Cognizant to Help Telefónica UK Strengthen Business-Critical Online Applications and Improve Customer Experience

LONDON, Dec. 7, 2011 /PRNewswire/ -- Cognizant (NASDAQ: CTSH), a leading provider of information technology, consulting, and business process outsourcing services, today announced it has been selected as a strategic partner by Telefónica UK, a leading communications company for consumers and businesses in the UK, to develop and manage the Company's online applications that are critical to improving sales and enhancing customer service.

Under the multiyear, managed services agreement, Cognizant will provide comprehensive business and operational support to Telefónica UK's online applications and enhance their agility, flexibility, and responsiveness to consumer demands and market changes. These applications perform a wide array of business-critical functions, ranging from promoting and providing access to Telefónica UK's products and services, to delivering end-user self-service functionalities.

Cognizant will leverage its deep understanding of Telefónica UK's business requirements and technology challenges to help the company keep its online systems operational and scalable, while providing rapid ongoing enhancements as required by the ever-broadening range of Telefónica UK's products and services. This will help Telefónica UK increase customer loyalty, expand customer base, drive innovation, maximize returns on IT investments, and boost competitiveness by balancing cost, complexity, and capacity.

"Cognizant is pleased to work with Telefónica UK in helping the company create operational efficiencies and increase market share," said Sanjiv Gossain, Senior Vice President and Global Practice Leader for Communications, Information, Media and Entertainment at Cognizant. "In a constantly changing communications marketplace characterized by a complex mix of consumer products and services, we are committed to driving excellence in Telefónica UK's operations through proactive and reactive applications outsourcing services, and improved accountability, efficiency, flexibility, and speed. This will help Telefónica UK achieve its business goals and set new standards in customer satisfaction."

"We selected Cognizant as our strategic partner because of its agile software development approach, leading communications industry knowledge, expertise in e-commerce technologies, and its proven delivery pedigree in IT application management services. Through this relationship, Telefónica UK will have access to Cognizant's global delivery network, industry leading practices, and innovation," said Brendan O'Rourke, Head of Online, Integration and Product Design, Telefónica UK. "Our online operations are business-critical and are key to differentiating our products and services in the most competitive mobile environment in the world. With Cognizant, we have developed an innovative and exciting strategic partnership that will allow us to continue to lead the market and accelerate our ability to differentiate our brand across all digital channels."

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 130,000 employees as of September 30, 2011, 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 Telefónica UK
Telefónica UK Limited is a leading communications company for consumers and businesses in the UK, with over 22 million mobile customers and over 700,000 fixed broadband customers as at 30 June 2011. Telefónica UK Limited is part of Telefónica Europe plc, a business division of Telefónica S.A. which uses O2 as its commercial brand in the UK, Ireland, Slovakia, Germany, and the Czech Republic, and has 57.3 million customers across these markets. In 2006, Telefónica Europe acquired Be, the UK fixed broadband provider, and in October 2007, O2 launched its broadband service using the Be network. O2 employs around 11,000 people in the UK and has 450 retail stores.

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.

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