



assetSERV Enables Global Collaboration at Major Food & Beverage Company

Cognizant implements assetSERV™ for digital asset management

When one of the top global food and beverage corporations realized it needed a digital asset management system (DAM) in 2012, they knew the complexity and global nature of their marketing programs would require much from the system they selected.

First, it required a solution that could scale across their many global brands – compressing time to market and more effectively meeting heightened demand for real-time access to digital assets. This would enable global and regional brand teams to communicate and collaborate on branding initiatives. The company needed a system that could drastically reduce the costs of reproducing existing assets for these brands. With no current central repository, the costs were climbing and the complexity of rolling out global and regional initiatives was increasing.

It also required a simple user interface that would be easy to deploy for its thousands of users worldwide. Training would be difficult to coordinate at such a large scale, so simplicity and intuitiveness were paramount to a successful rollout.

AT A GLANCE

The client chose Cognizant's assetSERV platform because of its ability to onboard brands quickly, scale globally, and provide an intuitive user interface that was superior to other solutions.

Benefits of assetSERV:

- Powerful search increases asset re-use, and leads to significant cost reduction
- Device-agnostic interface drives user adoption
- Advanced collaboration and sharing improve time to market
- Dynamic scaling of infrastructure on the cloud
- Industry-leading high-touch consulting and services

CURRENT STATE

More than 11 global billion-dollar brands are live on assetSERV

In under a year, over 5,000 assets are available to more than 200,000 users worldwide

Asset re-use exceeded 3X of the available assets in just six months

Finally, since the company needed a single, central repository for all of its assets and users – the DAM it chose would have to be accessible anytime, anywhere. It required a tool that could integrate with its existing single sign-on for employees, while being available for vendors and partners across devices (including tablets and smartphones) and browsers.

Cognizant assetSERV™ delivers across the globe on all platforms

When the client evaluated solutions, it asked an agency partner to perform parallel analysis. Cognizant's assetSERV proved to be the top solution in both evaluations. assetSERV's ability to scale was the biggest indicator of success. In 2013, the digital assets of five of the client's top brands were live across employee and partner users.

Additionally, the corporate marketing group went live within months with a historical archive. Six more brands went live in 2014, leveraging assetSERV for their many types of digital assets, including:

- Brand books
- Logos
- Product photos
- Marketing strategy documents
- Consumer analysis

It was critical for assetSERV to become the global source for digital assets. For agencies and vendors, as well as employees worldwide, the savings in asset downloads could be as high as hundreds of dollars per asset. With the high demand for digital assets, the annual cost savings were estimated in the hundreds of thousands for the client.

assetSERV's user interface also provided the client the model it needed for success. assetSERV provided a streamlined and mobile-responsive interface, which meant a consistent experience with easy navigation. Only limited training to administrators was necessary.

With the growth of BYOD, the client was able to meet the access demands of an often disjointed platform landscape.

In 2015, onboarding of additional brands is a key focus. As additional brands adopt assetSERV, benefits to existing users continue to grow: cost savings, brand consistency, and central access.

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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