Cognizant Holds Global Create-a-Thon to Demonstrate the Power of the ServiceNow Platform

Cognizant Corporate

Cognizant recently teamed up with ServiceNow to hold Create-a-Thon 2018, a coding competition among Cognizant's top internal talent from across the globe, focused on developing new apps using the latest ServiceNow platform.

Stretching across three continents and seven cities, the competition challenged participants to create new intelligent apps that digitized businesses while driving innovation and creating value for Cognizant and its clients.



In more than 20 hours of continuous coding across different time zones, 475+ participants created more than 100 apps, focusing on the themes of modernize, digitize, and consumerize. The all-women winning team, located in Bengaluru, India, created the Travel Secure app. This next generation cab-hailing app, built for enterprises leveraging the ServiceNow platform, is enabled with location tracking, QR code identification, and booking capabilities, focusing on security in addition to host of other features.

"Today's infrastructure landscape is all about being software enabled," said **Venu Lambu**, Senior Vice President and Global Head, Cognizant Infrastructure Services. "Enterprises need to be innovative, agile and constantly ready for change, in order to simplify, modernize and elevate experiences to lead with digital. In this create-a-thon, by tapping into our vast employee network, we were able to develop new and innovative apps that can solve real-world business issues, by harnessing the power of the ServiceNow platform."

In today's digital era, IT service management has evolved as a key pivot in changing the way business is conducted and is now being used as a means to digitize business processes across multiple business functions. Cognizant is elevating service management into an enterprise discipline, helping organizations digitize processes, automate workflows and drive elevated customer experiences. ServiceNow's cloud based platform is a central part of this digital transformation. To address the demand and market potential, Cognizant and ServiceNow are investing in creating innovative solutions that will help clients scale their path to digital transformation.

Many of the apps developed at Create-a-Thon 2018 are being reviewed for further development and will be made available to Cognizant's customers and will be on ServiceNow's AppStore. These key apps will be classified and aligned to Cognizant's SMART framework on ServiceNow. Cognizant showcased ServiceNow capabilities, offerings and co-presented with their customers on SMART Workflow Fabric – a Suite of offerings developed and deployed using the ServiceNow Platform at Knowledge 18, ServiceNow's flagship annual event. For further information on Cognizant's participation at Knowledge18, click **here**.

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