







Navigating economic development incentives with ADP SmartCompliance®

ADP SmartCompliance® Tax Credits

Quick facts

 Name	Cognizant
 Industry	Information Technology and Services
 Employees	270,000
 Headquarters	Teaneck, New Jersey
 Product	Tax credits

Learn more about Cognizant at
[cognizant.com](https://www.cognizant.com)

Cognizant is a Fortune 500 professional services company with over 270,000 global employees. Serving clients in financial services, insurance, healthcare, retail and everything else in-between, Cognizant is no stranger to helping companies with their business and technology efficiencies. From business processes to digital transformation, Cognizant is there, helping to ensure their clients are advancing in technology with scale and speed.

Since efficiencies are always top of mind, Cognizant knows the importance of looking within to make sure things are running just as efficiently. Eric Westphal, senior director of global corporate affairs, knew there had to be a better way to handle their business and economic development incentives, so he turned to ADP. We recently spoke to Eric about his experience:

On the difficulties of handling economic development incentives in-house

I'm not a tax expert. That's not my background, so there was certainly a steep learning curve to understand what was going to be asked and the specific requirements overall. We were also managing a lot of data which was a huge challenge. We have a significant number of employees in the U.S. and around the world. As we tried to manage the complexity of our data with our current and future head count, we quickly realized we needed to do this in a much more efficient manner. We knew there certainly had to be a better way to do this.

The benefits of using ADP

The main reason we chose ADP to help us capture these incentives is the deep level of expertise that they offer in managing the process and the portfolio of incentives. They have great knowledge and offer best practices for balancing the compliance and requirements between multiple states to help us identify the economic development incentives for which we are eligible, and maximize our capture of the awarded or available incentives. There's a team of folks that understand the eligibility and compliance requirements of incentive programs offered by Florida, Texas, Arizona, and each of the different states. They also have a great depth of expertise on a local level.

There are a lot of nuances to looking at and understanding all the data associated with expanding and investing in new capital and job creation and identifying and capturing incentives related to those activities. I think ADP has done a tremendous job of helping us to better organize that data internally, allowing us to be more





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Eric Westphal
Senior Director of Global
Corporate Affairs



nimble in managing the compliance requirements associated with our incentive portfolio. ADP's Incentive Management tool really helped us better organize that information and have a central place where it's all stored. It's producing reports that are useful to us and help us understand: what incentives are available to us, what incentives we've secured, what incentives are still pending, and where are we with our head count growth. All of that is centralized. And, ADP continues to make enhancements to that tool, which helps us to be more on point with the requirements and avoid missing any of the critical deadlines. ADP has certainly provided a lot of useful feedback and insights on how to better organize that data, making compliance a smoother process.

Useful features

ADP's Incentive Management tool is very easy to use, and most importantly, the data views are customizable. I think that ADP has done a nice job of adjusting and adapting, whether it be the dashboards, the data they present or the reports that are available to us. In a few quick clicks, we get reports that provide us a clear update of what's pending and where we are in achieving some of our targets. ADP has always been very transparent with showing us the data to see how we're tracking.

Overall business impact

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On the relationship with ADP

ADP is very organized with really great, talented people; everyone from the account management team, to the project managers who have that deep expertise in each one of states. I can see that they work very seamlessly with one another. I've also been incredibly pleased with how proactive they are as a business partner, even when it's outside the scope of our relationship. On a number of occasions, they've come back with creative ideas on other ways to structure incentive awards, or have been willing to look at incentive applications or program agreements and give their feedback. They've gone above and beyond. They're a tremendous partner. I don't see them as just a vendor; I really do see them as a much broader business partner.

About ADP SmartCompliance

ADP SmartCompliance is a cloud-based platform of outsourced services that integrates with many leading payroll, HR and financial systems to help you maintain HCM-related compliance, mitigate risk associated with noncompliance, improve efficiencies and drive operational growth. Its unified capabilities can help handle your health care, employment tax, tax credits, wage payments, employment verification, unemployment claims, W-2 management and wage garnishments needs. Your information is organized in one place to be concise and actionable.

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