

Microsoft partnership successes: providing best-in-class cloud solutions

How we combine forces to address our
clients' complex business challenges

The Cognizant Microsoft Business Group provides the modernization blueprint, dedicated experts and agility needed to propel your clients' business forward

At Cognizant, our purpose is to engineer modern businesses to improve everyday life. Through our partnership with Microsoft—the pioneer of innovative business applications, intelligent cloud and workplace productivity experiences and solutions—the Cognizant Microsoft Business Group is dedicated to advancing our clients' cloud modernization journeys. Our shared values guide us to do the right thing, the right way and create an atmosphere of true collaboration. Together, we enable our clients and colleagues to thrive, ultimately empowering people to achieve more through technology.

For over 30 years, Microsoft has been synonymous with business technology, empowering every person and every organization on the planet to achieve more. Today, the offerings are deeper and broader than ever, providing businesses with powerful tools for productivity, collaboration, communication and infrastructure. With Microsoft technologies at the heart of so many companies the world over, we've created the Cognizant Microsoft Business Group. Its singular purpose? Advancing our clients' cloud modernization journeys with focus, simplicity and scale. We leverage our extensive experience, industry expertise and differentiated IP to deliver constant innovation and business value, all powered by the Microsoft Cloud platform.

The following case studies present a range of real-world examples of how we turn digital potential into real business

performance at speed. By replacing slow manual tasks with the AI and automation offerings of Azure, leveraging data to discover insights with Power BI and operating smarter with SAP on Azure, these companies have met their business demands head-on. They've leveraged innovative workplace experiences with Microsoft 365, empowering people to achieve greater productivity, transformed to become more cloud native, accelerating innovation and provided differentiated customer experiences with Dynamics 365.

With Microsoft technology at the heart of these organizations, they have set themselves up for continued success in the future. We hope these client stories serve as an inspiration as well as a testament to the business value the Cognizant Microsoft Business Group is capable of achieving.

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Enabling more sustainable and healthier living for the UK's social housing sector

The challenge

A UK-based construction and housing company was determined to become an industry leader in sustainability. One key facet of this goal was to pioneer the creation of smart buildings enabled by cloud and IoT to improve energy efficiency, habitability and affordability. Another was to create a new platform that would leverage that IoT data to uncover insights.

Our approach and solution

The organization selected Cognizant due to our strong IoT practice. We designed a platform that would use discreet sensors inside of the homes the company built to collect data on environmental conditions such as temperature, air pressure, light levels, humidity and carbon dioxide levels. These sensors would also detect water leaks and monitor water and gas consumption.

Cognizant began by creating a proof-of-concept (PoC) that clearly demonstrated how Microsoft Azure and Power BI could deliver what the stakeholders needed. Following the success of the PoC, the platform was released as a minimum viable product (MVP) for testing. We integrated Power BI in a manner that would avoid the need to purchase per-user licenses to reduce cost. All users could view the Power BI data from a single location, rather than navigate multiple websites.

They now have a configurable portal application that enables the organization's clients to customize what users can access and view. Portal users are presented with visualizations and raw data from the sensors in their homes, informing them about their environment and allowing them to proactively address any issues. The application is expected to allow tenants to save up to 10% on their energy costs; this will enable both the company and the tenants to make changes that will save energy, reduce energy bills and cut the properties' carbon emissions.

The platform has supported over £100 million in wins for integrated maintenance contracts. Future plans include an expedited rollout of more IoT sensors across all of its clients' properties. With more than 200,000 properties under its management, the scale of opportunity for the solution to provide more sustainable and affordable living for its customers is vast.

The application transformed our client's organization. It has developed a new business unit out of this tech-driven sustainability effort that is not only generating revenue but has the potential to help all home builders and property owners meet carbon-neutral objectives. Just as importantly, it has given its tenants the power to easily manage the environment within their homes.

Results

£550 million
per year savings generated

2,000
IoT sensors installed

400,000
datapoints generated in Microsoft Azure and Power BI

98%
accessibility

Unifying a leading CPG brand's data to better meet volatile consumer patterns

The challenge

A global consumer packaged goods organization was operating with a decentralized structure broken out by regions. Prior to COVID-19, each region reported independently. However, the pandemic accelerated the need for the consolidation of cross-regional planning due to supply chain disruption and drastic changes in consumer buying patterns. This presented a major challenge, as the data was not normalized across regions; building a trustworthy, consolidated view was a nearly impossible task. Furthermore, shipping and logistics had to attempt to accommodate rapidly changing consumer behaviors. Since the organization couldn't use its data to anticipate demand, it had to absorb sizeable freight charges simply to move products. The brand's existing on-premises data warehouse system could no longer keep up with the demand from multiple business units making advanced business intelligence requests and could not provide business units with a single point of truth from which to make key decisions.

Our approach and solution

The organization reached out to Cognizant to help organize its data and enable deeper insights into the business. The client proposed leveraging Microsoft Power BI to help business users collaborate as well as consolidate, visualize and share data. A user-friendly and scalable solution was required and data needed to be distilled from multiple siloes into a single point of truth.

Cognizant partnered with the client's Microsoft account team to help them fully explore the analytics capabilities of Microsoft Power BI. As we learned more about the business requirements and the technology environment, we realized that Power BI alone could not meet the client's needs and recommended a full re-platforming of its data onto Microsoft Azure Synapse.

The organization has thousands of customers and distributors that all use different systems and platforms, resulting in a patchwork of formats and levels of granularity. Cognizant's initial approach was to build a master data model (MDM) that could ingest disparate sources of data in different formats and with different levels of detail, and then consolidate it in a way that would allow the business to create meaningful reports. This was a complex operation, as issues like different tax reporting for different regions needed to be accounted for. Our design ensured that thousands of distinct data sources were feeding into the MDM and ensured that the enterprise data model within Microsoft Azure Synapse would enable users to manipulate and analyze data in multiple ways with Power BI.

By leveraging the Microsoft Cloud, Cognizant was able to unite the client's various regions with respect to KPIs, democratize the organization's data and establish a clear enterprise data model. The client now has confidence in its data, which can now be used to develop deeper insights, drive efficiency and boost business.

Results

\$500 million

generated in business value

\$2 million

ACR forecast over three years

85%

user adoption in just four weeks



Providing a worldwide sports brand with the unparalleled flexibility of the cloud



The challenge

This global company was running mission-critical SAP applications in on-premises data centers that were difficult to scale. Its 125 TB Oracle database – one of the largest single production databases in the world – had over 5,000 interfaces supporting orders and invoicing. The brand was also facing system black-outs during seasonal peaks. Between a lack of scalability and reliability issues, their goal was to move to an enterprise landscape with SAP on Azure as a foundation. With this in mind, the company decided to move all their SAP workloads – both on other cloud platforms and on-premises – to Microsoft Azure.

Our approach and solution

The organization approached Cognizant to move its critical SAP workloads to Azure on a very tight timeline. This was a complex task that included several technical challenges. Not only did we have to migrate the 125 TB database and re-platform the on-premises Oracle database to Azure with minimal downtime, but we also had to ensure that the highly integrated landscape with over 5,000 interfaces would work properly after the migration. Furthermore, we were appointed to incorporate high availability and disaster recovery architecture on Azure and meet the performance expectations for the mission-critical SAP systems and databases.

Cognizant leveraged our SAP Cloud Shift solution, which drives large and accelerated SAP migrations with enterprise-level security and minimal downtime. This gave the client improved agility, rapid provisioning and zero defects.

We migrated the database using XTTS methodology and used UAVA system replication methodology to relocate the HANA-based workloads. The 125 TB Oracle database was moved to the Azure NetApp filesystem, and the SAP Business Warehouse on HANA (BWoH) was migrated from AWS to a single node BWoH on Azure.

To meet the performance needs of the client, Cognizant enabled high availability by using Oracle Fast Start Failover and the SUSE HA extension for SAP HANA workloads. We also identified dependencies and integrations for over 5,000 interfaces.

The completed migration achieved a 30% reduction in total cost of ownership (TCO) by using a scalable SAP app landscape on Azure. The solution reduced dependencies, CapEx and the total cost of operations, as the on-premises datacenter and AWS deployments were no longer needed. Cognizant achieved a 99.99% virtual machine (VM) availability for the SAP systems, with a 15-minute recovery point objective (RPO) and a four-hour recovery time objective (RTO). All existing performance issues for these mission-critical systems were resolved. The company now has a reliable cloud platform that is easily scalable during peak seasonal periods and has seamless failover and strict security.

Results

30%
reduction in TCO

99.99%
VM availability

15-minute
RPO

4-hour
RTO

Unifying an energy provider's legacy apps & data with the Microsoft Cloud

The challenge

An energy provider in the U.S. Southwest aimed to modernize its customer outreach. This required the unification of data from multiple disparate systems, including billing, customer orders, customer service, provisioning and more. Each system stored data on different devices and in different formats. Furthermore, there was no business intelligence solution in place. Because of this, the client found it impossible to derive customer insights, trends or buying preferencing from their data. Therefore, the organization could not create effective marketing campaigns or new service offerings. The effects of this siloed landscape went deeper. The organization began to rely on costly third-party vendors that would retrieve and manipulate data using proprietary tools. Creating reports took several days of planning, causing a lag in marketing communications and reducing the efficacy of the campaigns.

Our approach and solution

Cognizant designed a solution using the Microsoft Cloud to provide the client with a 360-degree view of its customers. Our solution enables the organization to target specific markets and demographics through intelligent insights presented in the app. These insights help the client execute on its campaigns faster and go to market more quickly. The organization hopes to provide carbon-free energy to the 1.3 million homes and businesses in its coverage area by 2050. To accomplish this, we also designed a way to gauge energy consumption and determine where they stand on their clean energy journey.

Cognizant combined the benefits of Microsoft Dynamics 365 Customer Insights and Microsoft Dynamics 365 Marketing to enable multi-channel, real-time data ingestion, rule-based profiling, dynamic segmentation, predictive modeling driven by machine learning, and intuitive user interfaces. We also enriched market segments with Microsoft Dynamics 365 Customer Insights, which enables the solution to discern customer transactions and behavior patterns, as well as demographics. With the ability to finally harness its data, the client can now derive intelligent business insights and deliver deeper, more personalized customer experiences.

Our solution was designed to be engaging and user-friendly. Rich marketing collateral can be created using a native email editor. A drag-and-drop interface allows the creation of market segments, and stakeholders can use self-service reviews without reaching out to IT.

Using the automation strengths of the Microsoft Cloud, Cognizant was able to eliminate manual data processing at each phase of the marketing process, from customer identification to segmentation to customer journey orchestration. The solution replaced the costly third-party vendors the client had been using, and improved efficiency by providing one central point of insights, as opposed to the former patchwork of systems.

This was one of the first major enterprise implementations done directly in production using a combination of Microsoft Dynamics 365 Customer Insights and Microsoft Dynamics 365 Marketing powered by Synapse and Azure Data Lake.



Results

1,000

FTE hours saved per year by running stored queries daily

800

FTE hours saved per year by integrating platforms with connected pipelines

500

FTE hours saved per year by automating recurring campaigns

400

FTE hours saved per year by automating performance reports

Future-proofing the world's largest building society with Microsoft Azure

The challenge

The world's largest building society (a European version of a credit union) embarked on a cloud transformation journey as a part of a \$4.1 billion modernization program. The aim was to leverage cloud technologies to better serve its members, lay a path for future innovation and remain competitive in the marketplace. However, there were several challenges to overcome. The company lacked the in-house skills and experience needed to integrate any new solutions with complex on-premises back-office banking systems. Furthermore, its existing operating model was suitable for neither a cloud-based approach, nor security and regulatory compliance. In the highly competitive financial services sector, organizations face constant pressure to provide differentiated customer experiences, strengthen operational resilience and improve adherence to regulatory scrutiny. Without the right partner to help adopt cloud technologies, the society would face even more challenges in the future.

Our approach and solution

The organization partnered with Contino, the cloud-native division of Cognizant, to accelerate its move to the cloud. We started by building a firm understanding of the cloud's capabilities by holding a Cloud Education Day for the operational and executive teams to rebuild its cloud operating model and review its security. Following these foundational steps, we established a multi-cloud center of excellence and cloud landing zones, and identified which workloads to migrate. Finally, we migrated the client's website onto Microsoft Azure.

This migration presented several challenges due to the website's size, complexity and interconnections with all of the organization's offerings. A complicating factor was that the client had multiple workloads and project teams building on a different cloud platform with little governance or structure. This approach would have posed risks to the business if it had continued using that platform. Contino educated the client on the security, governance and compliance for financial services that are already integrated into the Microsoft Cloud. The client agreed and made the switch to Azure.

We quickly rolled out an Azure-based landing zone – a hardened enterprise-grade foundation integrated with on-premises architecture – as the core of the client's cloud platform, enabling it to rapidly provision development teams with secure, scalable environments and build high-quality financial products. Meanwhile, we ensured regulatory compliance, automation for creating on-demand Azure environments and flexibility for secure and stable agility.

With the client's migration to Microsoft Azure, its website is now the front door to every customer's experience. It provides a simplified and intuitive user interface, performs faster and features considerations for those with accessibility needs. The organization now has fast and seamless access to cloud services, enabling rapid experimentation, tighter security and a modern operating model. This scalable and cost-effective strategy will help the client provide compelling experiences and stay relevant in a competitive market for years to come.

Results

#1
performing finance website

99.992%
website availability

82%
reduction in average build time
(now 7 minutes versus 40)

12
weeks to complete Azure landing zone

Automation boosts efficiency and customer satisfaction for mortgage provider

The challenge

A leading home mortgage provider in the United States was hindered by its legacy technology stack, which used an in-house Microsoft SharePoint portal and custom applications. This system couldn't handle a high volume of cases, resulting in a poor customer experience that affected business. Furthermore, data was spread across multiple locations, forcing agents to manually search for relevant information. This squandered time not only led to slow service but also increased operational costs.

It was clear that the organization's legacy system was holding it back. Our objective was to build a centralized case management solution to help the support team assist customers at a faster rate and in a more cost-effective manner. To achieve this, the solution would leverage automation that could provide fast self-service for customers and alleviate manual tasks for support teams. Scalability was another important factor, as the solution would help to eventually support every line of business within the company.

Our approach and solution

We implemented a framework that solves for the organization's current concerns and scales to meet future needs. By leveraging the service module of Microsoft Dynamics 365, the case management solution guides agents through newly defined processes to more quickly and easily reach a resolution. Meanwhile, Microsoft Power Automate processes business data and collates it from various sources into a single source of truth. Power Automate also notifies customers about case updates and outcomes, empowering support teams to resolve cases more quickly and improve the overall customer experience. Microsoft Azure Blob Storage is instrumental to this framework as well, housing and managing documents, case files, and more.

This solution's automated processes allow the organization's support teams to resolve cases in shorter time frames and improve the overall customer experience. Cases are now defined based on various parameters that help agents to more easily monitor and prioritize the most critical tasks. With deeper automation in place, manual processes prone to error are minimized, customers experience faster time to resolution, and the organization enjoys major cost reductions.

Results

85%
reduction in rejects to **3%**

23%
decrease in overall 'move money' request volumes

19%
of requests being automated

1 day
wait time reduction



Sensyne launches app to tackle COVID-19 in 16 days

The challenge

During a crisis, acting quickly makes all the difference. Just as COVID-19 became a pandemic, healthcare technology company Sensyne Health quickly jumped in to help. Its objective was to enable people to track their symptoms to assess their COVID-19 risk and share the required information with doctors to expedite decision making in critical situations. Besides getting fast treatment to those most at risk, their objective was also to help people avoid unnecessary trips to the hospital where they might be exposed to the virus and jeopardize their health.

Sensyne envisioned an app for the community that is both easy to use and accessible across devices to maximize use, especially among people with poor technology literacy or no access to the internet. Because the solution would contain sensitive healthcare data, it also needed to comply with the EU's General Data Protection Regulation (GDPR) and feature advanced security. Sensyne approached Cognizant to create the digital symptom tracker app.

Our approach and solution

Cognizant proposed an app based on the Microsoft Healthcare Bot service, integrated with not only Microsoft Azure-based authentication and database services but also Microsoft Healthcare Bot verification. Building the app within a low-code/no-code environment and leveraging our close partnership with Microsoft helped accelerate timelines. The application development team applied tried-and-tested best practices for agile methodologies and

conducted virtual meetings with Sensyne staff and technical teams to enable around-the-clock progress. Leveraging Microsoft Teams for all communication, meetings and information was critical to maintaining the momentum. Team members could meet virtually and add others via a single click. Working side by side — virtually, if necessary — helped ensure that everyone was productive.

As speed was key to the engagement, we accelerated delivery at every stage. In five days, the team had a working prototype to take into production. By day 10 the app was completed, and by day 16 we had launched the app. The global team delivered a mobile-first, GDPR- and security-compliant COVID-19 health monitor with Microsoft Power BI reporting in place.

Outcomes

Cognizant worked with Sensyne to create CVM-Health, a freely accessible digital-first mobile app that enables people to record and monitor COVID-19 symptoms and related health risks. The app monitors and manages users' COVID-19 testing status, and also includes a vital signs tracker to record and store their vitals. Because this data can be easily shared with a medical provider, the speed and efficacy of care during this crisis improved. An omnichannel user experience makes the app accessible via smartphone, tablet or computer. Those without access to these devices or the internet can choose to have a friend or family member use the app to track their symptoms and report to a doctor or other healthcare provider.

Results

16 days

to launch the app

Low-code/no-code

technologies leveraged to speed app development

GDPR- and security-compliant

COVID-19 health monitor meets all regulations



Swiss Re moves to Microsoft Azure public cloud platform to reduce OpEx and accelerate innovation

The challenge

Swiss Re is one of the world's largest reinsurers. As part of a strategic plan to stop operating its own data centers by 2020, the company wanted to move its SAP S/4HANA environment to Microsoft Azure. The objectives were to increase IT efficiency, improve availability with automated failover and minimize operating costs by shifting to usage-based billing. The organization decided to work with Cognizant and leverage Microsoft Azure for a scalable, agile and flexible platform that could be billed as an operating expense. The goals for the migration were to enable higher levels of efficiency, improve the availability of core SAP applications, minimize operating costs, and optimize capital investment with consumption-based IT infrastructure spend. Swiss Re also wanted to boost agility by accelerating development and test of prototypes for new business applications.

Our approach and solution

We migrated the distributed SAP S/4HANA application and connected systems to Microsoft Azure with precise planning, modernizing the application platform with a high-availability architecture based on SAP HANA, ensuring no disruptions to the existing application interfaces and no interruption to the business. We leveraged DevOps to create an industry-first one-click SAP disaster recovery solution that would improve resiliency, reduce manual errors and speed recovery time. The customer's IT team can monitor the entire DR process from a central portal built for this solution. This end-to-end automation significantly reduces manual complexities. The biggest technical challenge was that the existing SAP applications

in Swiss Re's private cloud were not built with high availability, leading to reduced infrastructure resiliency and a greater number of application component failures. Our redesigned architecture included SAP single point of failure (SPoF) components, as well as an efficiently-sized application server that helped to avoid any modifications to the service endpoints after migration.

Outcomes

Swiss Re is the first SAP customer for Microsoft's Switzerland datacenter. Having migrated 170 SAP private cloud servers and 35 SAP instances to Microsoft Azure, we then entered the managed services phase of the project, in which we support the new environment. The organization's newly modernized IT infrastructure and enterprise financial systems fulfill its long-term growth objectives.

We drew upon our expertise in SAP and cloud technologies to design, build and migrate the reinsurance organization's SAP applications to Microsoft Azure. This automated 95% of the infrastructure build process, including scheduled start/stop, SAP auto scaling, virtual machine (VM) hardening and patching, and Azure monitoring. This solution will improve the resiliency of the organization's financial applications, be more cost-efficient, provide greater choice and increase self-service. With the benefit of increased agility, the insurance provider has accelerated prototype development and is better able to evaluate tools and services.

Results

One-click

SAP disaster recovery, an industry first

95%

of infrastructure tasks automated, for consistent, repeatable and fast deployment

Zero

errors during transition of SAP applications to new HA architecture

Maximizing uptime and monetizing data for a commercial truck manufacturer

The challenge

A commercial vehicle provider was severely challenged by a downturn in the industry. The organization was experiencing stagnating revenue, increasing compliance demands and rising costs. In order to improve its offerings and garner more demand, it hoped to increase its customers' fleet uptime, as well as reduce its repair costs and service timeframes.

Our approach and solution

The organization wanted to leverage a telematics-based solution that could not only solve these problems but also collect valuable data that could be monetized and sold to third parties. Furthermore, it needed to be compatible with all vehicles in the customers' fleets, including those manufactured by other companies and/or connected by any third-party service providers.

We leveraged Microsoft Azure to design an end-to-end connected vehicle platform. Azure's IoT services use onboard devices to collect data from every vehicle in a fleet, regardless of manufacturer or installed telematics device. The platform supports 400,000 vehicles and manages about 1TB of data ingested every day. All of the data is then enriched with contextual information, stored in a universal format and made available to a range of telematics applications. This enabled the organization to proactively forecast issues and have replacement parts shipped to repair centers before they are needed, drastically reducing repair times.

Next, we developed a framework using Azure API Management and Service Bus that allows the organization to offer this data to ecosystem partners in real-time. The company previously relied on third-party providers for such data. Now, it not only creates its own data but also sells it to other trucking and logistics companies.

Microsoft Azure IoT Hub is the backbone of these solutions and leverages various Azure services, such as streaming analytics, data lakes, SQL servers and Bing Map location services.

Outcomes

Armed with telematics data, the organization is empowered to generate detailed vehicle diagnostic reports that predict faults. Systems can then take the necessary steps to mitigate those faults or plan required repairs proactively. These insights have allowed the company to achieve its goals of dramatically reduced unplanned downtime and shortened service and repair turnaround times.

Overall, these solutions have elevated the organization's position in a competitive marketplace, helping it transform from a leading commercial vehicle provider to a solution provider for its customers.

Results

\$66 million

in warranty costs savings anticipated in first two years

30%

reduction in unplanned downtime

73%

time saved in turnaround time for vehicle maintenance and repairs

Implementing a business-wide Microsoft 365 migration at JERA Global Markets to enable remote working during the pandemic

The challenge

Central to JERAGM's IT strategy is the decision to move its technology to the cloud and maximize the capability of Software as a Service (SaaS) platforms. They needed additional technical expertise and support to implement a new cloud-based platform and migrate their users. JERAGM's team, located mostly in Singapore, posed a unique challenge. With on-premises servers based in London, access to systems was subject to slow, high-latency connectivity issues. Working across different time zones made it difficult to provide on-demand technical support. All of this ultimately resulted in an unfavorable end user experience.

The COVID-19 pandemic amplified their challenges, with all users now required to work remotely. This increased the company's dependency on legacy VPN connections and pushed its existing communications and collaboration tools to the limit. Teams were utilizing a range of communications tools, none of which were mobile-friendly, introducing inefficiencies and security risks. The goal was to improve and regulate technology in use to facilitate better, safer collaboration and improve overall user experience.

Our approach and solution

The organization partnered with Contino, the cloud-native division of Cognizant, and implemented Advanced Azure Active Directory Security to ensure JERAGM was operating

securely and adhering to governance and compliance requirements. Contino also set up the mailboxes, mapped and migrated 3TB of mailbox data and worked with Mimecast to migrate 5TB of archive data. We planned and executed a full cutover to ensure all systems were fully migrated during a weekend migration period.

Since the implementation of Microsoft 365, all JERAGM users have a common set of reliable, enterprise ready communications tools that meet the industry's strict security and compliance standards. Simple tasks like setting up a meeting, collaborating with a team and sharing a document have gone from being difficult and time consuming to a fast, seamless process. The solution is highly scalable and future-proof, setting JERAGM up for success on the next phase of their journey.

We delivered a full Microsoft 365 migration which would enable JERAGM teams to collaborate securely and efficiently, while they continue to work remotely. We worked with JERAGM IT to implement a full Microsoft 365 service under E5 licenses, validate and test the solution, and migrate the user data from the on-prem system to the cloud. The key services delivered to end users were Outlook, OneDrive, SharePoint and Teams, all backed by advanced security and compliance managed in the cloud.

Results

2TB
of mail data migrated

5TB
of archive data migrated

4 months
to deliver a full Microsoft 365 suite solution and migrated all users remotely

Zero
down time

Transforming digital experiences for the UK's football players, workers and fans

The challenge

A governing body of association football in the UK needed a more human-centric way of helping players and fans find the information they needed, from teams to join, to matches to play in, to games to watch. The existing website provided a poor experience, as it was slow to load results and featured minimal personalization. This led to only 19% of the people who used the search tools actually returning to the site. Several other features suffered from similar usability issues.

Our approach and solution

The organization reached out to Cognizant for guidance due to our deep expertise in building scalable digital applications with the Microsoft Cloud. We discovered that some of its legacy applications were over a decade old, hindering the ability to unite people and maximize the impact of football on the public. It was clear that these applications needed to be modernized with AI and cloud technologies. Furthermore, this digital transformation served as an opportunity to further its mission of diversity and inclusion, as the new applications could reach people of all backgrounds and encourage them to join or follow a football team.

Cognizant designed a unified platform to replace the existing website, which used a confusing mix of multiple brands and an unintuitive user experience. The overall strategy consisted of five new products: a new site build, a new search engine, an automated content migration system, a personalized profile system, and analytics and dashboards.

We partnered with Microsoft to create a high-quality proof of concept (PoC) leveraging Microsoft Azure Machine Learning and AI. The PoC environment was built from scratch and was trained for three weeks to reach an accuracy of 90%.

After four weeks of success, Cognizant and Microsoft developed a new search platform that could address the legacy search function's problems, as well as define a foundation that could scale to new data sources. A single entity for any football-related searches was created from various personas that offered personalized recommendations. This was built with Microsoft Azure's learning-based search engine techniques and machine learning, which could drill down to a user's local and national events. Now, 86% of users can find and engage with local teams – a stark contrast to the incumbent's rate of 25%.

The new solutions are used by over 40,000 teams, and 1,700 teams have set up payment accounts for 80,000 athletes. The league management tool has generated 48 million page views and 2.2 million signups. And, as part of the client's diversity and inclusion efforts, 60,000 have joined a program that is designed to encourage young girls to play football. The organization now has a more direct relationship with athletes, workers and fans, and can better impart the benefits of football across the UK.

Results

86%
conversion rate for new search application
(up from about 40%)

280,000
unique views on the day of Euro's squad
announcements

28,000
new members acquired over a seven-
month period

Mercer-MacKay transforms from marketing agency to storytelling tech company with Dynamics 365



The challenge

Mercer-MacKay Digital Storytelling (MMS) is a marketing organization dedicated to the enterprise technology industry. The company hoped to transform from a more traditional professional services model to a technology-enabled model by creating an automated, self-service software solution. This platform would enable a larger number of customers to tell their stories and rapidly create compelling marketing assets. MMS envisioned a software solution that would encompass storytelling knowledge and best practices, and combine those with templates, dashboards and training modules to form a comprehensive digital marketing platform.

They were looking to release functionality in phases. However, the organization had limited budget and technical expertise to make the first of several planned software modules a reality. Curious about the possibilities of Microsoft Dynamics 365, MMS reached out to the Cognizant Microsoft Business Group to help find a cost-efficient solution that could realize this vision in just eight weeks, minimizing the length and cost of the build phase.

Our approach and solution

The Cognizant Microsoft Business Group began by building a custom portal on Microsoft Azure while integrating Dynamics 365 Sales and Dynamics 365 Marketing as well as two Microsoft Power Apps. By combining these solutions, we came in on budget, reduced the original timeline by 80 percent and eliminated the agency's monthly subscriptions for services. Microsoft Power Platform was used to automate processes, while machine learning solutions analyzed raw datasets from a data lake. Manual data analysis was evolved and

accelerated to enable a standardized level of automation. This system yielded correlations that helped Mercer-MacKay's creative teams and their clients uncover insights to form compelling messaging around their offerings and compose powerful award submissions.

We leveraged Dynamics 365 to customize the user interface for Mercer-MacKay's platform to create the optimal user experience. The Cognizant Data Modernization framework helped MMS transform its multiple data platform services rapidly and cost effectively into a unified system powered by the Microsoft Cloud and AI. Clients can now upload documents, define the parameters of their storytelling project and put all their ideas in one place. The agency can, with the click of a button, aggregate all relevant data and form a story based on the output.

Outcomes

Mercer-MacKay now has the scalability to expand beyond a professional services model. Team members and customers can now collaborate online and access all relevant information and resources for their marketing projects. The MMS marketing team can now accurately measure email campaign engagement.

The customer wins include a recent five-figure contract for video services. In the first nine months of going live, storytelling and writing services grew by six figures across 300 new customers. Dynamics 365's outbound marketing processes boosted traffic and engagement by more than 250%.

Results

\$200,000

opportunities closed for MMS award writing services

\$100,000

in opportunities closed in other marketing services for clients who found MMS through the portal

100+

new clients registered on the portal

Keeping a leading retailer's tech running while reducing its carbon footprint

The challenge

One of the United States' largest retail grocers decided to align its own emissions reduction targets with those of the Science Based Targets initiative (SBTi) and the United Nations' Paris Agreement. The organization determined that a major contributor to its carbon footprint was the frequency at which its field service technicians had to drive trucks to various retail locations. These technicians diagnosed and serviced malfunctioning in-store technology, such as point of sale terminals, desktop computers, barcode scanners, chip readers and networking devices. Due to the fact that the technician was the one diagnosing the problems, they would often have to order a replacement device or part, then return to perform the service once it arrived, adding to the emissions generated by the service truck fleet.

Our approach and solution

Cognizant's enterprise IoT experts proposed a self-healing system that would regularly connect with devices of all types, monitor them for issues and automatically advise on next steps if problems arose. Hardware covered would include digital scales, printers, modems, sensors, universal power supplies and more. The solution would address the client's carbon footprint concerns, but we also saw an opportunity to increase the efficiency of both the help desk and the technician team by eliminating or reducing the need for on-site visits. We also aimed to improve customer service and employee morale by reducing equipment downtime.

Cognizant designed a Microsoft Azure application to ingest, analyze and execute auto-healing logic based on the data sent back from the devices. Meanwhile, ServiceNow autonomously assigns service tickets when a problem requires a technician. And by preemptively flagging issues before a device fails, the retailer can schedule on-site field service to cover multiple issues in one visit, further reducing travel emissions.

To create the model for our Azure application, we reviewed volumes of historical events, logs and incidents, which helped us better understand the client's system. From this data, we were able to correlate the cause and effect of the most common device failures. The more problems that arise and are analyzed, the more the model learns and better predicts errors.

In concert with the client and the Microsoft account team, we constructed a carefully developed proof of concept (PoC) to implement the system in a smaller manner and test key dimensions of the final system design. The lab implementation of the PoC helped stakeholders envision the solution in a more tangible way and make iterative improvements. Upon rolling out the solution and connecting to 60,000 devices, Cognizant has been able to cut service visits, shrink the client's carbon footprint and save the organization tens of thousands of dollars per month.

Results

\$50,000

per month saved

\$850,000

projected savings by 2023

500

service visits per month eliminated

60,000

store devices monitored

An imaging technology leader gets a clearer view of its data

The challenge

A global leader in imaging technology and managed print services wanted to embark on a digital transformation journey, with the objectives of market expansion, increased speed to market and reduced resolution time from incident to engineering change. The organization was hindered from reaching these goals by its lack of timely visibility into operations and siloed data sources, which also contributed to its difficulty in rapidly adjusting to changing business conditions.

Our objective was to build a modern data foundation to support multiple enterprise applications across the business, enable rapid use case deployment and provide advanced intelligence capabilities that would drive business growth.

Our approach and solution

We phased out the organization's multi-cloud architecture in favor of a unified solution leveraging Cognizant BigDecisions® platform on Microsoft Azure. This enabled the company to scale up and scale out easily, eliminating the need to orchestrate across multiple IT service providers. A unified infrastructure and orchestration also reduced the complexity and volume of integrations and recurring costs.

We integrated hundreds of terabytes of data from AWS and internal sources to Azure Data Lake using Cognizant BigDecisions®. This provided a stronger foundation for data catalogs, business glossaries and data lineage as well as increased data trust and availability for reporting and analytics. Self-service capabilities have also enabled the creation of data sets for specific needs, providing improved business intelligence and insights.

To further aid in business intelligence, we deployed comprehensive analytics solutions using Azure HDInsight. This data was visualized in dashboards and automated reports via Microsoft PowerBI, helping the organization get a sense of business conditions in a timely manner and adjust course as needed.

Outcomes

This new platform addresses the organization's end-to-end needs for data processing and real-time data ingestion. Automation helps to accelerate these tasks, which not only reduces costs, but also leads to faster time to market. The platform is also well equipped to seamlessly deliver advanced analytics capabilities through its scalable data sciences module. This will help the organization stay apprised of trends and inform decision-making processes.

We were able to quickly deliver improved product lifecycle management and operational intelligence, driving faster adoption of the solution and a rapid contribution to revenue growth.

Results

\$2.38 million

cost savings in first 3 years

55%

end-to-end automation savings

33%

acceleration in product delivery time

40%

reduction in manual tasks, leading to faster time to market

A global beauty & cosmetics retailer gets a glow-up with Azure's full stack

The challenge

In 2016, our client's CIO had a vision to migrate 50% of the organization's datacenter infrastructure to Azure by the end of 2020. The CIO knew that leveraging cloud would be key to their future success and wanted to get ahead of the curve. At the time, the company – a leader in makeup and skincare products – was operating with on-premises datacenters along with a single cloud datacenter.

In 2020, COVID-19 presented additional challenges, which led to fiscal reductions throughout the company – including IT spending cuts. The client needed to adjust to this new budget without sacrificing the stability of its cloud workloads.

Our approach and solution

Microsoft Business Group's Managed Azure operations team started by designing and managing proof of concept solutions for mission critical elements like SAP and C2M. Eventually, the client's vision outstretched the capabilities of its internal IT teams and its other external vendors. As Azure experts, we expanded our role to fill that need, replacing the incumbent primary cloud vendor.

We spearheaded the Azure migration and helped the client adopt its full stack of services, matching business requirements to those capabilities. With this technology in place, we were able to build modern solutions, such as an augmented reality app that lets customers try on virtual makeup products.

Knowledgeable operational management of the cloud and the use of DevOps practices were key facets of this engagement, as the client needed an Azure-native team to test and maintain the environment. We streamlined the Azure landscape, only using first-party solutions, and made management workflows simpler and more reliable.

To offset the challenges imposed by the global pandemic, we designed an interactive method to further optimize the cloud environment. Focused on stability and rooted in agile principles, we implemented management tools, reporting and automation methods that enabled long-term cost optimization. These efforts will save the company millions annually, without taking a toll on cloud performance.

Outcomes

The client transformed from a traditional environment to a fully outfitted and scalable Azure solution. This enabled the client to migrate its workflows, apply streamlined governance and expand its internal capabilities as well as provide differentiated and loyalty-building customer experiences.

The organization also benefited from the ability to scale quickly – going from a single cloud datacenter to nine global Azure datacenters in just two years – and can now better support its global business. The client has seen a large expansion in the East Asian market thanks to this approach.

In addition, our cost optimization efforts provided a collaborative model for short, medium and long-term savings, helping the organization achieve financial control and more effectively use its IT budget. This will be important in the future, as we will continue to work with the client to shift, modernize and scale its Azure cloud.

Results

80%
reduction in backlog of incident tickets

45
virtual machines migrated, mitigating 2008 EOS security and financial exposure

82
Azure cloud services now enabled and used by the client

45
client applications delivered in all SDLC lifecycle environments



Empowering citizen developers with a Microsoft Power Platform center of excellence

The challenge

The concept of citizen developers can be a gamechanger for organizations of nearly any vertical market by driving innovation, rapidly solving business problems and doing so in record time. However, citizen developers often build solutions without governance or security in mind. They may not document correctly, and if they leave an organization, their applications can become abandoned, creating process and function gaps. Enterprises certainly want citizen developers – they want to empower business users, cut costs, innovate and take the burden off of IT – but they also need a better way to manage them.

Our approach and solution

The Cognizant Power Platform Center of Excellence (CoE) Foundry was created to address these issues and empower organizations with a scalable and pay-as-you-go Development-as-a-Service offering. Adhering to a highly optimized execution methodology, we help skilled and certified talent develop solutions that drive business forward. With these reusable frameworks and a proper governance model in place, the platform can be standardized in line with an organizations' security and compliance policies and enable citizen developers to create and deliver Microsoft Power Platform solutions.

Cognizant designed the Power Platform CoE Foundry so that organizations can leverage the platform to take advantage of its reusable frameworks, libraries and best practices. These tools help clients improve their ability to complete tasks quickly and with high quality. The Foundry reimagines the development of Power Platform solutions to deliver industry standard applications in a low cost, highly maintainable model.

It's also easy to scale and will automatically meet short term spikes in demand. We provide time- and cost-effective workflows, as the model provides for a team of resources who have all the necessary skills, tools and experience. The costs are fixed, and projects can be started within two weeks of approval. Knowledge is vested within the team and is documented and easily transferrable. The Foundry is responsible for staffing and for utilization and management of resources.

The Cognizant Power Platform CoE Foundry is applicable to any industry. What makes it unique is that it allows for virtual teams to expand and contract due to budget fluctuation, marketing demands or economic factors.

Results

60%+
reduction in backlog of incident tickets

70%
manual effort reduction through automation

\$20,000
minimal savings realized per application



The Cognizant Microsoft Business Group raises the standard for cloud modernization and beyond

We provide end-to-end Microsoft-centric cloud solutions that leverage our extensive experience and IP to deliver constant innovation and business value to Cognizant clients. Whether a platform native, multi-cloud or hybrid-cloud environment, we meet you where you are on your cloud modernization journey. Our proprietary GO Digital Operating Model is designed to help you rebalance your people, processes and technology to maximize the business value of your investments on the Microsoft Cloud platform.

For more information about the strength of our partnership with Microsoft, or if you wish to learn more about our client success stories, visit mbg.cognizant.com



About Cognizant

Cognizant (Nasdaq-100: CTSI) 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 @Cognizant.

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
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) 44 4209 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: + 65 6812 4051
Fax: + 65 6324 4051