



“Cognizant’s extensive portfolio, spanning traditional and modern BPS to GenAI-led strategies, positions it as a leader in transforming business operations through advanced human-machine collaboration.”

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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 Telecom, Media and Entertainment contributing around nine percent to the total revenue. The company generates around 68 percent of its revenue from North America, providing BPM services to the TME industry to enhance operational efficiency, customer engagement and revenue generation. It recently launched a suite of AI solutions, including Cognizant Neuro™ AI, to accelerate GenAI adoption, focusing on customized AI use cases and robust customer intelligence to foster innovation.

Strengths

Comprehensive portfolio: Cognizant offers diverse capabilities to help clients transform business operations, including business process consulting, managed services, technology services and implementation. Its BPS is divided into two categories: modern BPS, which improves business operations through innovation and human-machine collaboration; and AI-training BPS, which helps clients accelerate AI model maturity.

Gen AI-led strategy: Cognizant is transitioning from viewing AI as a tool to adopting it as a core strategic element. It has launched a targeted investment strategy to support GenAI capabilities across people, platforms, partnerships and M&As. It focuses on developing GenAI offerings for industry solutions and cross-industry use

cases, emphasizing productivity and core processes, improving the customer/employee experience and innovating products.

Enterprise-wide platform: Cognizant’s advanced intelligent automation platform, Cognizant Neuro® Business Process, leverages industry expertise, consulting, advisory, ecosystem partnership, digital studios, technology accelerators and delivery capabilities. This platform enables clients to integrate seamlessly with the enterprise IT stack, facilitating digital transformation and a smooth transition to GenAI.

Caution

Cognizant has strong BPS capabilities through time-and-material and transaction-based engagement models. However, it can enhance its service portfolio for the TME clients by broadening engagement flexibility.