

GoWireless Deploys Cognizant's Cloud-Based Order Management Platform to Drive Revenue and Profitability, and Enhance Customer Satisfaction

TEANECK, N.J., June 11, 2013 /PRNewswire/ -- [Cognizant](#) (NASDAQ: CTSH) today announced the successful deployment of a web-based Order Management-as-a-Service (OMaaS) platform for GoWireless, a leading wireless reseller, to help the company launch its online commerce capability and generate new levels of business performance. OMaaS is one of Cognizant's recently announced BusinessCloudSM solutions—a suite of ready-to-deploy, on-demand business and IT solutions.

This Software-as-a-Service platform centrally hosts the software and associated data on the cloud. It enables communication service providers and resellers to meet the increasing demand of wireless buyers to shop online for an increasingly complex array of wireless products, services, and accessory offerings. As more customers choose to purchase wireless services through third-parties, Cognizant's multi-channel enabled platform helps GoWireless attract and retain customers by providing integrated best-in-class services across the web, the phone, and in person.

Designed to be a subscription-based service that can be configured to the specific needs of communication service providers and resellers, OMaaS enables rapid time-to-launch, eliminates upfront capital outlays, and links operational expenses to order volume. It integrates the web and in-store customer experience for shopping, ordering, fulfillment, social and care, and provides real-time analytics and reporting capabilities for improved decision-making.

"This engagement marks an important milestone in our journey to deliver the best customer experience in the wireless industry," said Mark Borges, Chief Information Officer at GoWireless. "Cognizant's OMaaS solution accelerates our time-to-market, providing an integrated e-commerce and retail experience and expanding our capabilities to deliver innovative services to our customers, such as GoAdvantagePlus+ and Ready 2 Go."

"We are pleased to have delivered a comprehensive e-commerce order management solution for GoWireless using our OMaaS platform," said Todd Weinert, OMaaS Venture Leader at Cognizant. "In an increasingly competitive environment, OMaaS enables communications providers to maximize operational agility and improve business outcomes while providing a seamless, service-based customer experience. By aligning pricing with our client's business results, the platform helps them enhance their market share and drive deeper competitive differentiation."

About GoWireless

GoWireless, Inc. is a Verizon Wireless Premium Agent. The company operates stores run by fully trained mobile experts that can take care of all mobile needs. It carries numerous hand held devices, such as basic and smartphones along with tablets, and specializes in customer satisfaction for all mobile wireless needs. For more information, please visit: <http://www.gowireless.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 50 delivery centers worldwide and approximately 162,700 employees as of March 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.

About Cognizant's BusinessCloudSM Solutions

Cognizant BusinessCloudSM solutions enable clients to quickly deploy a range of on-demand business and IT solutions without the larger capital outlays and longer implementation timelines that are often associated with traditional on-premise solutions. The portfolio includes offerings that leverage two models—Software-as-a-Service (SaaS), which centrally hosts software and associated [data](#) on the cloud, and Business Process-as-a-Service (BPaaS), which integrates a SaaS platform together with people and process capabilities to deliver an end business or technology outcome for a client. Cognizant's investment in BusinessCloudSM addresses the increasing client demand for business models that deliver outcomes with a pricing model that is increasingly

variable rather than fixed.

Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Form 10-K and other filings with the Securities and Exchange Commission. Cognizant undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

SOURCE Cognizant

For further information: U.S.: Barbara Ruane, Text 100, +1-415-238-7918, barbarar@text100.com; Europe: Grazia Valentino-Boschi, + 33 (0)6 07 85 80 63, grazia.valentino-boschi@cognizant.com; Asia-Pac: Harsh Kabra, +91-855-188-2111, harsh.kabra@cognizant.com

<https://news.cognizant.com/2013-06-11-GoWireless-Deploys-Cognizants-Cloud-Based-Order-Management-Platform-to-Drive-Revenue-and-Profitability-and-Enhance-Customer-Satisfaction>