agile and lean implementation approach with

hands-on experience from the beginning. The solution comprises an integrated delivery framework encompassing advisory, implementation and support services.



CPGXpress Building Blocks

Our human-centric design based approach, enabled by dedicated UX teams and digital acquisitions (Mirabeau, Idea Couture, Zone, among others) results in a customized solution blueprint. In this phase, Cognizant leverages its Value Extraction Framework offering allowing clients to have a 360-degree view of their current system, to understand key business pain points and transformation opportunities.

Post assessment, Cognizant leverages its proven IPs and innovations in line with

SAP's Activate methodology to implement CPGXpress. These enablers focus on:

- Accelerating cloud adoption — using packaged cloud solutions such as Cloud Fit /Cloud Shift Streamlining conversion — with SAP-qualified Cognizant® SmartMove
- Ensuring first time right quality — with early life cycle automated quality assurance and automated business process assurance

A wide range of capabilities spanning the entire CPG value chain

- Agile build — using CogNIVATE framework

In addition, CPGXpress helps infuse next-generation technology innovations and CPG-specific best practices by leveraging Cognizant’s Intelligent ERP Platform and business consulting capabilities.

CPGXpress delivers value through:

- Delivery accelerators to help accelerate deployment
- Predefined reports, enhancements, forms and workflow reusable objects
- Configuration documentation
- Test cases and test scripts
- Business value drivers
- Sample master data
- Preconfigured processes bridging different business functions in the CPG sector

- Documentation of industry process repositories, processes and scenarios

Cognizant offers end-to-end integration services and support services, which address various integration scenarios (across SAP/non-SAP and cloud/on premise). In addition, our services and solutions streamline Level 1 (L1), Level 2 (L2) and Level 3 (L3) support for S/4HANA by enabling automation with AI and ML (Cognizant® Automation Center), Bots (BOTs framework) and its DevOps and Agile tool.

Re-inventing key processes with best practices and advanced technology

With legacy ERP systems becoming increasingly difficult to maintain and enhance, it is crucial to re-invent the core processes at CPG companies by leveraging industry specific best practices, while extending the core platform with advanced technology driven business solutions.



CPGXPress coverage across value chain

Key business benefits:

- **Modernization of digital core:** Supported by a dedicated SAP S/4HANA CoE, Cognizant helps enterprises in Greenfield implementation of SAP S/4HANA.
- **Cost optimization through process transformation:** We leverage the synergies between our teams and assure up to 20-30% cost savings.
- **Transitioning to an Intelligent Enterprise:** A wide range of plug-and-play business solutions based on digital technologies such as IoT, AI/ML and Blockchain helps our clients embrace innovation.
- **Digital acceleration:** An agile and lean implementation approach and nearly 60% out-of-box coverage ensures the solution can be brought to market upto 20% faster.

Why Cognizant?

As an SAP Global Strategic Services Partner for over 15 years, Cognizant has been delivering business outcomes and innovation to our CPG customers across the globe. We are backed by nearly 11,000 SAP associates in 35+ delivery centers, exclusive partnerships with hyperscalers and a global S/4HANA clientele of over 50 customers. In addition, SAP-certified proprietary tools and IPs, expertise in digital design, and integrated quality assurance offerings complement our full range of services—from consulting to implementation, integration and support.

Cognizant's breadth of cross-industry business solutions have not only helped CPG firms to embrace new business models, but also enabled them to gain market share, optimize their margins and enhance their brands. Talk to us today to learn how we can help you transform your value chain. To know more, write to us at: neuron@cognizant.com

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 194 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 or follow us @Cognizant.



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