



Enterprise Platform Services

Solving complex enterprise product catalog integrations

In its simplest definition, a Product Catalog is a listing of sellable products and services, and how they are configured and sold. A robust product catalog is crucial to a multi-channel company's success, as it is one of the foundational blocks to building an efficient lead to revenue system and is particularly important within the CPQ environment.

At Cognizant, we've found that clients often struggle to integrate multiple product catalogs that exist across their technology stack. Mastering the totality of product catalog and its associated data is important to the effective implementation of any area in lead to revenue, and creating a forward-thinking, purposeful strategy will optimize the process.

Product catalog concept

The concept of a product catalog is often extended depending on the lens from which it is being viewed.

Customer lens

Often presented with a lot of style

Therefore, a product catalog that is extended to the customer needs to have lots of images, easy to read language, clear pricing, with lots of associated marketing

Sales reps lens

Often a standard price guide from which negotiations begin

Therefore, a product catalog that is available to a sales rep often must have discounting and approvals baked in

Provider lens

Represents the work they do and needs to feed their delivery/fulfillment engine efficiently

Therefore, there needs to be a clean handoff from how the product catalog item is sold and how it is delivered

Finance lens

Primary ingredient to understanding cost of goods sold and profitability

Therefore, there needs to be full financial tracking between what is sold and what is delivered

Typical enterprise product catalog environment

Primary

1 The selling product catalog(s) usually found in mature CRM systems, CPQ systems, ordering systems, partner selling platforms and e-Commerce.

2 The product from the point of view of the provisioning, activation and fulfillment systems required to manage a network service or fulfill a shipped product.

3 The billing and rating product catalog(s) that encompass usage, recurring and non-recurring charges, invoice/statement presentation, AR/GL requirements and taxation.

Orchestration - BI view

All products/services billed at what they were quoted/ordered. All active services being billed appropriately. All usage has an identified owner. Credit adjustments are minimized. Trouble tickets are minimized.

Catalog integrations

1 Information needs to be captured at order time to be delivered to the billing system(s). Typically requires integration of the selling & billing product catalogs.

2 This section represents information required to be in sync between the billing system and network systems to ensure usage is accounted for properly and associated with the appropriate customer account.

3 This section represents information about the product, service or bundle that must be captured at order time in order to activate, modify or fulfill a product or service.



Product Catalog Guiding Principles

- ◆ Ensure modeling of any product catalog is synced with the strategy for all product catalogs; ensure lead to revenue requirements are incorporated into the strategy
- ◆ Minimize the number of product catalogs to the fewest possible to support the current and future needs of the business
- ◆ Maximize use of each product catalog's ability to define business rules and approvals into transactions that are generated out of lead to revenue processes
- ◆ Minimize the number of integrations to the fewest possible to support the current and future needs of the business
- ◆ Optimize the use of custom fields associated with an ISV's product catalog
- ◆ Consider the deployment model of the ISV's release schedule and any impact to product catalog; factor smoke test, regression test for scheduled releases
- ◆ Consider MDM and use of iPaaS/ESB to facilitate product catalog definition and transactional data integrity

Why Cognizant

Cognizant has a proven track record transforming core infrastructure for large enterprises across industries for more than 25 years. As a trusted partner, we help you define your strategic IT modernization vision by leveraging our best-in-class Cognizant methodology and framework. As a customer-centric partner to some of the world's largest companies, we have provided secure and reliable, proven IT infrastructure for Fortune 2,000 companies for nearly three decades. Our partner ecosystem is unparalleled, and we offer unmatched domain, business process and application expertise.

Set up a briefing session to learn how Cognizant can partner with you for Core Infrastructure Management.

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World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB
England
Tel +44 (0) 20 7297 7600

Indian Operations Headquarters

5/535, Okkiam Thoraipakkam
Old Mahabalipuram Road,
Chennai 600 096
Tel: 1-800-208-6999
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Fusionopolis Link,
Level 5 NEXUS@One-North,
North Tower Singapore 138542
Phone: +65 6812 4000