



Cognizant assetSERV™ Drives User Adoption and Reduces Marketing Costs for Global Pharmaceuticals Company

Cognizant assetSERV™ has become the cost-efficient single source of truth for marketing and sales teams worldwide

In 2012, a top international biopharmaceutical company resolved to significantly reduce the development time, creation costs and publishing licensing fees for digital sales and marketing materials. The project was focused on helping brand managers, sales personnel and marketers – primarily in Canada and in 24 Western European countries – more effectively share and leverage digital marketing assets. At that time, the company faced two critical digital publishing concerns.

First, the teams were constantly re-creating sales and marketing materials for local markets without re-using any previous assets. The root cause of this was the absence of a centralized asset repository or digital asset management (DAM) solution. Without a single place to store and share assets, brand managers and creative agencies had no consistent way to build, trace, version or exchange content. This resulted in long creative lead times and unnecessary duplicative development costs.

AT A GLANCE

An international biopharmaceuticals company selected the Cognizant assetSERV™ platform to serve as both the repository and the publishing tool for presentations and assets, eliminating the need for expensive, licensed third-party applications.

Results

- Presentations, campaigns and other marketing assets can be easily and intuitively sourced, shared, tracked and published.
- Estimated ROI of five to six times based on the downloads by users.
- Over 400 professionals have access to approximately 270,000 assets in a single repository.
- Accessed by marketers and sales professionals in Europe, North America, Latin America and Japan/Asia-Pacific.

Second, brand managers lacked a comprehensive method to develop presentations for sales teams and share them rapidly and cost-effectively. They were constrained by the company's specialized and very expensive publishing software when developing sales presentations on the tablets that were essential for their teams. In effect, they would have to create presentations in native formats and then port them to an additional third-party solution - adding time, complexity and costs for each and every presentation.

assetSERV drives ROI through asset reuse

To resolve these multiple issues, the customer's global operations team engaged Cognizant in a multi-pronged creation and delivery program, to efficiently and cost-effectively digitize and publish approved campaigns and content. The initiative included assetSERV™ as the core application, and the company engaged Cognizant Digital Works™ to create and digitize assets.

The combined client and Cognizant team agreed that a centralized location for sharing sales and marketing collateral across geographies would increase asset reuse, localization and brand governance. Over 270,000 assets, including presentations, charts and videos are now housed in the client's intuitive assetSERV library.

As each asset is loaded in assetSERV, it is meta-tagged and can be reused and localized efficiently. Because a centralized repository is in place, when a team in one country searches and finds assets that were created in another country and repurposes them, the entire organization saves time and money. Additionally, only presentations and digital assets that are in compliance with regulatory and medical standards are hosted.

assetSERV has been instrumental in bringing storyboards to life, even when created by multiple outside agencies, as well as deploying these publications and presentations to sales, brand managers, and agencies. Since implementation, field personnel and marketing teams can quickly and easily view presentations and specific marketing assets in assetSERV in a browser on any device, including tablets, etc. The company no longer needs to pay separate expensive licensing fees for hosting and publishing, nor do sales and marketing teams work in separate software systems. For this leading global biopharmaceutical company, assetSERV efficiently acts as both the host and the publishing platform.

The global sales and marketing teams have welcomed the assetSERV solution, and adoption has grown to over 400 users, including professionals beyond Western Europe and Canada. Today, sales and marketing professionals in North America, Latin America and Japan/Asia-Pacific are employing assetSERV to share assets, thereby reducing time to market. The centralized digital repository ensures that authorized users (internal and external) can instantly access only high-quality, approved final assets instead of potentially retrieving out-of-date materials or waiting one to two weeks while agencies source materials and re-create presentations. ROI has been estimated at five to six times based upon the number and percentage of downloads by marketers and brand managers.

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 219,300 employees as of September 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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