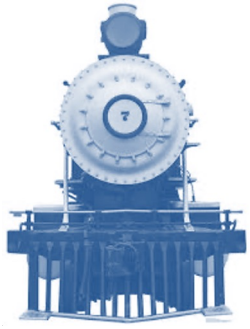
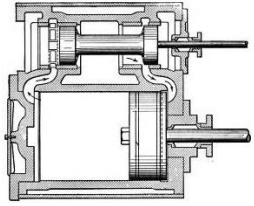


**BLEND IT
LIKE HENRY**



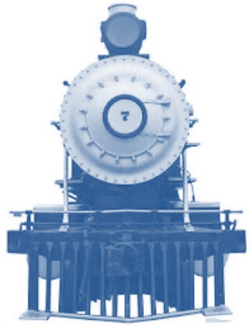
At school, I tried to make a model steam loco





I was fascinated by the physics behind the steam-driven piston





But it was laughed at by my classmates





I had to settle for a cardboard model instead



Many years later...

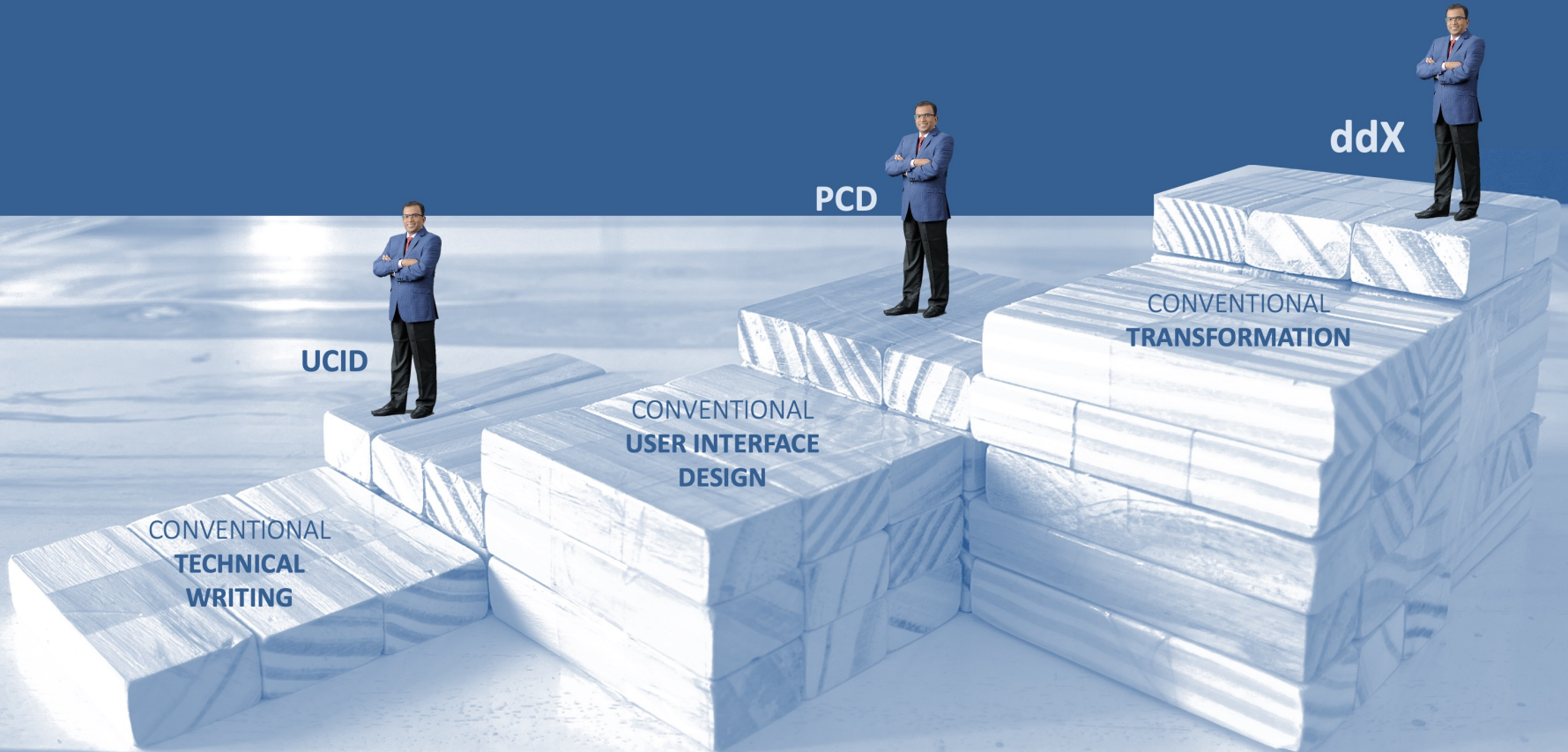
“Pradeep Henry’s name is
synonymous with innovation”

THEWEEK

SEPTEMBER 4, 2005

WORLD-FIRST INNOVATIONS

PROVEN/PUBLISHED METHODS for 3 DIFFERENT DISCIPLINES



UCID

CONVENTIONAL
TECHNICAL
WRITING

CONVENTIONAL
USER INTERFACE
DESIGN

PCD

CONVENTIONAL
TRANSFORMATION

ddX

These innovations delivered new value to scores of global customer organizations thru 100s of projects



S&P Global



Grateful for the recognitions



2002 TOP TECHNOLOGY TRENDS



Association for Computing Machinery

Advancing Computing as a Science & Profession



BusinessLine

Business-centric designs 'improve' efficiency

Our Bureau Bangalore, Jan. 8 Usability now comes in two flavours: user centric and business centric approaches to making life simpler. insurance have seen gains from this business-centric approach. Mr Henry expounded on the theory, "This is different from user-centric design, where the



Computer Society of India™

"Pradeep innovated a business process driven approach"

THE WEEK - CHENNAI BEAT - SEPTEMBER 4, 2005

TOP GUNS OF IT

PRADEEP HENRY, SENIOR MARKETING USABILITY GROUP, COGNIZANT

A finger in the Pi

Pradeep Henry's name is synonymous with innovation. The 41-year-old founded Cognizant's usability group and shaped it into one of the world's best user interface design teams specialising in business software applications. Pradeep has also evolved a new practice called PI engineering for productive interface engineering from traditional usability engineering.

Through PI engineering, the usability group has powerfully differentiated Cognizant in areas that is considered critical by customers: usability and productivity. Also, customers who have usability at the top of their agenda prefer doing business with Cognizant because they do not have to go to another US-based vendor for designing the user interface," he says.

Pradeep has also mainstreamed PI engineering into software development and transformed the usability group from a free service team to a business unit that generates revenue.

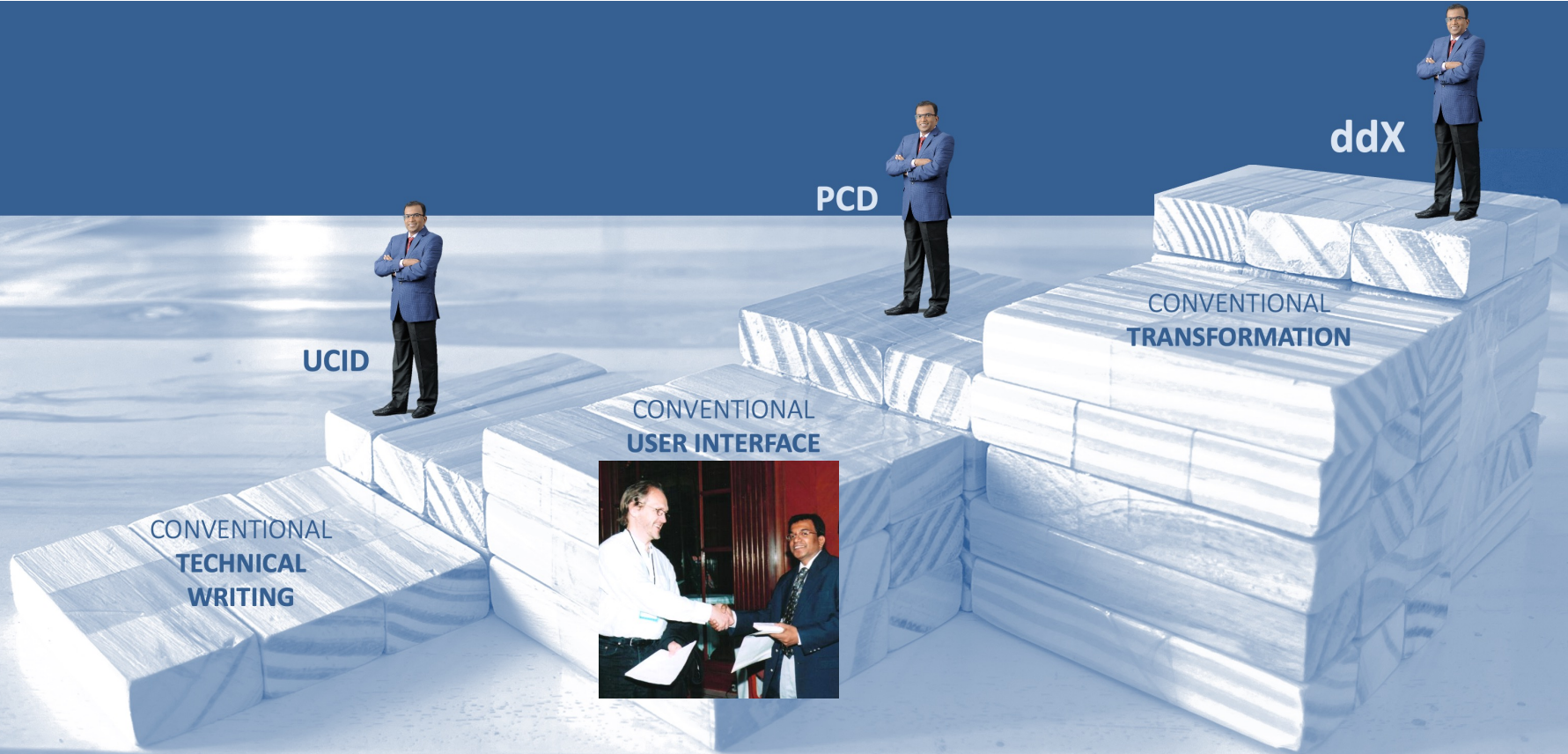
He is also involved in publishing and speaking at international conferences.

Pradeep is quite happy to be part of the IT industry. "Because of its global nature, it has enabled me to know and interact with the best minds in the world. Also, IT has enabled me to contribute new approaches and methods 'inter-organically' he says. Pradeep has authored a book 'User Centred Information Design for Improved Software Usability', published by Apress Books, USA.

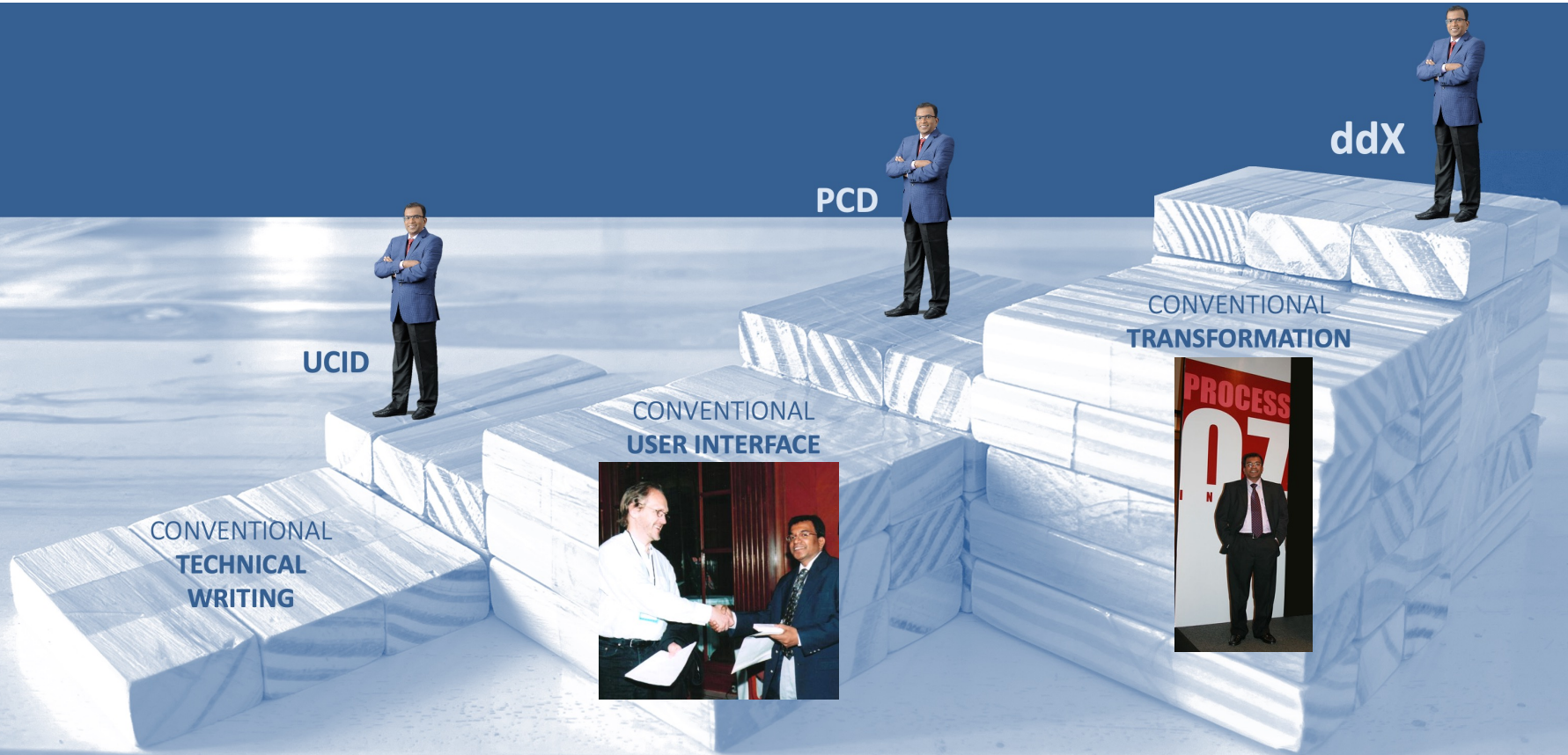


How do I innovate? There's a clear pattern that worked!

First I master a discipline



Then I learn a higher discipline



Finally I blend the two



PCD

ddX

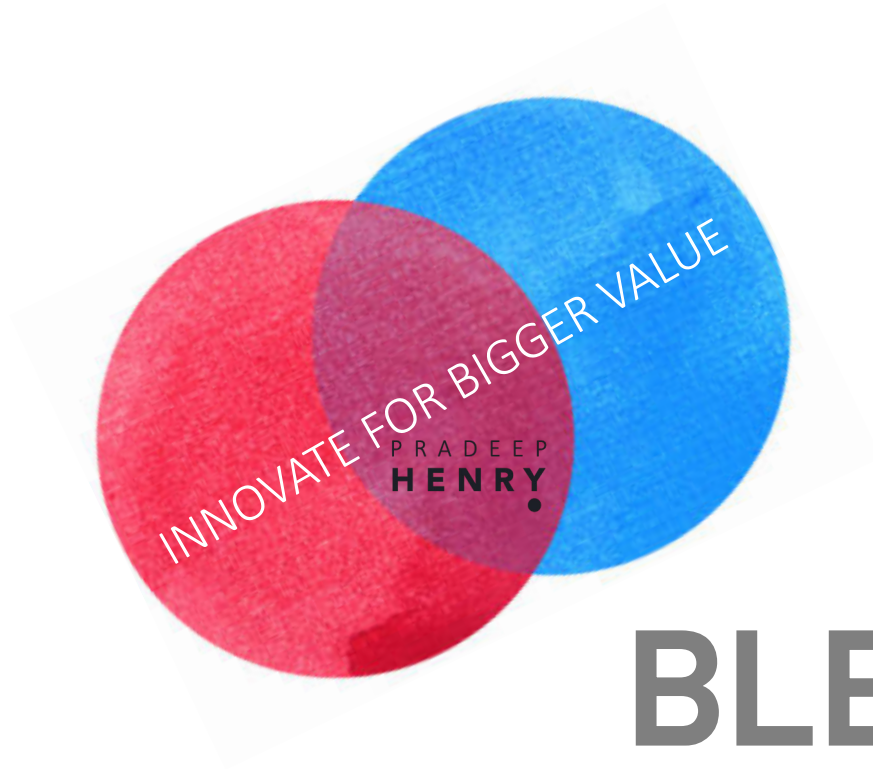
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**BLEND IT
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