The FA Announces Digital Transformation Partnership with Cognizant

LONDON, Nov. 14, 2017 -- The FA has today announced an agreement withCognizant (NASDAQ-100: CTSH), one of the world's leading professional services companies, making Cognizant The FA's digital transformation partner, supporting the football governing body's new digital engagement programme. Cognizant will become both the *'Official Digital Transformation Partner of The Emirates FA Cup'* and '*Official Digital Transformation Partner of Club Wembley*.' They will also become The FA's *'Official Digital Partner'.*

The partnership is central to The FA's strategy to embrace the ever-changing digital landscape, helping players, fans and enablers to get the most from their football experiences and, in so doing, creating more meaningful relationships with the governing body and County Football Associations. New digital solutions developed and managed by Cognizant will make it easier for all to get involved in the sport, improve themselves, be rewarded and be inspired to nurture football communities across the nation.

The new relationship coincides with the relaunch, via a new mobile version, of the popular*'Full-Time'* digital service for grassroots football. The advances in the application enabled by Cognizant will provide a step change in the participant's experience, making it easier than ever for the millions of grassroots players, their families and volunteers to find and favourite their local team(s) via their handheld device.

The digital engagement programme has also launched The FA's *'For Girls'* digital platform. Created with Cognizant prior to this summer's UEFA Women's EURO, the mobile-first site is home to the latest news, content and information for female football fans and players of all ages. Now an established destination, it aims to be both informative and inspirational and support The FA in its aim to double participation in and support for the women's game.

Russell James, The FA's Director of Digital Engagement, said: "This is the beginning of a long-term approach, which will be a game changer for all involved in the game from players, volunteers and fans of both men's and women's football. We will make the football experience easier, more enjoyable for all. By modernising our approach to match how people use mobile devices as part of their everyday life, we will provide meaningful benefits to the game, our partners and the role that The FA and County Football Associations have with the people we are here to serve and inspire."

Clifford Burroughs, The FA's Chief Technology and Procurement Officer said: "We're delighted to be working in partnership with Cognizant on our new digital engagement programme. We needed a partner who is a leader in the digital space and can support an organisation like The FA on this journey. The work to date has been establishing *'For Girls'*. '*Full Time'* will evolve with additional features planned over the next few months. Both projects demonstrate our intention to work together to transform how we engage with everyone involved in football at any level."

Santosh Thomas, President, Global Growth Markets, Cognizant, said: "We are pleased to be The Football Association's exclusive digital transformation partner, helping encourage people from all walks of life to take part in the sport. Digital is about being able to access the content you want, when you want it, on the device of choice, all converging to provide an engaging experience. Digital technologies are now central to everything The FA does and, as the digital transformation partner, Cognizant will support The FA as it innovates and transforms, evolves its brands to foster fan loyalty, and drives growth of the sport."

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About Cognizant

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 205 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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