



“Cognizant distinguishes itself in the media value chain by leveraging its strong engineering credentials and partner-led offerings with Microsoft, Salesforce and Workday to alleviate customer challenges.”

*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. With over \$3.2 billion in revenues, Cognizant’s communications, media and technology vertical serves multiple segments, including advertising, broadcasting, film and studios, gaming, music, print and sports. With 75 percent of revenues from North America, Cognizant continues its solid growth in the region.

## Strengths

**Strong cloud credentials:** Cognizant’s Video Insights platform on AWS delivers real-time streaming quality assurance. Its AI-driven Media Planning Platform built on Salesforce optimizes advertising strategies and Azure-based Intelligent Content Localization Framework employs AI to automate content tasks. Leveraging GO™, its digital operating model for Microsoft Cloud, Cognizant focuses on intelligent enterprise, cloud and workplace solutions, integrating its teams with its media customers to provide full cloud lifecycle services.

**Acquisition-led growth in technology platforms and IoT:** Cognizant has strengthened its capabilities through strategic acquisitions involving Salesforce, ServiceNow and Workday. The strategic

acquisition of ITAAS has enhanced Cognizant’s video solution capabilities. Acquisitions including Mobica, Bright Wolf and ESG Mobility solidify its leadership in the IoT space.

**Strong engineering capabilities:** Cognizant emphasizes its engineering and R&D services, that help clients implement data-driven, production-scale solutions for connected products. Its Smart Venue Platform combines Edge computing to enhance spectator experiences, while its FanDX solution delivers data-driven personalization to provide superior fan engagement. Their Media Supply Chain framework streamlines workflows across the entire lifecycle from content creation to royalty management.

## Caution

Given the expanding and hypercompetitive media value chain, Cognizant needs to target a non-traditional customer base. It should focus on promoting its IT delivery capabilities to the U.S. and Canadian public policy groups, industry associations and consortia.