



Cognizant's Travel and Hospitality Practice Is Your Ticket To Smooth Sailing

Cognizant's Travel and Hospitality Practice is specialized to help you overcome industry challenges and optimize your customer relationship management, supply chain and reservation processes, streamline back-office operations, and improve franchise management.

Today, our global pool of more than 3,400 domain and technical specialists are putting their competencies in action by working with some of the world's leading hospitality companies and helping them make better use of technology to provide a delightful experience to their guests.

Global Scalability that Paves the Way to Tomorrow

Our business and IT expertise can help you create a roadmap for a virtualized, unified, dynamic, and cost-effective computing infrastructure that not only addresses today's challenges, but anticipates tomorrow's requirements. With more than 171,400 employees and over 50 global delivery centers across five continents, Cognizant expertise is on hand wherever you need help - from increasing operational performance to gaining a competitive advantage to serving valued guests better.

Our Experience is Your Advantage

With thousands of dedicated hospitality specialists, Cognizant has the industry experience and technical knowledge to help your organization achieve a strategic advantage through use of

superior technological solutions aligned with today's fiercely competitive business imperatives. Working with four of the top 10 global hotels, one of the world's largest hospitality providers and franchisers, and the world's most popular vacation ownership and exchange, Cognizant has a proven track record of helping clients overcome their business and technical challenges with innovative strategies delivered with speed and quality.

CRS for the New Decade

Combining our industry experience and systems integration expertise, we can help you modernize your hotel's Central Reservation System (CRS) as well as connect to leading travel portals and integrate with multiple loyalty programs, PMSs and GDSs. This provides a multichannel integration platform with search and booking services to address all your online needs.

Online and Onward

We also understand that the way you meet and manage the online reservation goals of your clients contributes significantly to your ability to attract and retain savvy travelers. With this in mind, Cognizant not only optimizes your reservation system to increase bookings and reduce costs, but also ensures you can market directly to your customers across various channels, including websites, travel portals and travel agencies.

Optimized Integration

With our OTA Translator Tool, we can map proprietary supplier-application data to the corresponding OTA XML message in half the usual development time. The OTA Translator also ensures smoother interoperability among applications, seamless integration, and quicker time-to-market.

Real-time Distribution Control

Our Tetris Data Distribution Framework provides a unified architecture for setting up, orchestrating and monitoring your distribution process. With real-time monitoring, you have immediate control to oversee and manage your distribution, inventory, rates, and availability payload across multiple sales channels.

Superior Management of Essential Data

Cognizant is changing the way clients analyze their business by providing services that cover the entire spectrum and life cycle of their data warehouse and business intelligence (DWBI) environment. Our deep experience helping clients capture, protect, integrate, analyze, and access data provides you with a single view of your customers across the organization, as well as a foundation for effective decision making that leverages all the data assets of your business.

Trust Cognizant's DWBI services to help you make more informed, strategic business decisions that increase sales and improve customer service.

Standardized M&A Growth Capabilities

As the hotel industry has continued to expand globally, mergers and acquisitions (M&A) have become the preferred growth strategy for large brands and chains. However, successfully negotiating M&As, both domestic and international, requires organizations to address the many sales and operational issues that can be painful, time consuming, and challenge your ability to maintain existing service levels.

Our Travel & Hospitality Practice consulting services provide the tools and expertise necessary to optimize the entire M&A process, automating all the opportunity, lead contact, and performance management phases of the sales lifecycle. And our reusable frameworks help you successfully address franchisee on-boarding, as well as brand and back-office integration to ensure operational success.

A Focus on Customer-Centric Operations

Cognizant's Travel and Hospitality Practice is ready to meet your most complex business challenges. Our blend of industry expertise, technology services, and customized solutions give you the cost-effective answers you need to successfully integrate your applications, infrastructure and proprietary knowledge. Together, we will help you achieve the highest levels of transparency and flexibility necessary to create a customer-centric organization optimized for success and ready for the future of work.

Mobile Commerce:

Trailblazing innovations in the area of mobile applications are the mantra for hotel companies wanting to drive greater revenues, customer satisfaction and loyalty. Cognizant can help you better serve valued nextgen guests with cutting edge technologies delivered through our mConcierge Mobility Platform.

Our mConcierge Mobility Platform lets customers access room service and other hotel amenities directly from their cell phones and PDAs. When tasks such as these are automated, you have happier guests who are more inclined to schedule high-margin spa sessions, golf tee-times, and sightseeing trips.

Seamlessly connected to billing and loyalty reward applications, mConcierge also allows guests who are running late for their flights to begin the checkout process from anywhere. With reduced check-out queues and waiting times, as well as fewer phone calls to field, front-desk personnel are free to pursue new revenue opportunities through additional up-sell and cross-sell to guests.

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 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, 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. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.



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