



## Cloud Management Platforms

### Spotlight on Cognizant Cloud360 Platform

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## Executive Summary

Cloud delivery models are gaining momentum across IT groups in enterprises. However, like any other transformational process, the buyers face challenges in terms of its impact on their existing environment, investments, processes, governance, enterprise compliance, and management costs.

As the buyers have already invested in datacenters, various cloud platforms, hypervisors, and related assets; they need a management platform that can manage the environment across this disparate ecosystem. Buyers require a cloud management platform, which provides an integrated IT services model rather than a highly-boxed offering.

With over three years of strategic investment, Cognizant developed Cloud360, a cloud management platform that helps buyers address these key challenges. The platform supports best-of-breed cloud models, hypervisors, operating systems, and processes. It provides SLA-based management across the technology stack (application, infrastructure, and services). The integrated, globally-delivered IT services provide attractive cost-saving options while enhancing the agility of the business.

Cognizant's Cloud360 management platform can be easily integrated with the existing IT environment, provides simple portal and command-line management options, reduces cost of operation by increasing efficiency, supports the best-of-breed platforms, and leverages its global service delivery capabilities.

This report focuses on Cognizant Cloud360 management platform with emphasis on:

- Cloud adoption in IT across enterprises
- Buyers' challenges and requirements
- Analysis of Cognizant Cloud360 management platform
  - Benefits to the buyers
  - Features (for example, multi-platform support, SLA-based management, self-service portal, a single view of the network, application, and infrastructure)
  - Integrated IT services
  - Product roadmap
  - Client case studies

## Cloud in Enterprises

Cloud computing is increasingly changing the traditional sourcing models. Though buyers generally are still in a “proof of concept” and/or pilot stage, there is a significant number of buyers who have a clear vision about the benefits of cloud in their overall enterprise set-up.

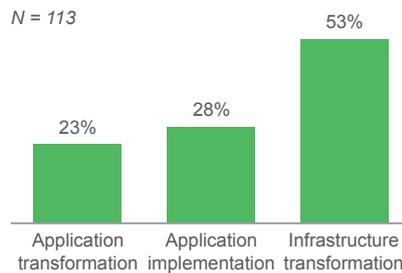
Everest Group’s Cloud Vista research clearly indicates a significant opportunity for infrastructure and application transformation services.

### EXHIBIT 1

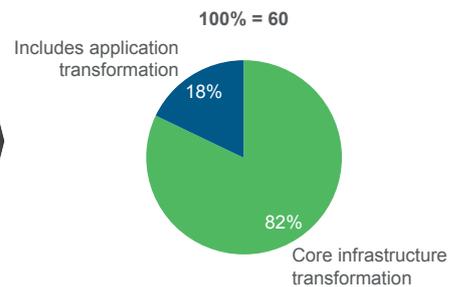
Role of cloud delivery in enterprise IT

Source: Everest Group

**Driver of cloud adoption**  
2011; Percentage of deals



**Driver of cloud infrastructure transformation**  
2011; Number of deals



Buyers believe that their existing traditional IT set-ups are impeding business agility and time to market. They are also convinced that the cloud delivery model will provide them the desired flexibility and cost optimization, as well as free their resources to perform higher-value tasks.

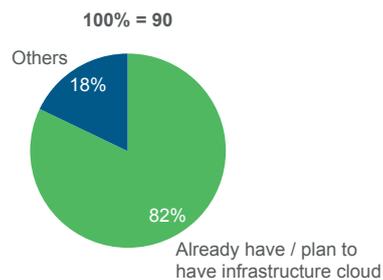
The latest Everest Group research on enterprise cloud adoption reveals that over 80% of the buyers either already have some kind of infrastructure cloud or plan to implement in the near future.

### EXHIBIT 2

Adoption of infrastructure cloud in enterprises

Source: Everest Group Cloud Connect enterprise cloud adoption research 2012

**Adoption of infrastructure cloud model**  
2012; Number of enterprise buyers



Given the transformational nature of the cloud delivery model, buyers prefer those providers who can provide integrated IT services along with cloud management platforms. They also expect the providers to integrate cloud management solutions to their existing IT ecosystem.

The buyers normally have diverse management tools such as VMware’s vCenter/ Microsoft’s SystemCenter for virtualization, OpenStack/Eucalyptus for orchestration, and various other management tools from cloud providers (for example, Amazon Web Services, IBM Smart Cloud, Savvis VPDC, etc). The provider is expected to integrate these platforms and offer unified services.

## Buyer Challenges

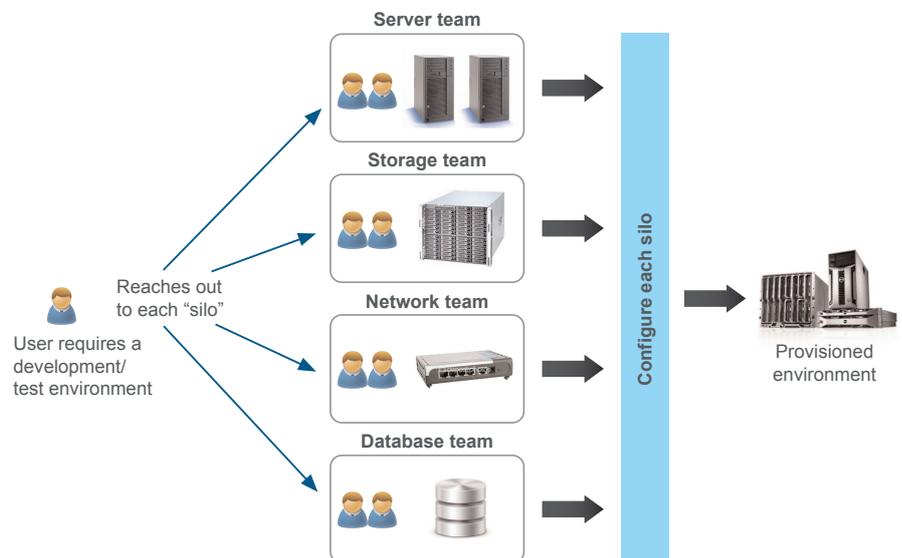
As buyers evolve their cloud strategy to leverage next-generation delivery models for mainstream enterprise applications and infrastructure, they face multiple challenges in managing their IT ecosystem.

### Traditional silos hindering flexibility and agility

Historically, enterprise IT evolved in different silos where individual teams would vehemently protect their turf even at the cost of service delivery.

A typical enterprise IT organization is divided amongst various silos and towers such as server, storage, network, databases, middleware, applications, security, and risk & compliance. The biggest challenge is to orchestrate across functions and improve the service delivery to the end business user.

Buyers require a management platform that can integrate the IT silos and offer a unified cloud service. The platform should sync the diverse underlying asset base and reduce the manual processes.



Each team has its provisioning lag, processes, policies, configurations, compliance, and management tools. Synchronizing different activities takes a long time which results in the loss of business opportunities.

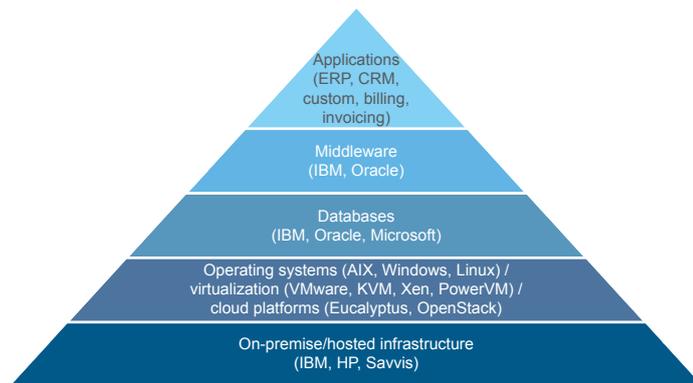
Buyers require a management platform that reduces user interaction with disparate teams. The platform should be able to orchestrate assets from different silos and offer a unified service. It should allow self-service with an automatic policy-control mechanism.

The cloud platform should be agile enough to spin a development and test environment on demand and de-provision at the end to reuse the hardware and licenses. Moreover, it should be capable of going beyond these environments and support the production ecosystem.

### Need to protect existing investments

CIOs realize that they need to transform the enterprise IT environment to meet the dynamic business requirements. However, there is little appetite for large capital expenditure, and they need to protect the existing investments in infrastructure, applications, and related assets.

Therefore, they require a cloud management platform that supports a diverse IT set-up that does not disrupt on-going operations, leverages existing investments, and enables the desired levels of agility, flexibility, cost optimization, and management from a single interface.



Many buyers have initiated transformation to leverage cloud principles in creating a modular self-serving IT set-up. However, they face challenges as most of the cloud management platforms are tightly integrated to their own or select technologies.

Buyers require a platform that can not only manage application or infrastructure in a silo, but can integrate them with services and provide a consolidated view of the “health” of the IT set-up.

There is a lack of options for management systems that span across the stack of applications, operating systems, hypervisors, and associated services. This results in various management platforms being used for specific services across teams, further leading to an increase in costs of licensing, administration, training, etc.

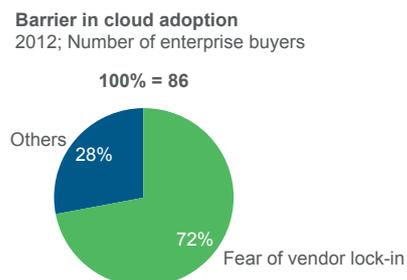
Moreover, the overall management process becomes inefficient, resulting in manual interventions, VM sprawls, sub-optimal resource utilization, and lack of integration across assets. This defeats the purpose of cloud delivery models.

Recent Everest Group research shows that 72% of enterprise buyers fear vendor lock-in while evaluating a cloud provider. As the buyers have a complex IT environment, they require a management platform that can work across these systems and reduce lock-in.

### EXHIBIT 3

Fear of vendor lock-in towards cloud adoption

Source: Everest Group Cloud Connect enterprise cloud adoption research 2012



The key reason for this concern is the inability of the traditional cloud management platforms to work across disparate systems. Buyers require a management platform that is not tied to one technology and can manage across different environments. The platform needs to expose sufficient application programming interfaces (API) so that it can be suitably customized.

**Faulty spend management and demand forecasting**

The variable nature of IT demand and lack of consumption-based cost benchmarks make planning/budgeting a very complex and erroneous exercise.

Each team creates its own charge-back and governance mechanism with inconsistency in the provisioning process for underlying infrastructure and applications. Not only does this lead to significant manual intervention and confusion, but also creates security and compliance challenges.

Our interactions with buyers reveal that they require a management platform that can automatically apply organizational policies based on the role of the user (for example, developer, tester, production support). This will result in reduction of provisioning time, audit trail, better compliance, and simplified management.

Moreover, business units lack information on their actual resource consumption in real time. Our interaction with IT managers reveals that their complex cost sheets require almost 15 days to calculate charge-backs for a 30-day period; yet, the business unit rarely accepts the bill.

Existing management platforms do not provide granular analytics around resource consumption. This makes planning and budgeting, as well as charging back time-consuming, costly, and erroneous exercise.

**EXHIBIT 4**

Sample complex charge-back sheet

Source: Everest Group

Ongoing services	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Half year total
<b>Desktop Tower</b>								
Base Fees (US\$)	67,430	1,01,146	1,01,146	1,17,146	1,17,146	1,12,460	1,07,961	5,04,013
Variable Fees (US\$)	1,09,726	4,20,136	5,24,091	5,14,870	5,60,336	5,05,833	5,05,833	21,29,159
• Managed Services Fees (excl. warranty, MACDs)	31,435	1,66,790	2,17,981	2,13,622	2,09,349	2,09,349	2,09,349	8,39,177
• Warranty/break-fix	35,711	1,89,477	2,43,092	2,38,230	2,87,968	2,33,465	2,33,465	9,94,477
• MACDs	42,580	63,870	63,018	63,018	63,018	63,018	63,018	2,95,505
<b>Network-Data Tower</b>								
Base Fees (US\$)	52,454	78,680	78,680	86,680	86,680	83,213	79,885	3,83,176
Variable Fees (US\$)	98,922	4,81,808	6,24,253	6,11,768	5,99,532	5,99,532	5,99,532	24,16,283
• Managed Services Fees (excl. warranty, MACDs)	29,971	1,59,023	2,07,832	2,03,675	1,99,602	1,99,602	1,99,602	8,00,104
• Warranty/break-fix	57,637	3,05,814	3,99,677	3,91,683	3,83,850	3,83,850	3,83,850	15,38,662
• MACDs	11,313	16,970	16,744	16,409	16,081	16,081	16,081	77,517
<b>Server Tower</b>								
Base Fees (US\$)	63,662	95,493	95,493	1,03,493	1,03,493	99,353	95,379	4,61,635
Variable Fees (US\$)	1,07,601	5,46,924	7,32,055	7,17,492	7,03,220	7,03,220	7,03,220	28,07,293
• Managed Services Fees (excl. warranty, MACDs)	96,221	5,11,919	6,82,967	6,69,307	6,55,921	6,55,921	6,55,921	26,16,336
• Warranty/break-fix	5,730	26,529	40,675	39,861	39,064	39,064	39,064	1,51,859
• MACDs	5,650	8,475	8,414	8,324	8,235	8,235	8,235	39,099
<b>Service Desk Tower</b>								
Base Fees (US\$)	64,253	96,380	96,380	1,08,380	1,08,380	1,04,045	99,883	4,73,773
Variable Fees (US\$)	34,598	1,83,577	2,40,089	2,35,287	2,30,582	2,30,582	2,30,582	9,24,133

Therefore, this results in a lot of rework, conflicts between the business and IT, and an overall loss to the organization. IT teams use archaic spreadsheets to calculate and track consumption. These processes are simply unsuitable for a dynamic cloud environment.

Buyers require a management platform that has an elaborate consumption-driven metering and reporting mechanism, which allows the IT managers to

accurately calculate charge-backs. The charge-backs should also differentiate between various costs such as deployment, management, termination, and different quality of services.

### Lack of integrated IT services

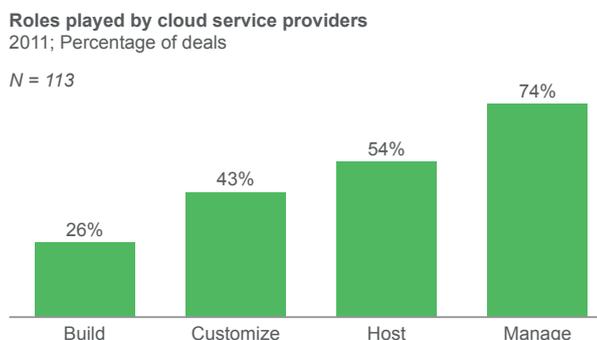
Most of the cloud management platforms suffer from “Product-in-a-Box” problem. Buyers not only expect sufficient customization and consulting/professional services but also the IT services delivered in conjunction with a cloud management platform.

Our research suggests that 74% of large global service deals, with cloud delivery in scope, require the provider to offer management services as well. Buyers expect their cloud management provider to have significant IT service capabilities to optimize their cloud ecosystem.

## EXHIBIT 5

### Roles played by cloud providers

Source: Everest Group



Buyers expect service providers to not only customize the cloud management platform and integrate with the existing set-up, but also offer typical IT services around cloud solutions. Their key expectations from a provider, from a platform and service perspective, are:

Buyers expect IT services delivered along with a cloud management platform. Providers are expected to deliver not only next-generation services but also typical IT services.

- a) **Orchestration:** Though an effective cloud management platform automates various orchestration tasks, it still requires IT service capabilities to create that enabling process. Buyers expect the management platform provider to orchestrate various cloud solutions and provide unified services to the end user.
- b) **Identity and access management:** Security of the cloud solution is critical for the buyers. Therefore, they require their service providers to manage user rights and accesses according to the organizational policies across cloud solutions.
- c) **Workload administration:** The cloud management platform with integrated services should enable administration of workloads across cloud solutions. The provider should have service capabilities to create this enabling mechanism.
- d) **Application performance:** Service providers are expected to have capabilities to integrate data across cloud stacks and types, ensure performance management, consistency, security, and user rights across applications.

- e) **Vendor management:** Buyers expect the providers to become their change agents and interact with the cloud providers. They expect the service provider to perform vendor management (SLA governance, contract clause administration, etc.).

Buyers require their cloud management providers to leverage a global delivery model to further reduce the cost of operations. They expect the providers to integrate various services, such as consulting, assessment, deployment, management, and support, with their cloud management platform.

## Spotlight – Cognizant Cloud360 Platform

### Overview

Over the years Cognizant has served many buyers and developed deep understanding of their IT needs. This has enabled Cognizant to understand buyers' key challenges and develop solutions to address them. With the acceptance of cloud delivery models in the industry, Cognizant believes that it has an opportunity to solve the key challenges faced by the buyers.

Cognizant set out to develop a comprehensive cloud management platform during 2008-2009, intending to address the challenges of its IT buyers. The result was "Cloud360 management platform".

The strategy was to go beyond "off-the-shelf" management platforms and create a "service-oriented" product offering. The focus was not only to build a cloud management platform but also to integrate the consulting/ professional and IT services to fundamentally transform a client's environment.

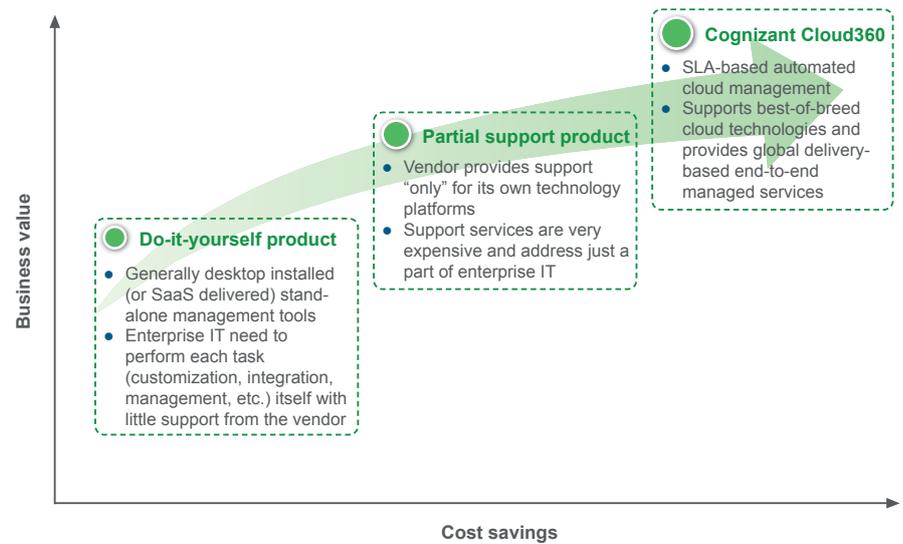
Cognizant focused on the creation of a cloud management platform that:

- a) **Supports multiple systems** (hypervisor, OS, infrastructure, and cloud platforms) to protect the existing investments by the client and create a truly "technology independent" platform that orchestrates workloads across cloud solutions.
- b) **Integrates consulting, professional, and IT services** to ensure correct assessment of the client's environment, sufficient customization, SLA-driven IT management services, and other value-added IT services that go beyond technical cloud management.
- c) **Offers full cloud features** such as granular charge-backs for effective spend management, self-service portal, view across technology stack and topology, infrastructure orchestration, consumption metering, policy-driven governance for identity & user management, and flexible pricing.
- d) **Seamlessly integrates with existing tools** to ensure support for ongoing operations and reduce the requirements for training and related costs.

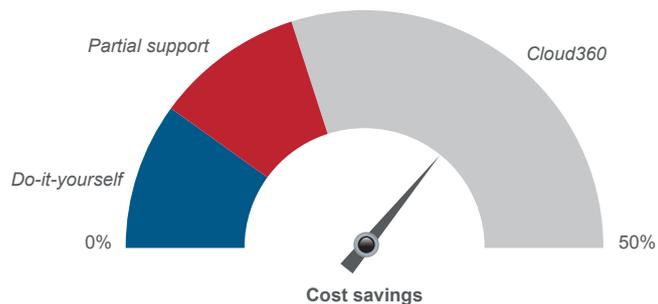
Cognizant realized the shortcomings of cloud management platforms and focused on integrating services, protecting existing client investments, providing support for multiple platforms, and ensuring seamless integration with existing IT.

The mandate for an integrated, comprehensive and inter-operable management solution, delivered with professional services capabilities led Cognizant to develop Cloud360. Cloud360 management philosophy focuses on integrating its service delivery excellence, cloud principles, and management platform.

Though there are other products available in the market, Cognizant Cloud360 has evolved the existing management and services concept to add business value. In the last year alone, Cognizant has helped its clients to save around 35% of the cost by leveraging Cloud360.



The features in Cloud360 coupled with Cognizant’s global delivery model produce significant cost savings, as high as ~35%. In terms of its comparison with other types of product offerings, Cognizant Cloud360 far outcores all of them in cost benefits.



### Buyer benefits

Cognizant’s Cloud360 platform provides multiple benefits to businesses. This is driven by its significant differentiators over the existing cloud management platforms.

Cloud360 provides various benefits to buyers such as cost reduction, flexibility and agile IT, protection of investments, support for various technologies, and improved security and governance.

The platform offers:

- a) SLA and metrics-driven application management
- b) Aggregation of multiple platforms and unified view from a single portal
- c) Policy- based orchestration of application management
- d) Automation and on-demand application deployment
- e) Self-service portal for IT development and testing
- f) Granular consumption-based cost metering
- g) Integrated analytics and comprehensive reporting
- h) Quality of services across organizational processes
- i) Better asset utilization and reduced cost of services

Cognizant realized the shortcomings of existing cloud management platforms and created its offering with various differentiators.

Key features	Cognizant Cloud360	Existing platforms
Self-service rapid deployment		
Policy-driven automation with comprehensive analytics and reporting		
Leverage global delivery model with integrated consulting and services		
Consumption-driven show-back metering		
Support for best-breed platforms and integration with existing IT tools		

Offered to clients as a differentiated product, and combined with professional services, Cognizant Cloud360 offers multiple benefits to the buyers:

- a) **Reduced cost and improved planning/budgeting:** Self-service portals that can be easily configured and monitored reduce the need for management staff. Simplified IT management, detailed consumption metering, and granular reporting identify the real cost of business services. All these factors reduce IT expenditure and improve planning and budgeting.
- b) **Improved time to market:** Business can quickly provision the required environment with a zero-touch, single-click process (from weeks to minutes). Pre-built and customized application templates coupled with comprehensive service catalogs and built-in workflows significantly improve provisioning time. This results in faster application development and deployment.
- c) **Reduced capital expenditure:** Unlike other platforms that manage limited resources, Cognizant Cloud360 can manage environments across disparate IT landscapes. Support for multiple operating systems (e.g., Windows, AIX,

Linux), cloud platforms (OpenStack/Eucalyptus), cloud infrastructure (AWS, Savvis, Microsoft Azure), and hypervisors (VMware vSphere/vCloud, IBM PowerVM, RedHat KVM, and Citrix Xen) enable buyers to protect existing investments and reduce capital expenditure.

- d) **Enhanced governance and security:** With its automated, policy-driven mechanism, operational parameters for business services, benchmarked performance, and continuous application monitoring, Cognizant Cloud360 offers significant improvement in governance, audit, and security. The platform complies with various regulations, provides an audit trail of users that detects unauthorized access, and has an extensive reporting mechanism that improves the security and governance of IT management.

### Delivering cloud management

Cognizant realized that buyers require a platform specific to their environment. The overall philosophy was not to develop another stand-alone, off-the-shelf cloud management platform. The strategy was to develop a platform coupled with service delivery that can be customized for each buyer.

Currently, the platform along with Cognizant's services is delivered in three models:

- a) **Managed services:** In this model, Cognizant leverages Cloud360 platform within its broader managed services offering. It assumes end-to-end responsibility of the client's set-up as well as management, monitoring, and upgrade of the platform.
- b) **Cloud management:** Cognizant provides the platform and associated services in areas such as application and infrastructure management, provisioning, orchestration, automated policy driven deployments, and analytics.
- c) **Rapid provisioning portal:** In this model, Cloud360 platform is generally used for provisioning the underlying infrastructure for managing burst capacity (for example, test and development environment). The clients can use the platform for provisioning pre-defined or dynamically-created virtual machines for its test or development needs.

As the platform is tightly integrated with Cognizant's consulting and IT services capabilities, it focuses on transformation than on vanilla management services. The integrated service focuses on three major areas:

### Transform

Cognizant realized that a cloud management platform was as good as the underlying understanding of the buyer's environment. Therefore, there is a need to assess the existing set-up and mould it towards cloud transformation.

Driven by "review, quantify, and transition" philosophy, the transformation phase primarily focuses on two aspects:

- a) **Assessment:** This phase focuses on an “as-is” and “what-if” analysis. Cognizant’s team evaluates the client’s IT set-up and analyzes cloud alternatives and associated TCO/RoI.

It performs a “migration analysis” without actually migrating the applications. Cognizant has developed multiple proprietary tools to perform a granular analysis of the infrastructure and application landscape using various parameters such as cost savings, architecture, load pattern, and variability.

This phase also includes rearchitecting suitable applications in terms of scaling and removing messaging bottlenecks.

- b) **Application base-lining:** Given the rearchitecting involved, Cognizant creates exhaustive baseline for application on various parameters such as performance, granular resource usage, virtual SLAs, and security needs.

The scenario modeling and trending analysis reveals the underlying nature of the application. This inherent application behavior is modeled in proprietary tools to simulate the cloud environment migration.

### Integrate

In this phase, Cognizant focuses on “deploy, integrate, and enable.” This is the crux of the offering, which ensures that disparate systems, processes, technologies, policies, etc., are integrated in a cohesive manner to provide unified services.

There are two main phases of this process:

- a) **Provisioning set-up:** Leveraging its IT services competence and Cloud360 platform, Cognizant enables “on-demand” provisioning of the underlying infrastructure.

This phase involves the setting up of the push-to-deploy application and improvements in quality of services. Based on application-related data (logs, transactions, messaging, etc.), Cognizant performs rightsizing of the application and infrastructure portfolio to ensure optimal resource usage and scalability.

- b) **Integration:** Cognizant sets up a portal for engineering, operations, and executive management. It also integrates Cloud360 management portal, command-line interface, and web services to the underlying infrastructure and applications.

In this phase, Cognizant creates the extensions, connectors, and bridges to integrate the existing IT systems with Cloud360 platform.

Cognizant understood that a cloud management platform should assist the transformational journey of a client. This should be sustained by integrating it with the existing set-up and optimal management.

### Manage

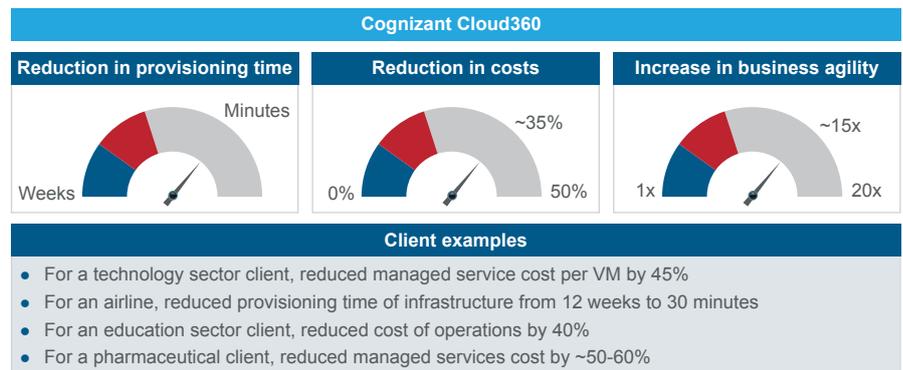
Driven by “monitor, control, and optimize” strategy, Cognizant leverages its infrastructure and application management competence. The team manages the entire set-up through its global delivery network and Cloud360 management platform.

There are two major processes in this phase:

- a) **Optimize:** In this process, Cognizant focuses on capacity right-sizing and optimization of various infrastructure and application components. It also develops application aware service and enables cloud management.
- b) **Manage:** Cognizant manages the cloud ecosystem, leveraging its global delivery network (24x7 remote monitoring) as well as client site resources.

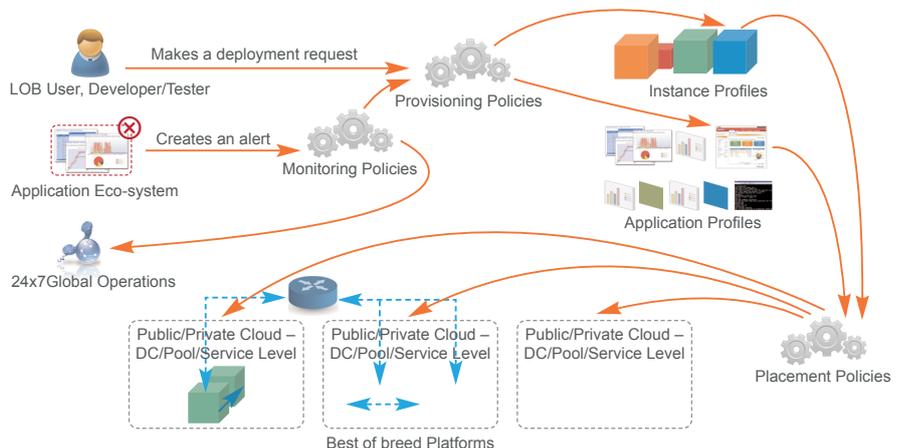
It performs day-to-day management including dashboards on metered resource consumption, cloud sizing, policy-driven provisioning, and business rules-based management.

Leveraging these services with Cloud360 platform, Cognizant has offered real business value to various clients.



### Cloud360 platform in action

There are multiple use cases where Cloud360 management platform combined with Cognizant’s service delivery may be leveraged.



In the process flow above, there are three scenarios that illustrate the extensive capability of Cognizant's Cloud360 platform integrated with its service delivery.

- a) User logs into the self-service portal of Cloud360 management platform and requests for an application deployment. Based on the user type (such as developer, QA, production, support), the automatic policy provisioning engine applies the correct policies without any manual interaction.

The request is forwarded to the "automation engine", which orchestrates the requested application dynamically through the infrastructure pool.

- b) In another scenario, an ecosystem (including, application, OS, middleware, hardware, and virtualization) is being monitored by Cloud360 platform.

Any component of this ecosystem may produce an alert, which the system administrator needs to address. Cloud360 management platform picks the right monitoring, provisioning, and placement policies by communicating with various modules to automatically cater to the request.

- b) In a scenario when there are no appropriate provisioning policies, Cloud360 redirects the request to Cognizant's 24x7 global operation center where it is resolved by the system administrators.

### Strategic direction and product roadmap

Cognizant is committed to develop and promote Cloud360 platform as an end-to-end management framework integrated with its service delivery. The platform is already profitable and therefore, there are no concerns around further investments.

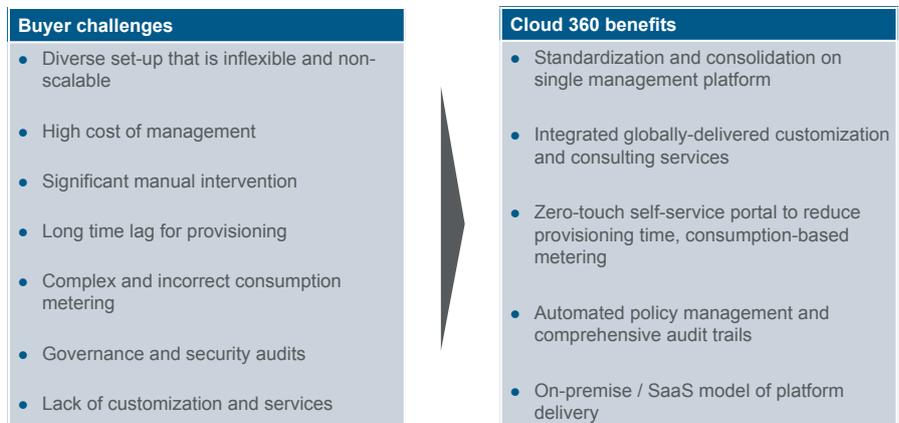
Cognizant has planned significant investments and has a focused product roadmap:

- a) **Product upgrades:** Cognizant has elaborate plans to constantly evolve Cloud360 management platform in terms of its features. This includes more depth in the existing feature set, advanced analytics, micro-granularity around resource consumption, evolved reporting mechanisms, more automation (policy provisioning, self-service, reporting, etc.), and support for more platforms (for example, Terremark).
- b) **As-a-service offering:** Currently, Cognizant Cloud360 platform is available in SaaS and on-premise model. However, Cognizant is also investing to create a publicly-hosted portal (such as [cloud360.cognizant.com](http://cloud360.cognizant.com)), where users can access the platform appliance in an on-demand model.
- c) **Strategic alliances:** Cognizant is focusing on creating alliances with leading infrastructure providers (for example, Amazon AWS, Savvis) to bundle its Cloud360 management platform. This will help buyers in leveraging different infrastructure technologies and yet managing them through Cloud360 platform.

- d) **Bundling with other offerings:** Cognizant plans to leverage Cloud360 management platform and provide its exhaustive set of IT services to the buyers. The buyers will benefit not only from cloud management but also from Cognizant’s IT services such as consulting, application services, remote infrastructure management, and testing services.

**Client case studies**

Cognizant has delivered its Cloud360 management platform integrated with its services to multiple clients. Previously, most of these clients faced challenges such as cost overrun, inflexible and non-agile infrastructure, scaling up of applications, SLA-based application management, assessment of ecosystem, and porting of applications.



Though clients had a common set of problems, they also faced challenges that were unique to their IT set-ups. Therefore, Cognizant was expected to deliver a customized solution that used Cloud360 platform and its service competence.

Cognizant served these clients by leveraging as much standardization as the client environment could support and integrated it with specific customization and product platform.

### Global software vendor

Cognizant helped one of the top three global software providers to migrate its web conferencing and online meeting center onto the cloud.

#### Challenges

- a) Application performance and I/O challenges in the cloud
- b) Cloud-based architecture for fault tolerance, high availability, and dynamic application workload

#### Solution

- a) Scaled up the portfolio from a single application to a clustered offering
- b) Porting and deployment of application architecture to Amazon AWS
- c) Performance and functional testing of the clustered and cloud environment

#### Outcome

- a) Infrastructure to support one meeting scaled to host 2,000 concurrent meetings in four minutes
- b) The platform supports over 30,000 concurrent meetings. Created an on-demand SaaS service based on the number of requests
- c) Abstracted the requirement for underlying application input/output performance and cloud

#### Benefits

- a) Transformation of the collaboration process between teams resulting in reduced time to market of newer products
- b) Cost reduction in managing complex and diverse communication landscape due to Cloud360 platform and services (consolidation, standardization, cloud management, etc.)

### Global pharmaceutical company

Cognizant helped one of the top ten global pharmaceutical companies to create an agile infrastructure leveraging Cloud360 management platform and services.

#### Challenges

- a) Significant turnaround time to provision infrastructure resulting in longer time to market
- b) High management cost to administer multiple environments
- c) Under-utilization of assets due to lack of standardization

#### Solution

- a) Configure zero-touch provisioning with custom provisioning workflows and service catalogs
- b) Enable on-demand rapid provisioning for infrastructure in Cloud360 platform
- c) Create comprehensive authorization (built-in policies) and application development integration

#### Outcome

- a) Highly flexible and agile application infrastructure enabled with on-demand provisioning
- b) Policy-driven user control and management resulting in improved security and governance

#### Benefits

- a) Reduction in management costs due to consolidation and administration on a single platform
- b) Improved time to market for newer products
- c) Better business and IT collaboration

## Conclusion

Cognizant's Cloud360 management platform provides significant benefits to buyers to address their major challenges, at the same time protecting existing investments. In the last year alone, Cloud360 helped its enterprise clients save around 35% of their IT costs and achieve 15-20x gain in the operational agility.

The key differentiator for Cloud360 is Cognizant's consulting and IT services that are integrated with the platform to assess, evaluate, implement, and manage cloud solutions. Organizations are enabled to publish "IT services" for consumption by the business users.

Cloud360 offers multiple choices to its enterprise clients on operating systems, hypervisors, cloud platforms, infrastructure, and services; it can be deployed even for the most complex of IT environments.

We believe Cognizant's Cloud360 management platform to be of immense value to buyers. It addresses the long-standing challenges of enterprise IT and can help create a flexible and agile IT ecosystem for the business. Not only will this ensure better cost management and dynamic IT, but also enable greater adoption of enterprise cloud services.

## About Everest Group

Everest Group is an advisor to business leaders on next generation global services with a worldwide reputation for helping Global 1000 firms dramatically improve their performance by optimizing their back- and middle-office business services. With a fact-based approach driving outcomes, Everest Group counsels organizations with complex challenges related to the use and delivery of global services in their pursuits to balance short-term needs with long-term goals. Through its practical consulting, original research and industry resource services, Everest Group helps clients maximize value from delivery strategies, talent and sourcing models, technologies and management approaches. Established in 1991, Everest Group serves users of global services, providers of services, country organizations, and private equity firms, in six continents across all industry categories. For more information, please visit [www.everestgrp.com](http://www.everestgrp.com) and [research.everestgrp.com](http://research.everestgrp.com).

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