



**Enrich business operations
through next-gen AMS**

Enterprise applications are at the core of an organization's IT structure. Cognizant's Enterprise Platform Services (EPS) help clients across industries reimagine their digital customer experience, attract and retain a world-class workforce, engage their partner ecosystems more productively and run their operations and financial organizations more efficiently. By building a simpler, modernized landscape, Cognizant EPS helps transform businesses and achieve key business goals, enabling clients' success in the digital economy.

With enterprise applications being modernized, the day-to-day operations, support and maintenance of these applications, in most cases, are still carried out through "traditional" or "legacy" components in application managed services (AMS) engagements. AMS engagements broadly have two phases—transition and stabilization, and steady state and continuous improvement.

Transition and stabilization

Transition and stabilization demand comprehensive knowledge acquisition, demonstration of acquired knowledge, and seamless transition to a steady state. Whether transitioning between service providers or into the managed services model, this phase frequently involves business disruptions and affected service levels, although efforts aim to minimize these effects.

Steady state and continuous improvement

The steady state involves meeting IT (or business) service levels and continuous service improvement through automation and efficiency. Despite superior service levels and improvement initiatives, the outcomes of application managed services often do not clearly measure and improve business process operations against industry standards.

Transforming business operations with seamless efficiency

In today's rapidly evolving business landscapes and shifting priorities, AMS is challenged to transition seamlessly and elevate business operations to best-in-class standards. The solution to this challenge is next-generation AMS for enterprise platform services, a managed services model that integrates next-gen capabilities to enhance and empower

both business and IT operations. EPS next-gen AMS ensures a smooth and unnoticeable transition while optimizing operations to achieve superior performance and efficiency. It encompasses an ideal blend of next-gen capabilities to empower and enrich business and IT operations in the two broad phases of AMS—transition and steady state.

Transition

In a perfect world, the current service provider would share their knowledge, resources and time with the new service provider while continuing to meet their service commitments. The new service provider would ensure they fully understand the acquired knowledge, demonstrate their understanding and provide shadow support. The involvement of subject matter experts (SMEs) from both the client and the incumbent provider would be minimal.

However, the dynamic nature of business and IT ecosystems presents several challenges:

- Limited documentation availability
- Restricted access to SMEs
- Complex system landscapes
- High turnover of incumbent SMEs
- Ongoing projects during the knowledge-transfer phase

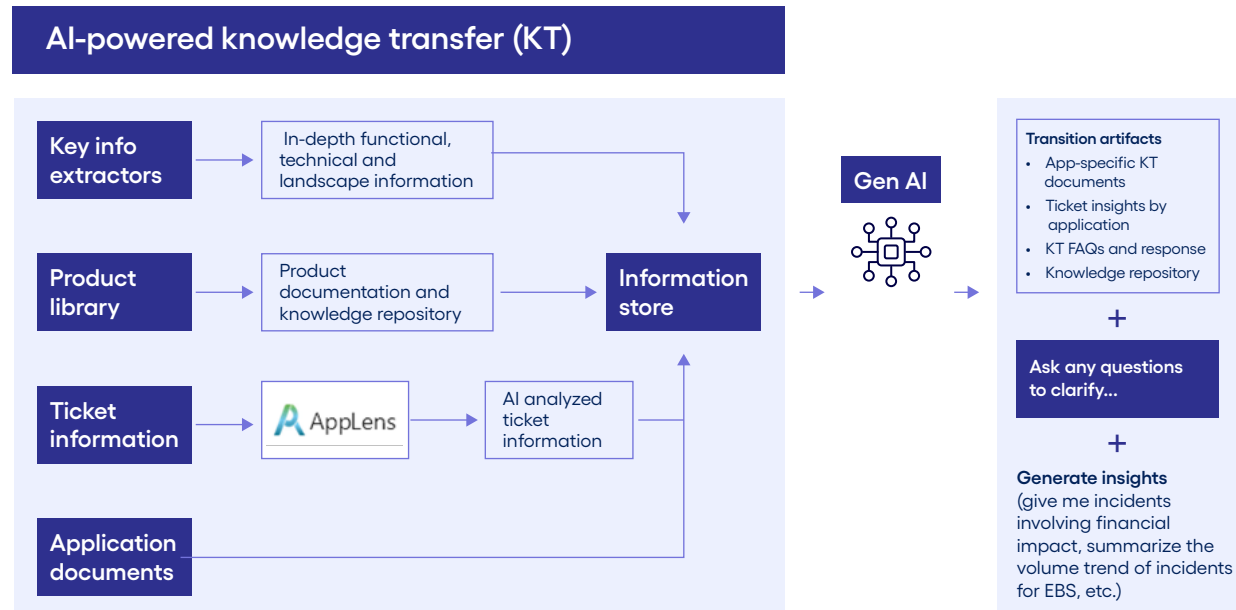
Imagine this: On the first day of transition, a support engineer has access to...

- AI-generated, well-structured knowledge documentation with over 200 FAQs and answers
- Advanced conversational AI for deeper inquiries and learning
- Key insights: For example, out of 85 integrations, the payment interface accounts for over 30% of issues, mainly due to data mismatches.

Our gen AI knowledge transfer (KT) framework: This framework utilizes a suite of tools to populate the information store with all relevant data:

- Key info extractors for customizations, reports, interfaces, workflows and jobs
- Thoroughly researched ticket information by Cognizant AppLens™
- Various forms of application documents
- A comprehensive product documentation library

The gen AI framework creates a detailed knowledge documentation covering the entire application landscape and generates answers to over 200 common questions asked by support engineers during transitions. This phase builds a rich knowledge repository for future use, which can be updated whenever the landscape changes, such as after a major development release.



Key components:

- Gen AI-driven KT
- Digital assistant
- Knowledge management
- People enrichment

Key benefits:

- Significant effort reduction in SME involvement during the transition phase
- Faster learning through AI-generated documents and conversational chatbots
- Reduction in the KT window duration
- Faster onboarding of new scope/resources into AMS
- Extensive coverage and completeness in the knowledge-acquisition phase
- Systemic mitigation of SME unavailability or attrition risks
- Knowledge artifacts, knowledge management, and on-demand refresh

Steady state

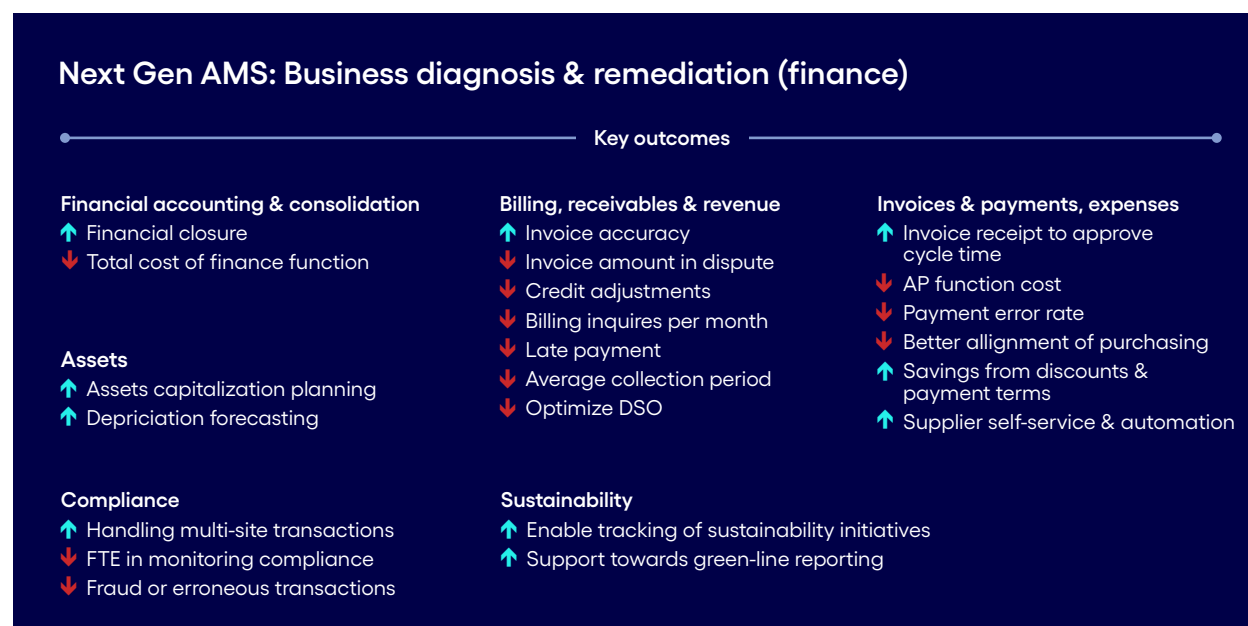
Imagine periodically diagnosing your business processes against industry standards and best-in-class benchmarks. Our next-gen AMS model focuses on this elevated diagnosis through the state-of-the-art AI-powered Neuro® IT Operations platform and EPS diagnostic framework. This framework not only identifies areas for improvement but also provides remedial measures to ensure your operations are best-in-class.

Key features:

- Periodic diagnosis: Regular assessments of business processes against industry medians and best-in-class standards
- Remediation and improvement: Continuous enhancement of business processes towards achieving best-in-class status
- AI-powered observability: Early detection of warning signs to improve stability and performance
- Optimal infrastructure usage: Initiatives to reduce footprint and maximize infrastructure efficiency

By leveraging our advanced diagnostic framework, you can ensure your business processes and IT components are always operating at their best. This approach not only enhances stability but also drives continuous improvement and efficiency.

Sample metrics diagnosed through the framework for finance applications are given below.



Key components:

- Cognizant Neuro IT Operations platform
- EPS diagnostic framework
- Business bots

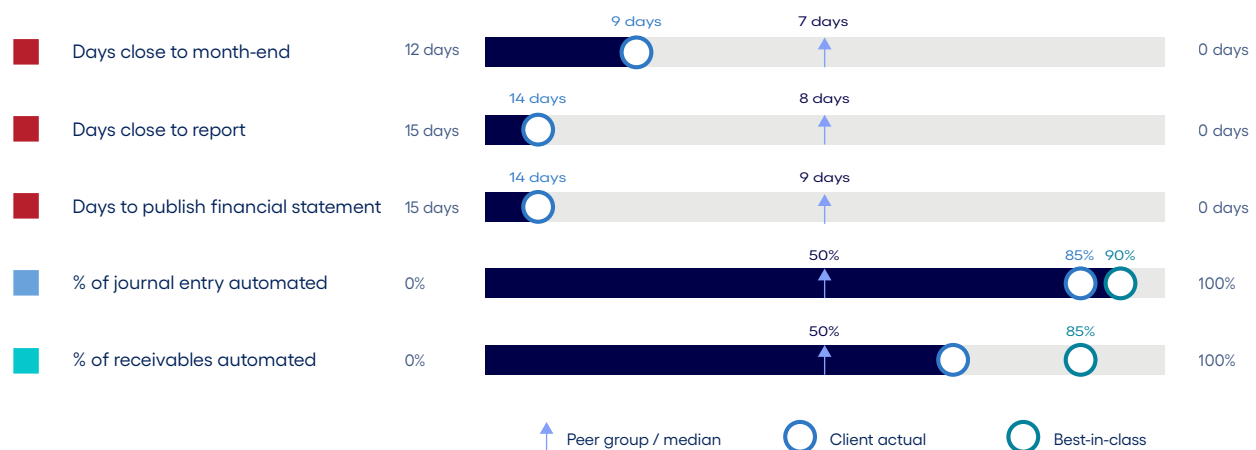
Cognizant Neuro IT Operations platform uses AI-powered automated tools to enhance resilience, reduce complexity and provide full visibility over IT operations. With an automated, continuously learning approach, it makes business operations smarter and safer. Key capabilities include:

- Observability: Ensures comprehensive monitoring of all IT components
- AI ops: Reduces noise, correlates events and automates assignments
- Automation: Streamlines use cases to minimize effort

EPS diagnostic framework monitors business outcomes across CRM, HCM, finance, SCM and ERP applications, comparing metrics against industry medians and best-in-class standards. The diagnostic report highlights potential causes and provides remediation insights, offering:

- Multidimensional insights
- Health checks of business transactions
- Performance evaluations against industry standards
- Recommendations for improving business outcomes

By leveraging our advanced diagnostic framework, you can ensure your business processes and IT components are always operating at their best. This approach not only enhances stability but also drives continuous improvement and efficiency.



Cognizant AppLens () platform provides application debts by functional, technical, operational and knowledge and provides insights for automation and elimination themes.

Business bots are prebuilt to automate top business processes for improved efficiency and reduced effort. Examples of business bots are month-end processor, Chatchef and manufacturing assistant, among others.

Key benefits:

- Improvement in key business processes, pivoting towards best-in-class standards
- Effort-reduction through business bots
- Elevated visibility across the ecosystem, providing deeper insights, holistic observability and real-time monitoring across your entire IT landscape
- Quicker issue resolution with intelligent incident diagnosis
- Potential left shift to standard operating procedures through debt assessment
- Self-healing IT ecosystem with automated issue resolutions at scale, backed by AI
- Prebuilt business bots ready to serve across HCM, CX, finance and SCM applications.

Expectations and considerations

Active collaboration between Cognizant and client stakeholders is crucial for the success of our model. Here are some key expectations and considerations:

Knowledge transition:

- Gen AI framework: Effective AI-driven knowledge transition requires discussions, timely approvals and deployment.
- Documentation access: Providing application-specific documentation, regardless of its form, is essential. Any information is valuable.
- Landscape and ticket information: Access to ITSM tools for performing AI-driven debt assessment is critical.

Steady state:

- Neuro IT Operations platform, EPS diagnostic framework and AppLens: Discussions, timely approvals and deployment are necessary for diagnosing the IT and business landscape.
- Business process diagnosis: Diagnosis should prioritize key business processes that requires remediation, based on the diagnostic report.
- Business bots deployment: The team needs to conduct assessment and use case workshops for deploying business bots effectively.

Cognizant EPS next-gen AMS is a standout solution for ongoing engagements and competitive deals. Our AI-driven knowledge transition has been rigorously tested in recent engagements and piloted with select clients in 2024, showing increasing adoption across our client base.

Our steady-state solution, featuring the cutting-edge Cognizant Neuro IT Operations platform, EPS diagnostic framework, AppLens, and business bots, delivers high efficiency, value and optimized cost benefits to clients. Cognizant EPS next-gen AMS has been transformative for us and our clients, enabling seamless transitions and best-in-class business operations.

For more details, [please reach out to us](#).

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Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or @Cognizant.

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