



“Cognizant act as a true partner, responding quickly and agilely to client requirements. With its transformation underway, Cognizant is positioned to emerge as a key provider with differentiated delivery.”

*Yash Jethani*

# Cognizant

## Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 347,700 employees across 147 offices in 50 countries. In FY23 the company generated \$19.4 billion in revenue, with Financial Services as its largest segment. The communication and media vertical contributes to over 16 percent of the company's total revenue. Cognizant provides next-generation IT services spanning cloud, infrastructure and security that help simplify, modernize and safeguard IT environments while creating new business opportunities. It strategically invests in delivering full-stack application modernization solutions with compact software engineering principles.

## Strengths

**Range of services:** Cognizant provides an array of managed services, including network infrastructure, application development, business process outsourcing and consulting, enabling telecom companies to streamline operations and improve efficiency. Its CODA telco reference architecture, based on TM Forum, uses reusable cloud-native components. The company also provides device management to develop end-to-end device ecosystem solutions and GTM strategies for telecom enterprises.

**Data-driven application development with AIOps and IoT:** Cognizant's AppLens™ AI platform enhances business relevance and extends application lifecycles. Its Lifecycle Engineering and Automation Platform (LEAP™) accelerates AIOps with AI-based

engineering data. Neuro® AI, a cloud/LLM agnostic platform, accelerates Telecom Generative AI use-case adoption, while Dark NOC and Neuro® Cybersecurity provide AI-driven network operations and advanced cyber defense.

**Tuck-in acquisitions across IoT, cloud, software and AI:** Cognizant's recent acquisitions, such as AutinCSI, Devbridge, Magenic Technologies, Bright Wolf, Servian and Code Zero enhance its IP, including Neuro™, Telecom Assurance 360, and the Rapid Analytics and ML Platform (RAMP) for predictive analytics. Other acquisitions enhance its partner- and platform-centric roles across Salesforce, ServiceNow, and others.

## Caution

Cognizant needs to shift its marketing focus toward cost efficiency via its accelerators, especially in GenAI, while leveraging over 40 partner networks for innovation. It can align its FinOps-related assets with client requirements in the region.