



Fortune 10 auto manufacturer enables greater collaboration by deploying assetSERV™ worldwide

Cognizant's assetSERV has become the single source of truth for marketers across 10+ brands globally

In 2011, a leading global auto manufacturer launched an effort to drastically improve the efficiency of its 11,000 agency, employee and dealer marketers around the world. During this large-scale business transformation, the customer reduced its advertising vendors from over 70 disparate agencies to two primary agencies, and sought to streamline the use of thousands of marketing assets by selecting a digital asset management (DAM) solution. This asset consolidation and controlled distribution were critical for future success.

As part of the agency reorganization process, the automaker and its agencies launched separate selection processes for the ideal DAM platform. The solution had to be a secure, robust SaaS solution that would scale and deliver an exceptional user experience. The application would eventually serve as a catalyst for future innovations to integrate dealers, customers and devices. After a thorough review process, both

AT A GLANCE

The client sought a solution to be the single asset source globally across 10-plus brands, enabling all users to quickly search for, download and customize approved marketing materials, rather than duplicate creative efforts. The client chose Cognizant's assetSERV platform for its scalability, user experience and security.

Results:

- By reusing assets made available in assetSERV, the automaker will save tens of millions of dollars over the next three years in agency and production costs for centralized and regional marketing, dealers and retailers.
- By examining an audit trail of asset usage (for example which assets were reused, when and how often by which geography) marketing executives gain insights which enable them to adjust and redirect the upcoming year's investment in content creation.
- Over 11,000 users in 100-plus countries currently use over 15TB of marketing content.

selection groups identified assetSERV as the ideal solution.

“assetSERV provided recommendations for design and implementation, as well as a proof of concept.”

The selections teams agreed that assetSERV's capabilities for storage, management, and secured access of assets would provide the flexibility and security needed for such a large and distributed user base.

assetSERV sought the input of agencies, employees, dealers and retailers worldwide in order to implement and configure the most important features of the service. The resulting solution is now the core repository for all of the client's global assets. assetSERV now connects all business and marketing teams on a single platform, ensuring consistency and collaboration among company stakeholders around the globe.

Easy Access to Assets Saves Time and Money

assetSERV hosts hundreds of millions of dollars in assets for the customer. Employees and partners access these pieces over 8000 times a day globally as they develop advertising campaigns for their local markets. The reuse and customization of existing assets, including graphics, voiceover and video, rather than paying for the creation of new content each time, saves the company and dealers countless hours and hundreds of thousands of dollars per year. Additionally, as each brand uploads new assets, dealers are notified automatically so that they can instantly review and utilize the content in upcoming campaigns.

For the end user, it is essential to be able to find and download needed assets easily and quickly (and, in permitted scenarios, upload assets as well). assetSERV includes a robust engine to ensure optimal performance in these large searches, and the hierarchical metadata structures with defined taxonomy delivers a rich and satisfying experience for the users. Assets are available to users anywhere in the world, on any device, to serve every marketer whether in Shanghai or Sydney.

Proper Asset Handling Has Company-Wide Benefits

The client's administrators also benefit from the flexible reporting and asset management options within assetSERV. For example, the enhanced asset lifecycle management component defines varied asset availability across different audiences and timespans, such as:

- Dealers may only see particular assets published for their area during the defined life of a campaign.
- Assets may be published so that they are not visible by a specific user group, (e.g., retailers or dealers).
- Archived content can only be managed by asset managers or administrators - end users cannot view archived content without specific permission.

assetSERV is at work around the world 24x7 for this global automotive customer, securely managing thousands of digital assets and delivering compelling content for use in local markets in real-time.

Learn More

To learn more about Cognizant assetSERV, visit us at www.assetSERV.com or contact us at assetSERVCustSolns@cognizant.com.



ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), 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. With over 100 development and delivery centers worldwide and approximately 218,000 employees as of June 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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