

Dataquest, India: Cognizant's SVP & Global CIO Says Being Digital Means Being More Human



"In today's unforgiving global economy, innovation is as much about rediscovery and reinvention as it is about discovery and invention inside the organizations four walls and with customers and partners," says **Rakesh Bharadwaj**. "In fact, what is considered novel is often a brilliant twist on the tried, true and continuously improved. Those organizations willing to experiment with new ideas, methods or devices and generate new forms of value, be they truly novel or reinvented, can often thrive in any era."

Excerpts from Bharadwaj's interview with Dataquest:

"What does digital mean for you?"

For Cognizant, Being Digital means being more human. The spoils of the digital economy will accrue to businesses that focus on people first and leverage technology as an enabler. By discerning customer's true needs and then using technology to develop solutions that fulfil them, winning companies will reap competitive advantages in the form of more satisfied customers, lower operational costs and higher profits.

Name 3 best practices for aligning it with new normal business demands?

If I were to distil the key contours of our strategy, I would say that it involves the use of technology to achieve these three best practices:

1. Simplify business processes - As business becomes more it-intensive, it is extremely important that business value is accurately measured, tracked and delivered
2. Increase flow efficiency via connected systems and data
3. Provide the right toolset to do the job.

What is that one key message you would like to give to it vendors?

Innovate to find a better way - for the clients who depend on us, the customers who rely on them and the communities who count on us all."

Click on the PDF to read the full interview

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