



Solution overview

Beyond connectivity: Monetize next-gen networks and generate new revenue streams

Become an industry leader in the digital services provider market with the only integrated platform that orchestrates connectivity, ecosystem partners and enterprise customers.

For communications service providers (CSPs), connectivity is just the beginning.

Cognizant Digital Services Marketplace offers the orchestration CSPs need to go to market quickly with Industry 4.0 solutions that enable easy onboarding of partner-supplied components and deliver downstream provisioning end to end.

With our platform's one-click buying, you're ready to meet customers' expectations for fast, convenient service—and to monetize your network assets and generate new revenue streams.



E-Commerce is just the start

The marketplace's foundation is a self-service platform that offers a full range of advanced capabilities that go far beyond e-commerce, including:

1. **Intent-based management of operations**
Our platform moves customers quickly from intent to ordering.
2. **Pre-built, ready-to-integrate B2B2X use cases**
for smart spaces, manufacturing, healthcare, and fan experience.
3. **Accelerators to fast-track implementation**
including open APIs with integration for partners, commerce, production operations and digital network.
4. **Access to industry leaders and expertise**
across all vertical industries including healthcare, manufacturing, banking and financial services.

Flexibility to serve any industry vertical

Built on the cloud, and all within [TM Forum's Open Digital Architecture \(ODA\) framework](#), the platform lets you and your partners collaborate on-demand to serve enterprise customers in any industry.

You have the flexibility to partner with companies of all kinds—from technology providers and niche experts to vertical specialists—to launch value-added, connectivity-as-a-service solutions that are scalable and delivered across the edge.

With Cognizant Digital Services Marketplace, there's no limit to the ways in which advanced 5G connectivity can be bundled with solutions and services:

- Join mobile broadband services with building management systems and IoT sensors to enable the start-of-the-art spaces and partnerships at the heart of smart buildings and campuses.
- Team with suppliers of collaborative robots and industrial control and automation software to launch a 5G connected factory solution.
- Create an innovative and immersive fan experience for the entertainment sector by partnering with providers of mobile gaming, IoT devices and sports management.

The possibilities for Cognizant Digital Services Marketplace stretch across every industry.

For B2B customers, a one-click buying experience

For enterprise customers, the marketplace offers one-click buying of digital services, often in real time. It's a zero-touch, zero-wait and zero-friction experience.

Enterprises order the value-added services that meet their needs—and the marketplace orchestrates the rest. It selects the appropriate 5G connectivity and edge computing to meet the need and then delivers the latency and reliability.

The marketplace fulfills, assures and charges for the advanced connectivity offerings via network slicing and automation—all powered by CSPs' 5G and MEC.

Prize-winning proof of concept

It's no surprise that Cognizant Digital Services Marketplace is attracting attention.

Our team won a [2021 Catalyst Award](#) for best use of TM Forum's [Open Digital Framework](#). Led by Cognizant and championed by Verizon and Colt Technology Services, UK, the proof of concept successfully competed against 41 teams from 151 companies.

Together with contributions from our partners—AWS, STL Sterlite, Nefeli Networks, Subex and ServiceNow—the solution we developed demonstrates how CSPs can use the marketplace to deliver connectivity as a service. It incorporates zero-touch partnering and is built within TM Forum's ODA framework.

How your business benefits

With Cognizant Digital Services Marketplace, CSPs take their business models to the next level:

- **Accelerated revenue generation**
With our partner ecosystem, you can offer cross-industry, value-added services and capabilities that generate new revenue streams.
- **Faster time to market**
Our component-driven model means zero wait and zero friction for turnkey industry solutions. We estimate a 10X improvement in time to market for new solutions.
- **Cloud native**
Our marketplace lets you differentiate and cloudify your business with hyperscalers' advanced, secure cloud infrastructure, fast rate of innovation and deep telecom partner ecosystem.



Key Features

- **Open digital architecture.** Cognizant Digital Services Marketplace is built on the open architecture required for digital transformation, with cloud native operations that allow for plug-and-play components and micro-services architecture.
- **Cross-industry flexibility and adaptability.** The marketplace's standout capability is interoperability between CSPs, industries and consumers. The interoperability enables value-added services for solutions that allow flexible delivery and the adaptability necessary with cloud native operations.
- **Packaged connectivity** plus value added services that provide 5G eMBB, mMTC and URLL capabilities and enable CSPs to deliver Industry 4.0 requirements and adopt new business models and revenue streams.
- **Cloud native operations** with Cognizant's placement and "edgescaler" features for sizing and scaling service operations throughout the hyperscale cloud platform.



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