

ZHAW/Cognizant Partnership

Reasons and Goals for a Fruitful Co-operation

VSE/ZHAW Conference, Prague
September 12th, 2012

About Cognizant

Cognizant is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work.



www.cognizant.com

- **Strong relationships** with 785+ active customers worldwide; 46 of Fortune 100
- **More than 90%** of annual revenue from existing clients
- **Three-tier global delivery model:** Unique blend of onsite, near shore and off shore resources

Company Highlights

Leading Global Service Provider

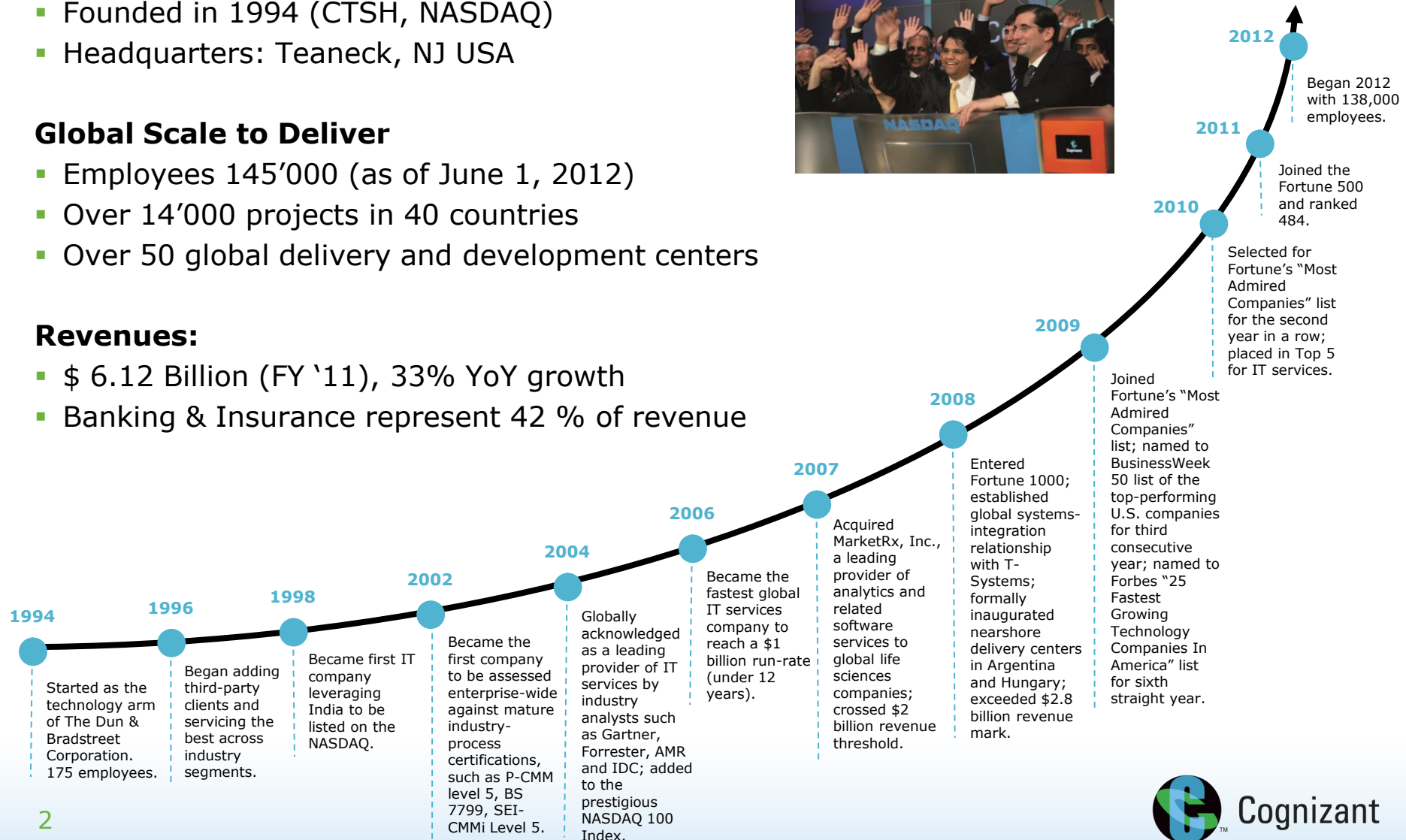
- Founded in 1994 (CTSH, NASDAQ)
- Headquarters: Teaneck, NJ USA

Global Scale to Deliver

- Employees 145'000 (as of June 1, 2012)
- Over 14'000 projects in 40 countries
- Over 50 global delivery and development centers

Revenues:

- \$ 6.12 Billion (FY '11), 33% YoY growth
- Banking & Insurance represent 42 % of revenue



The Cognizant Difference

Client-First Mindset

A Client Partner is placed with your team onsite to ensure seamless alignment. The Partner is then paired with a senior Cognizant Delivery Manager, near shore or offshore, it forms our “Two-in-a-Box” client engagement model.

Talent

Our business sensibility and IT knowledge are unrivalled. Many of our senior people originate from the businesses we serve, so we’re able to offer deep experience across almost all major industries.

Uncompromising Standards

Because our culture is values based, you are assured of the highest ethical standards of integrity, transparency and corporate governance.

Financial Success, Sound Management

We’re a U.S.-based, publicly traded company recognized by major business media (BusinessWeek, Forbes & Fortune) for sustained industry-leading growth. Our CEO was ranked among the top three in IT services by Institutional Investor magazine.

Integrated Services Portfolio

Our tightly integrated offerings are tailored to each client’s requirements and span the services spectrum – from Application Development/Maintenance and IT Infrastructure Management through to Strategic Consulting and industry-oriented Business Process Outsourcing.

Industry Leading Growth

Our growth has primarily been organic with a few strategic acquisitions. Our annual revenue in 2011 of \$6.12bn was up 33.3% from the previous year.

Innovation

Built on the latest Web 2.0 technologies, our new Cognizant 2.0 global delivery platform enables our workforce, business partners and clients worldwide to work as one. This enables sharing of expertise and insights and collaborating more in real time to achieve superior results.

Born Global

Working with us, you can more effectively virtualize and globalize your business. With European headquarters in London and Amsterdam and initial operations in India, our roots are global and combine the best of the East and the West.

“Future of Work” as a Major Change Driver

Future-of-Work (FoW) Drivers

Globalization

means companies can now access expertise, capabilities, customers and resources anywhere they wish

Virtual workplace

contains platforms of collaboration that are enabling real-time teamwork between project members regardless of time or place

Globalization

The New World of Business

Millennial

The New Worker

Virtual workplace

The New Way to Work

Leverage Technology

The New Technology

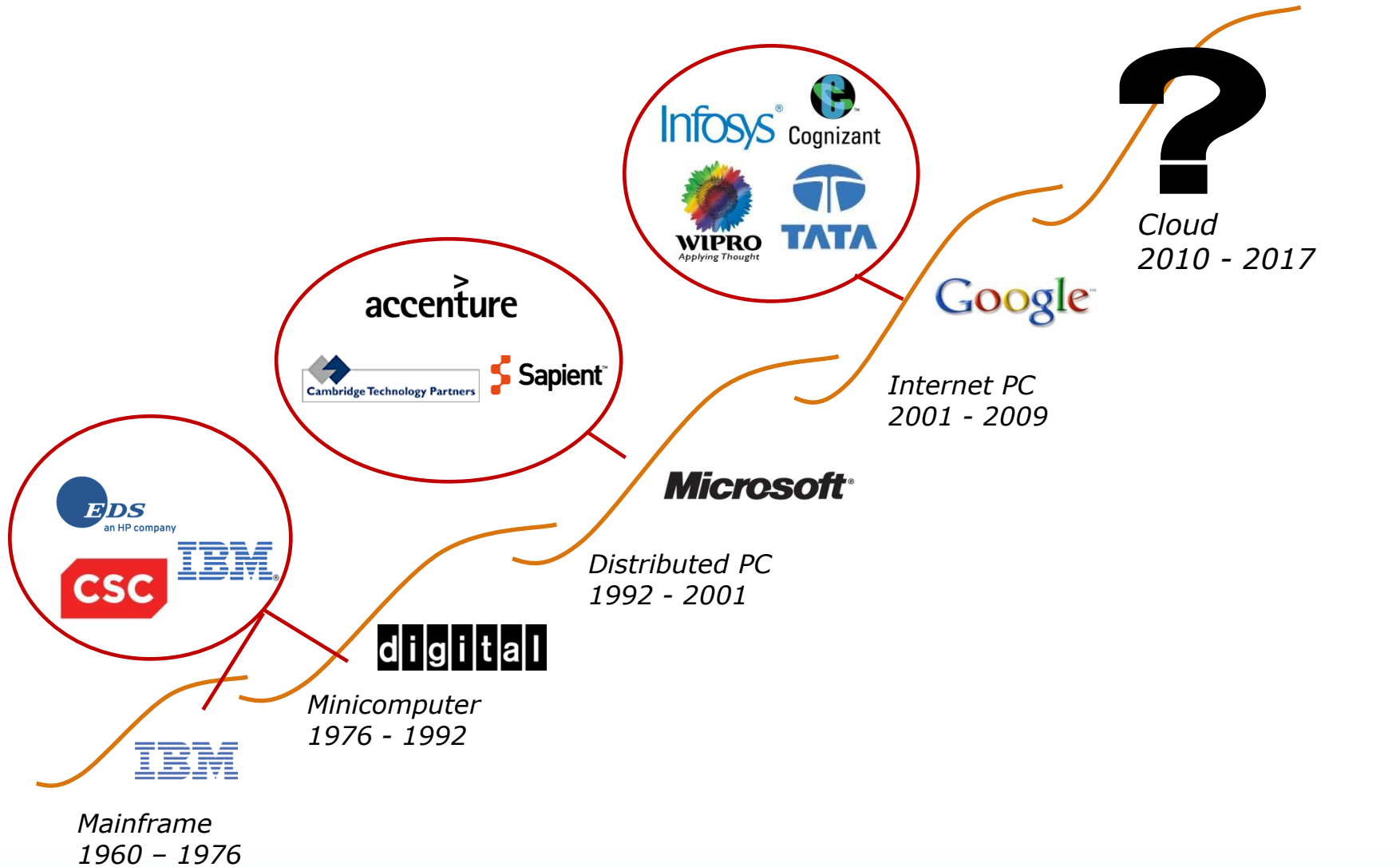
The **Millennial** generation is reshaping how business is conducted both inside (as employees) and outside of the organization (as customers)

Leverage Technology

is about Cloud, mobility, social tools and broadband evolution enable a transformative new computing and delivery model

Leading companies like Cognizant act upon these forces in order to capitalize on these business dynamics

The IT Industry at a Transition Point



Transition Challenges

Outside-In Issues/Questions

- On which curve to focus attention...and how much?
- Are clients sure about their current and future needs?
- Do revenues in emerging areas move the needle? And when?

Future

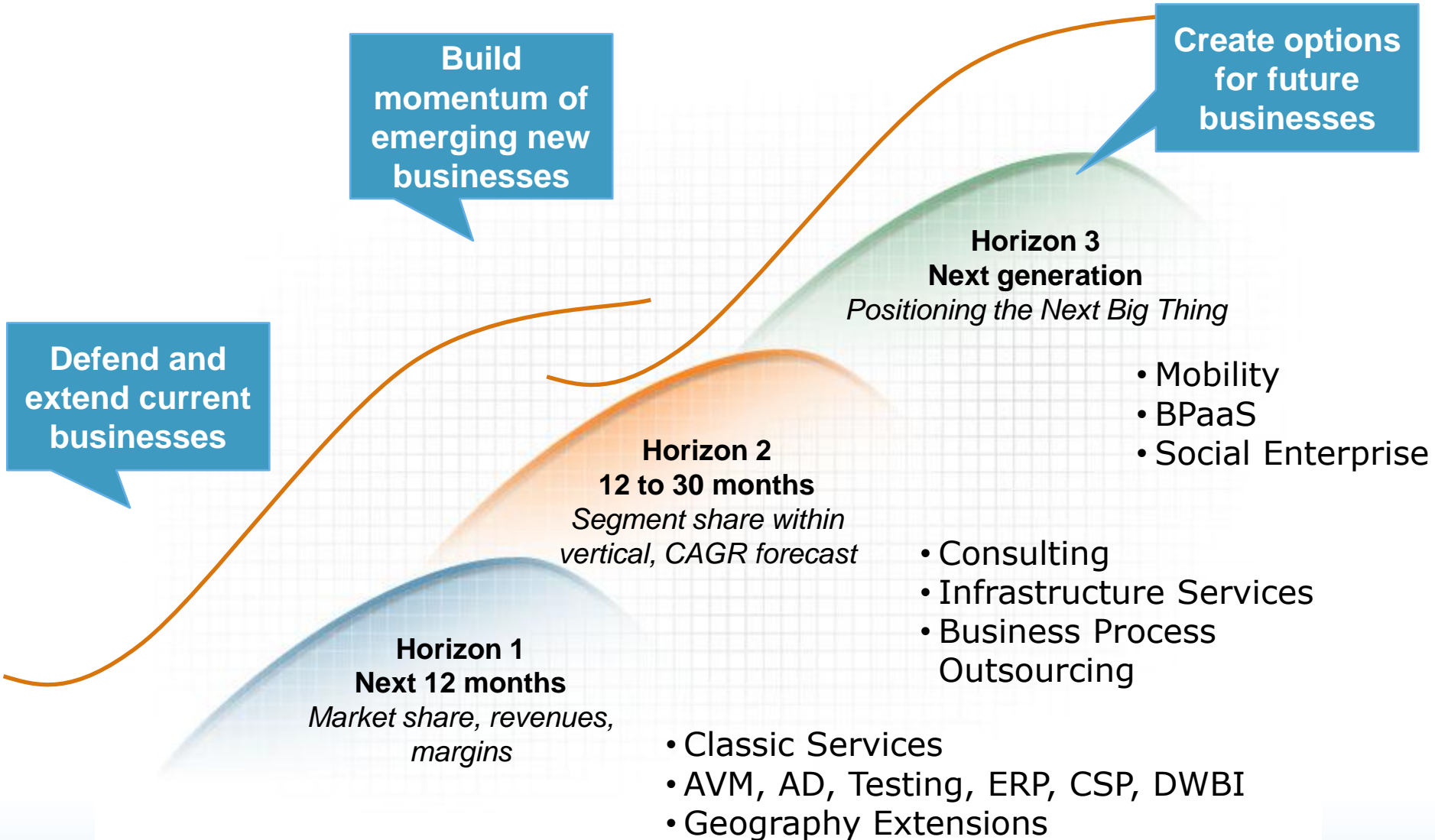
Present

Past

Inside-Out Issues/Questions

- How to adapt the traditional org model for new services?
- How to balance conflicting priorities between traditional and new services?
- How to deal with the Innovators' dilemma?
- Can all the people make the transition?

Our Approach to Manage the Transition



Resource Shortage as a Key Issue

- The shortage of resources in the ICT area has dramatically increased in the last few years.
- The same is true for the old EU countries , and the new members cannot fill the IT talent gap today and in the long run.
- This trend will further accelerate as the future demand will exceed the supply by far.
 - According to research from IDC und Empirica for the European Commission, Europe will – depending on the Scenario – lack some 670.000 IT workers by 2015.¹⁾
 - According to an IDC Study for Microsoft, less than 10% of the jobs overall will need ICT know how in 5 years.²⁾
- The attractiveness (and perception) of IT careers has significantly decreased in the last years.

Sources

¹⁾ IDC/Empirica : Anticipating the Development of the Supply and Demand of E-Skills in Europe 2010-2015 (2010)

²⁾ IDC (Microsoft): Post Crisis: e-Skills Are Needed to Drive Europe's Innovation Society (2009)

ZHAW/Cognizant Partnership - Goals

- To actively support the different initiatives to increase the number of IT experts in Switzerland
- To change the perception of the IT profession – from a „techie“ to a key leader of transformational change in the economy
- To exchange information between the „Academia“ and IT companies in Switzerland – to the benefit of both
- To provide students practical insights in their later job environment
- To learn from the students

Major Building Blocks of the Partnership

- Study Tour to India
- Case Studies (Best Practices)
- Bachelor/MBA Projects Support
- Integration Modules
- ...and more to come...

Example: India Study Trip

- Understanding of global IT and BPO Offshoring industry
- Understanding India's importance as one of the key players within the industry
- Showcasing practical IT and BPO cases in different industries to address theories studied at the University
- Experienced how international projects are operated and how to manage the interfaces of global impact
- Learning how to manage effective relationships with clients and partners, such as UBS, Microsoft and SAP
- Develop personal and intercultural competencies



Results so Far

- The co-operation with ZHAW has been very succesful so far in terms of:
 - Getting Academia viewpoints on certain topics
 - Receiving valuable advise from individuals or student groups related to real life case studies
 - Having access to the „Next Generation of Workers“
 - Positioning Cognizant as an Employer of Choce
 - Creating strong brand awareness outside the IT Industry

Conclusion

- We see a strong benefit from the Partnership with ZHAW.
- We are committed to continue/expand the Partnership to the mutual benefit of both parties...and our clients.

Thank you!

For any questions please contact:



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