

Cognizant deploys assetSERV™ across its global enterprise to manage thousands of digital assets

assetSERV streamlines digital asset management for hundreds of users

Cognizant, a global leader in information technology consulting and business process outsourcing services, had been investing aggressively in the brand while developing numerous marketing and creative assets. All of its digital assets were on external hard drives, and in different forms of variation and updates. As the number of assets grew, the company would use e-mail and as many as half a dozen file transfer sites at a given time to distribute the assets both internally and externally.

Looking to eliminate inefficiencies and streamline its global digital asset management platform (DAM) processes, the company evaluated a number of solutions. It decided to deploy assetSERV™ Digital Asset Management Platform – a cloud-based-pre-configured platform backed by Cognizant's IT consulting and delivery services. With its seamless, intuitive user experience, scalability, and unlimited-file-sharing capacity, assetSERV is ideally suited to the company's growing global marketing needs. The assetSERV team provided leadership and

AT A GLANCE

Cognizant needed a solution to manage its assets across its global operations. After looking at numerous solutions, the technology consultancy chose to implement assetSERV™ Digital Asset Management for its global scalability, its ability to handle unlimited digital assets with no restriction on file size, and the seamless, intuitive experience it provides. “

Highlights of the assetSERV project:

- Cognizant deployed the assetSERV Digital Asset Management Platform globally to users across multiple sites, creating a central repository for uploading, downloading, and managing assets.
- Cognizant's in-house assetSERV specialists provided a centralized, rapid, and seamless implementation.
- Dynamic scaling within assetSERV ensured that the rapid deployment would proceed smoothly.

AT PRESENT

After just six months, over 2,000 assets are available to more than 150 users worldwide.

collaboration throughout the three-month technology deployment and asset migration.

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assetSERV is customizable to how our team works, streamlines workflows, and securely manages all of our digital assets.

Robert Painter
VP, Cognizant Corporate Marketing

The team set up assetSERV communities segmented by departments and implemented an automatic alert system to update expiring assets –ensuring a single source of truth for all users.

The assetSERV platform enabled the company to easily upload and download assets with no restriction on file size, and provided one centralized repository for all its assets. The company is now able to coordinate and collaborate with teams across different countries and time zones, and manage files across the globe.

What started in June 2014 with seven users ended the year with 150 users – a nearly 2,000% increase in active users. The company closed the year with almost 2,000 assets on its marketing gallery – assets that could be managed, shared, and updated with consistency, to drive better brand performance in the global marketplace.

“We looked at DAM solutions for years. We finally chose assetSERV over other options as it provided us the end-to-end DAM features that we really needed. But the additional benefits of having a skilled assetSERV

services team ready to go is what made it possible for us to maximize our use of this powerful solution,” says Robert Painter, vice president, Cognizant Corporate Marketing. “assetSERV is customizable to how our team works, streamlines workflows, and securely manages all of our digital assets. And we have the ability to quickly scale as our global team grows.”

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: CTSI) 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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