



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
*Pune, Maharashtra,
India*

YEAR:
2011

STATUS:
Laureate

CATEGORY:
*Business
Responsiveness*

ORGANIZATION:
Merck

ORGANIZATION URL:
<http://www.cognizant.com>

PROJECT NAME:
Cognizant - Merck - Customer Internet Portal

PROJECT OVERVIEW

There was a Need to standardize on a common portal platform for internet-facing customer portals. Key features of the CIP model are:

- o Establish an extendable Internet portal strategy
- o Leverage common tooling, process, and services for delivering an Internet portal presence.
- o Consolidate the number of portal tools used by Merck across the globe
- o Supports Analytics and insights on portal usage
- o Enables Customer Segmentation
- o Content managed locally
- o Secure transmission of personal information

SOCIETAL BENEFITS

This expandable and repeatable solution helps Merck roll out critical healthcare information to patients and health care professionals across the globe efficiently and quickly. Critical medical information and changes are published to patients and health care professional very quickly and distributed online enhancing awareness and education.

PROJECT BENEFIT EXAMPLE

- Helps Merck quickly create content on Medical and treatment information and helps distribute them quickly to patients and health care professionals across the globe in different languages.
- Increases awareness amongst patients and health care professionals.
- Ensures critical medical information and updates reaches relevant stakeholders online and fast

IS THIS PROJECT AN INNOVATION, BEST PRACTICE?

No

ADDITIONAL PROJECT INFORMATION

Model is proprietary to Merck. But can be repeated within Merck for various similar needs. This solution is also easily expandable and repeatable for



multiple therapy classes and for different countries/languages

- o Common Platform: Any new portal development is based on the common SP platform only, which reduces overall efforts/time significantly.
- o Reusable Components: are used across the portals which reduces efforts/time of development cycle
- o Faster Time to Market: Can roll out portals for different countries in a short time span
- o Cost Benefits: Due to common development platform and reusable components, development and operational costs are considerably reduced
- o Stability and Scalability: Provide stability and scalability.
- o Establishes foundational capabilities for Customer constituents interacting with Customer via the Internet channel.
- o Improves usability while limiting complexity and cost.
- o Reduces information inconsistency and duplication.
- o Facilitates controlled and secured sharing of content.

- A common portal platform upon which to host and maintain the portals managed by customer and its subsidiaries.
- A collection of products and services offered to prospective portal owners; ranging from technical capabilities to pre-existing content.
- A series of portal instances that represent the portals hosted on the platform at any given time.
- Supports Analytics and insights on portal usage
- Enables Customer Segmentation
- Content managed locally
- Secure transmission of personal information
- Provides Information, Education and Services to HCPs.
- Flexible Platform which is easy and cost effective to extend worldwide
- Reduce maintenance costs and optimise efficiencies with single systems where appropriate