



Product Design Excellence Maturity Model

In today's ever-evolving global business landscape, achieving and sustaining product excellence is essential for organizations striving to remain competitive and meet dynamic consumer expectations. We'll outline our approach to product excellence, emphasizing alignment with adoption, relevance and consumer preferences across intricate markets and channels.

We will delve into the technical elements of this model, demonstrating how it combines market dynamics, data analytics and strategic optimization to provide a comprehensive solution.

Model overview

Cognizant's Product Design Excellence Maturity Model is a meticulous framework characterized by intricate data analysis, predictive modeling and industry-specific domain expertise. This technical depth empowers organizations to optimize their product offerings. The model is built on the following principles:

- **Adoption and relevance analysis:** Through advanced data analytics, this component scrutinizes adoption patterns and market relevance to discern underlying factors that influence consumer behavior. It provides a thorough understanding of how adoption rates align with product relevance and consumer preferences.
- **Product value cycle integration:** Our model incorporates sophisticated predictive modelling and trend analysis to map the product value cycle comprehensively. By understanding each phase, businesses can make informed decisions to maximize profitability and adapt their product strategies accordingly.
- **Consumer-centric segmentation:** Leveraging machine learning algorithms and customer behavior analytics, the model enables precise segmentation and tailoring of product offerings to distinct consumer segments. This data-driven approach resonates with consumers across diverse channels.
- **Market expansion insights:** Using robust data analytics, the model extracts insights to identify expansion opportunities, niche markets and potential diversification avenues. Advanced statistical models guide expansion strategies.
- **Sustainability and circular economy integration:** Employing predictive analytics and circular economy innovation methods, our model embeds sustainability principles throughout the product lifecycle. It takes a holistic approach to measure and forecast environmental impacts through Life Cycle Assessment (LCA), and builds actionable and viable scenarios to reduce environmental impact—fostering social responsibility to align with the latest sustainability standards.

Common pain points and challenges

Organizations often wrestle with complex technical challenges when striving for product excellence:

- **Data silos and fragmented sources:** Disparate data sources and siloed systems hinder comprehensive analysis. The challenge lies in integrating these technical resources to facilitate well-informed decisions.
- **Data-driven decision-making:** Extracting actionable insights from data can be challenging. Establishing a system of decision rights and accountabilities, describing who can take what actions, with what information, when, under what circumstances, using which methods, also known as data governance, is necessary. Challenges in both areas cause organizations to struggle to effectively leverage analytics for sound decision-making.
- **Advanced analytics proficiency:** The ability to apply advanced analytics techniques to predict market trends, product lifecycle phases and sustainability impact is frequently underdeveloped.
- **Circular economy implementation:** Adopting circular economy practices requires knowledge of more sustainable materials, sustainable product design, circular business model design and comprehensive end-of-life product management.



Benefits and opportunities of this model

Cognizant's Product Design Excellence Maturity Model provides organizations with opportunities and benefits:

- **Enhanced relevance analysis:** Employ advanced predictive modeling to achieve meticulous alignment with market preferences, leading to a boost in customer satisfaction and brand loyalty.
- **Predictive resource allocation:** Optimize resource allocation through complex data-driven insights. Our model enables organizations to determine when to invest, pivot or divest, all while considering granular technical metrics.
- **Revenue optimization:** Enhance revenue streams through expansion strategies backed by advanced statistical models, ensuring market share growth and diversification.
- **Sustainability leadership:** Demonstrate leadership in sustainability through comprehensive and science-based environmental impact analysis, confidently making claims to consumers, and taking actionable steps toward meeting sustainability targets.
- **Competitive technical edge:** Proactively address competitive product innovations by harnessing predictive modelling techniques. Extract maximum value from retired products through advanced end-of-life management.

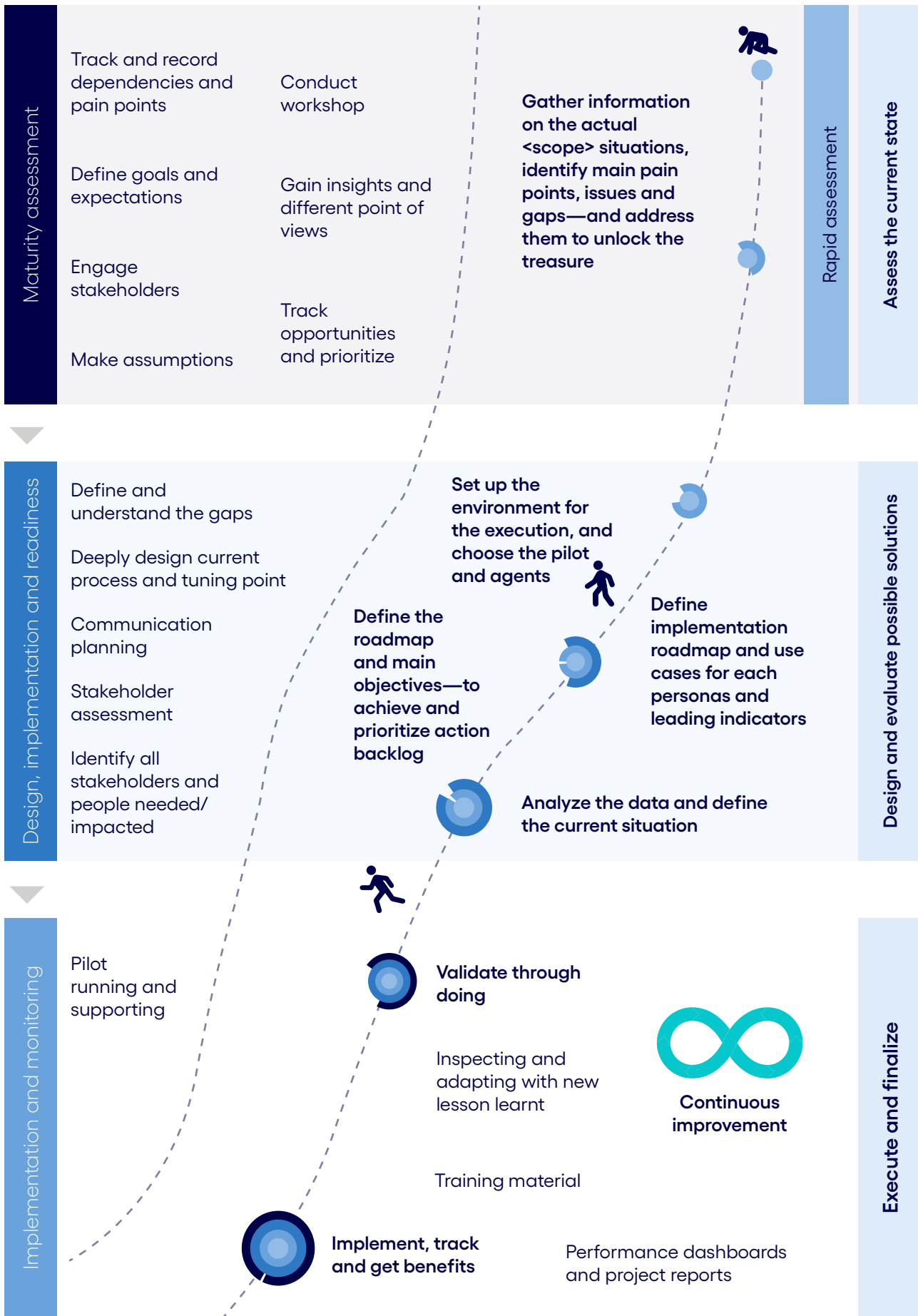
Our Product Excellence Maturity Model, with its technical sophistication, offers a tailored solution for your intricate business landscape—one that will accelerate you toward product excellence, innovation and precision in meeting customer expectations.

Our approach to unlock clients' potential

We help clients unlock value within their business processes by harnessing the power of data to discover insights that will guide their transformation journey. In that sense, the maturity assessment is the first step, gathering the building blocks that indicate the current state of their processes. At the same time, we gain insights about their goals and expectations. Using this information, we provide an agile, data-driven and high-level diagnostic approach—to identify the challenges and dependencies that can impact the actions required to bridge the gap between their current situation and their desired outcomes. This is the blueprint that guides the design of the transformation roadmap.

The second stage involves detailed design for enhanced results. This includes prioritizing initiatives and establishing measurable KPIs that define the expected improvements for each project. The roadmap also requires the identification of significant milestones to track progress and the impact of the prescribed measures.

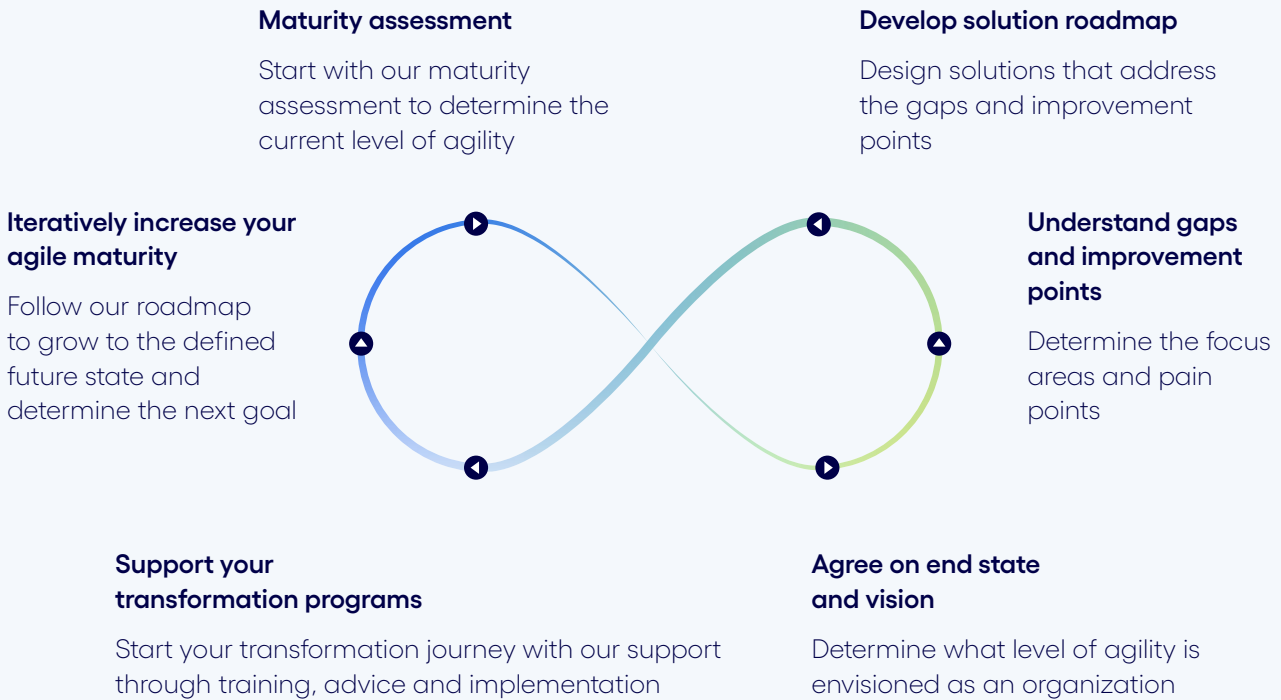
The final step is the implementation of the transformation plan while closely monitoring the deployment of each project—tracking challenges, gains and lessons learned to facilitate agility and foster a culture of continuous improvement.



Our approach to unlock all the potential value

Roadmap

The roadmap below outlines the objectives, priorities and timelines for this specific type of engagement.



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