



# Key Vendor Profile

## Key Vendor Assessment

# Cognizant

### KVA Abstract

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By Dominique Raviart

NelsonHall

81 pages

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## Who is this Vendor Assessment for?

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NelsonHall's Key Vendor Assessment on Cognizant is a comprehensive assessment of Cognizant's offerings and capabilities, designed for:

- Marketing, sales, and business managers developing strategies to target service opportunities within the BPS/IT services markets
- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for IT services
- Consultants advising clients on vendor selection
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the BPO/IT services sector.

## Key Findings & Highlights

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On January 12, 2022, Ravi Kumar Singiseti, Infosys' President, became CEO of Cognizant. His appointment as CEO came before he even started his tenure as President of Cognizant Americas. Kumar's accelerated appointment indicated the Board of Directors' growing impatience over Cognizant's three-year transformation under Brian Humphries.

Cognizant's financial performance has been muted in the past three years. Despite a three-year transformation, the company somewhat underperformed several peers, including TCS, Infosys, and HCLTech.

In Q1 2023, Ravi Kumar announced three priorities for the company:

- "Be an employer' of choice" to reduce attrition
- Accelerate revenue growth, targeting large contracts (with a TCV over \$50m)
- Enhance operational excellence, i.e., lower the cost base through a reduction in non-billable personnel and a real estate reduction (NextGen program)
- Other: leverage Cognizant's vertical and technical expertise; maintain its entrepreneurial spirit based on decentralization and associate empowerment; increase client-centricity: use nearshoring presence (including 8.5k associates in Eastern Europe) for its 'deep engineering' needs; and continue to diversify its client base from Financial Services and Health Science to manufacturing, retail & CPG.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Cognizant's offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments

- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization.

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## About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs. He also leads the VIP program that covers tier-one IT service vendors.

Dominique covers IT Services research in the areas of Software Testing/QA. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having recently examined digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

Dominique can be contacted at:

- Email: [dominique.raviart@nelson-hall.com](mailto:dominique.raviart@nelson-hall.com)
- Twitter: [@DominiqueR\\_NH](https://twitter.com/DominiqueR_NH)



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### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton, Massachusetts 02466  
Phone: +1 857 207 3887

### London

29 Rose Hill, Binfield, Bracknell RG42 5LH  
Phone: +44 (0)7768-251898

### Paris

115 rue de Reuilly  
75020 Paris  
Phone: + 33 (0)6 23 81 17 54

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