

## Company Introduction



## Cognizant is a Premier Player

- US based company, HQ: New Jersey
- Founded in 1994 by Dun & Bradstreet Corporation
  - Focus on Large-Scale and full lifecycle software projects
- Publicly traded US corporation – NASDAQ:CTSH since 1998
  - Included in the S&P Mid-cap 400 Index
- Strong Organic growth
  - Expanded from 50 software professionals to over 14,200
  - 12 Offshore centers and 1 near shore delivery center

- Highest rating among offshore vendors – awarded by Gartner & identified as Leader by Meta Group
- SEI-CMMi Level 5, P-CMM Level 5 and BS7799 certified enterprise-wide



Forbes No.1 Small  
Company of the Year for  
2003, 2004



Project Chrysalis

Project Force Feed 

Project Media Dynamix

Won Computerworld Smithsonian Honors Program 3 years in-a-row for developing best-in-class solutions

# Representative Customers

**MetLife**



**ADP**



**CBS**



*The Regence Group*

**Safeco**



**RadioShack**  
CORPORATION



INFORMATION  
SERVICES INC.



NIELSEN MEDIA  
RESEARCH

**PACIFIC  
EXCHANGE**  
STOCK & OPTIONS



**CREDIT  
SUISSE**



CENDANT

**SEARS**

**UnitedHealthcare**

A UnitedHealth Group Company



JOHN DEERE

**PREMERA** |

BLUE CROSS

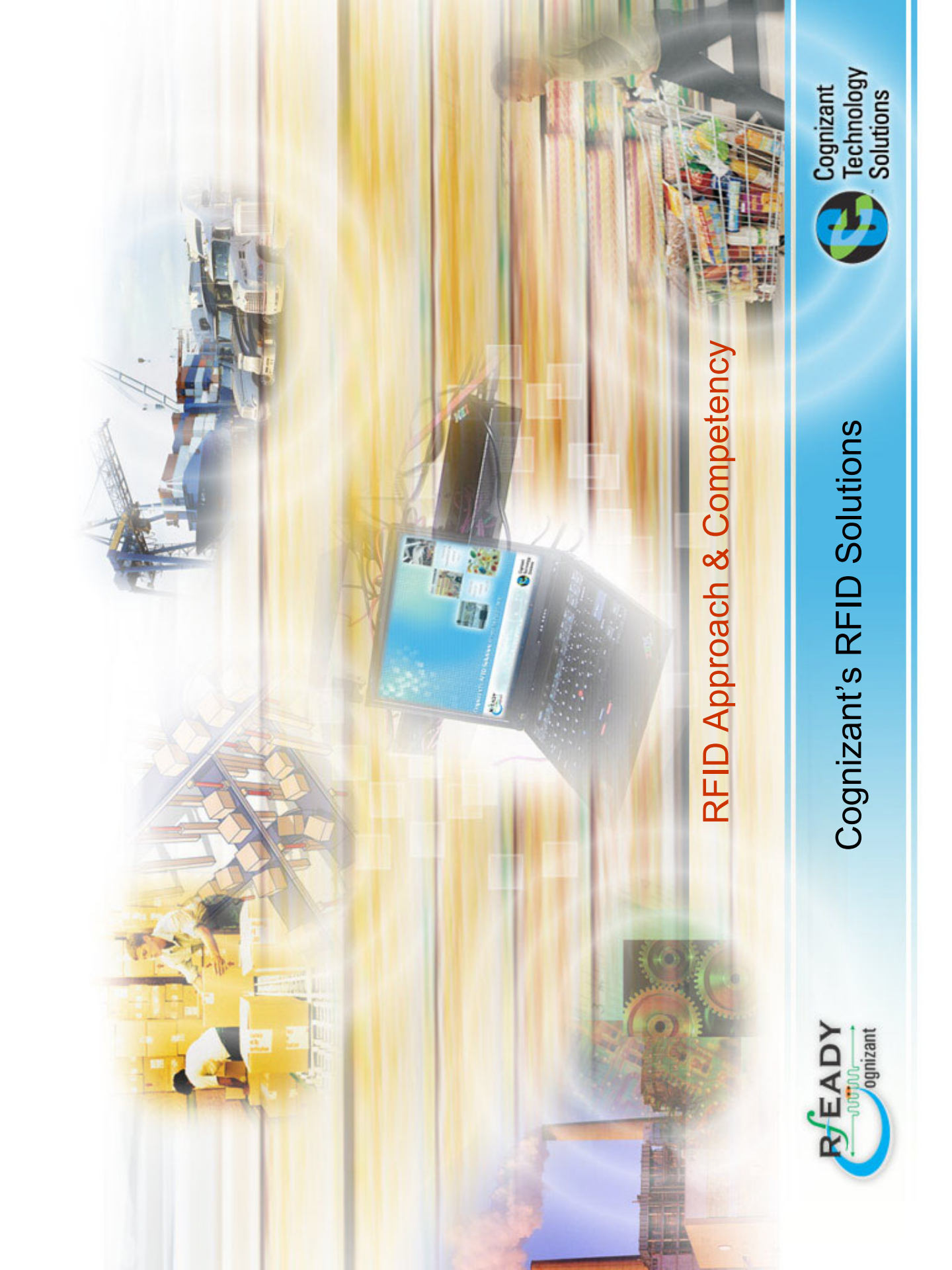


ROYAL & SUNALLIANCE  
FINANCIAL SERVICES

**Hewitt**

**Schwab's**



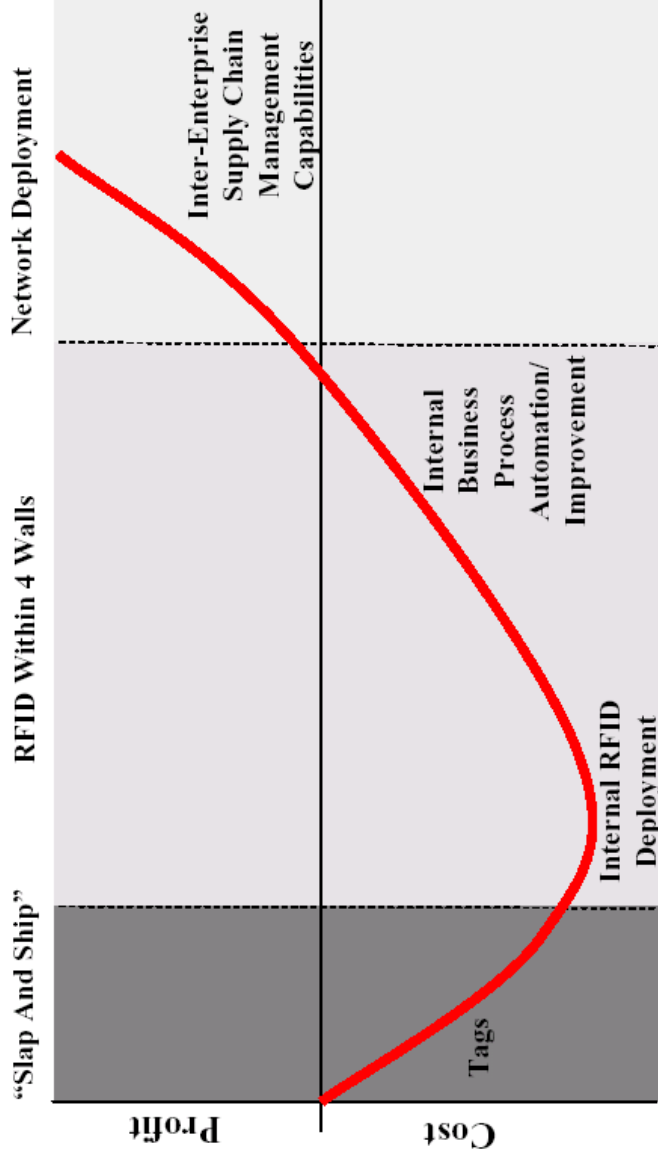


# RFID Approach & Competency



Cognizant's RFID Solutions

Cognizant → *Developing Supply Chain Opportunities* ← Client



*Early Investment and Path to Growing Returns*

*Vertical Focus*

*Collaboration*

*Leveraged Solution*

## Summary of Cognizant RFID Service and Solution Competency

### **Business Support**

- ❑ Business Assessment and ROI Modeling
- ❑ Simulator (Exercise your operation in use of RFID to include flow of your products, specific edge and enterprise technologies and data volumetrics that allows for modeling your operation without risk {unique in the industry})
- ❑ Pilot (Test of your operation prior to implementation; establishes visibility of performances and provides a forum for education)

### **Technical Center of Excellence located in Calcutta, India**

- ❑ Develops and tests applications at low cost
- ❑ Provides a 24x7 accelerated delivery opportunity
- ❑ Customizes RFID applications that fit your operation needs

### **Solution and Training Center for Vertical Solutions located in Chennai, India**

- ❑ Configures and exercises performance of specific industry solutions prior to introduction
- ❑ Operates as training center for Cognizant staff in RFID integration and implementation practice

### **Applied Solution Center located in San Ramon, California**

- ❑ Works with key vendors to exercise integrated solutions
- ❑ Prepares business demonstrations and pilots for RFID introductions to business
- ❑ Provides architectural guidance for RFID solution design
- ❑ Works with partners in product and service offerings

### **End-End RFID Application – rEADY (“Middleware”)**

- ❑ Interfaces with all leading RFID vendor products,
- ❑ Manages and performs item, case, and pallet reads
- ❑ Accepts your variable product types, velocities, and forms
- ❑ Organizes your product data as it is read and matches it against a manifest, “closed-loop” system; alerts, reports and handles errors
- ❑ Filters the data according to your specifications
- ❑ Parses the data to form essential and useable information via your criteria, to be passed on to your company enterprise systems
- ❑ Includes user modeling and tool sets

### **Expert Staff – Competent RFID Involvement and Leadership**

- ❑ Our business practice enables solutions for retail, manufacturing and logistics to include the apparel industry.
- ❑ We lead development and implementation of applied RFID solutions
- ❑ We publish RFID articles, participate on panels and participate in RFID forums and events
- ❑ We provide pilots, test environments and solution centers,
- ❑ We work directly with our clients as advocates

### **Established RFID partnerships with SAP, IBM, Microsoft and leading RFID vendors**

**Retail Supply Chain**

□ Test Center in Ft. Worth, Tx with major distributor and 50 suppliers

- Create RFID visibility – stimulate communication & coordination – distributor & 50 suppliers (1<sup>st</sup> tier Wal\*Mart & 2<sup>nd</sup> tier Wal\*Mart)
  - Test new technologies and performances in a pilot, leading to follow0on implementation both for distributor and suppliers
  - Simulate loads and operation
  - ROI cost of case and pallet labeling
  - Test data interfaces
- Advisory to a number of large US retailers as to approach
- Operational Review and Assessment; ROI
  - Simulation of end-end operation
  - Pilot

**Logistics and Transportation**

- Trucking
- Cross-Docking operation
  - Interface of labeled products with intermodal trailer tracking
  - Yard Management
  - Maintenance Parts – Inventory and monitoring (especially where the rubber meets the road)
- Shipping
- Low-Cost Tracking
  - Redeployment
  - Security

**Manufacturing**

- Production Tracking
- Depot Pickup & Delivery Management of Products

**Pharma**

- Regulation Compliance – ePedigree – Tracking Drugs End-End
- Date Monitoring & Tracking (Pick & Pack)
- Gaining QA Efficiencies

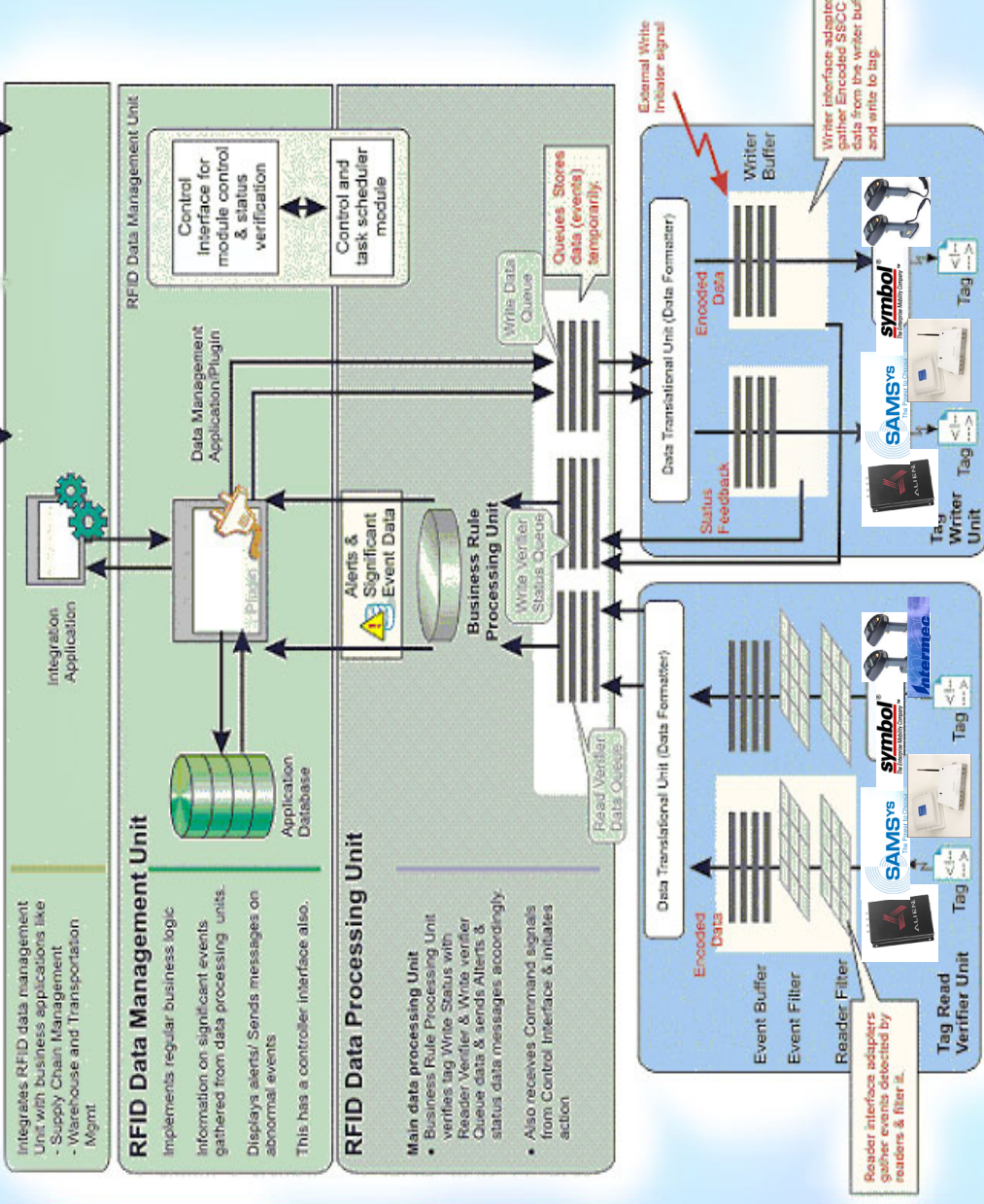
**Restaurant Management**

- Service Performance
- Table Turns



- **Getting Started**
- *RFID Assessment & ROI*
- *Simulation*
- *Pilot (Proof of Concept)*
- Feasibility/Measurement
- Implementation Plan
  
- **Physical Performance**
- Layout & Design
- Implementation
- Performance Testing
- Measurement
  
- **Information Performance**
- Data Requirements
- Simulation Operations
- Layout & Design
- Implementation
- Integration Testing
- Measurement
  
- **Leveraging RFID in Operation**
- Targeted Efficiencies
- Physical Entity Processing
- Informational Entity Processing
- Support
  
- **Leveraging Supply Chain Service**
- X-Chain Requirements
- Partner Implementation
- Facilitation & Testing; Support

## Enterprise: WMS/DBMS



Control Module: Controls Start up and shut down activities remotely & checks health status of each module



## Cognizant's Middleware

- Distributed Layered Architecture with plug

### Unit Controller

- Capable of configuring & controlling RFID middleware components locally

### Data Simulator

- Emulates real-world behavior of readers, antenna fields and tags from several major

### Application Adapters

- SAP Integration adapter
- Adapters for legacy systems using MSMO

### RFID Centers

- RFID Competency Center and RFID Lab (Kolkata, India)
- Cognizant RFID Solution Center (San Ramon, USA)

## ✓ **Process built from early learning and feedback**

- Cognizant's Rfeady process is based on a long term vision

## ✓ **Quick start Pilot with no investment in hardware**

- In-house middleware, SAP Adapter, Data simulator

## ✓ **Get a flavor of broad-base RFID Network**

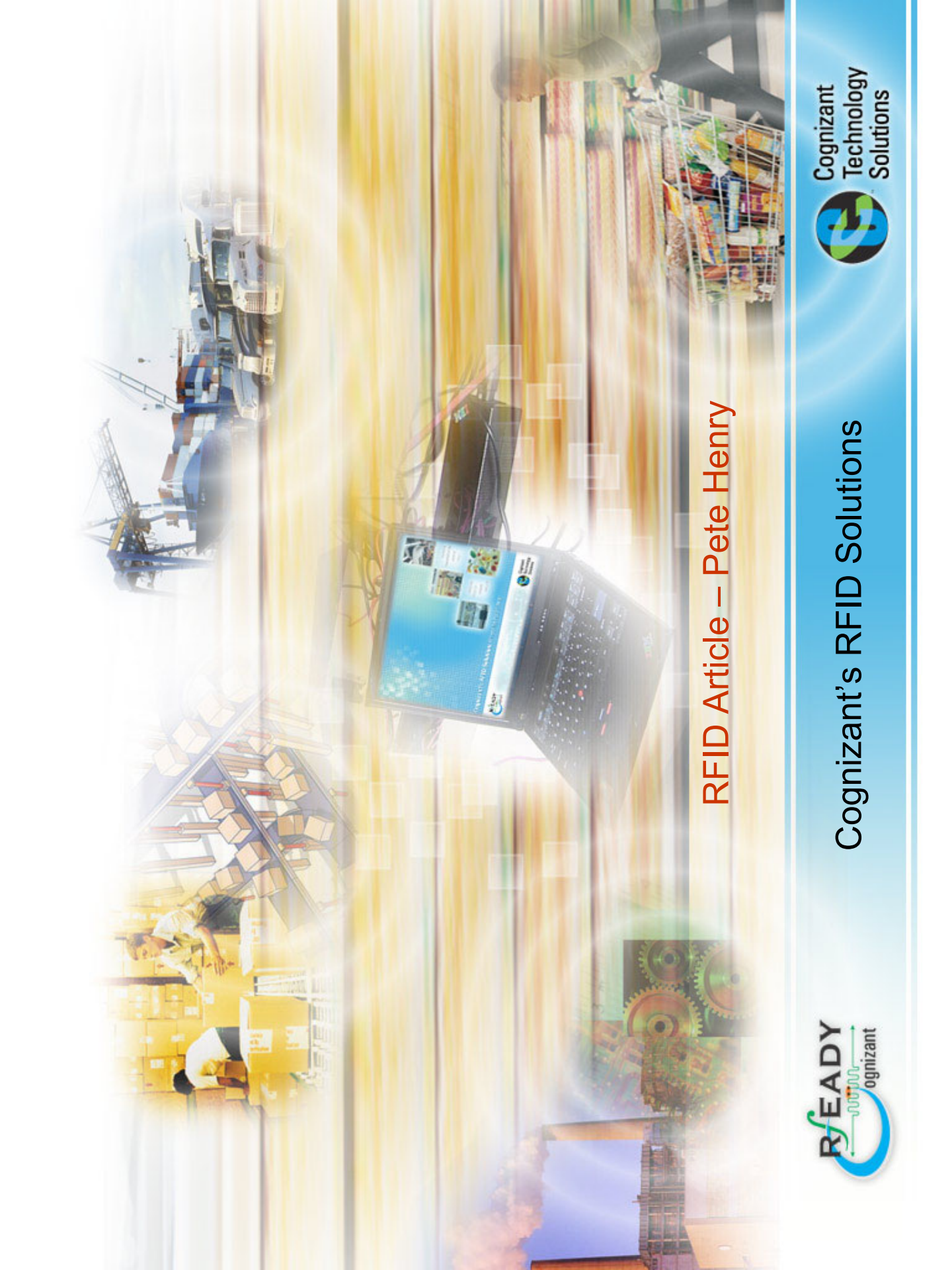
- Configuring and mapping arrays of reader for heterogeneous application
- Monitor / Control RFID reader and middleware services over a network

## ✓ **Apply a technology combination that suites your environment and ergonomics**

- Vendor Agnostic, Adapter Based Architecture
- Cost –effective R&D opportunity at offshore LAB

## ✓ **Partnerships in all sectors of RFID**

- Hardware, Middleware, Platform Giants, Product



## RFID Article – Pete Henry



Cognizant's RFID Solutions

