Logo, company name

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**Executive Summary:**

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Cognizant Technology Solutions is a global technology company headquartered in New Jersey that provides digital, technology, consulting, and operations services to businesses across various industries. With a workforce of over 355,300 employees and partnerships with leading companies worldwide, Cognizant has served major global pharma companies, European banks, internet companies, and healthcare plans. Cognizant offers services such as digital strategy, artificial intelligence, analytics, cloud computing, cybersecurity, digital engineering, and business process services. The company's mission is to engineer modern business to improve everyday lives and help businesses anticipate and act on intuition. Cognizant's culture is centered on core values such as considering environmental and social factors in its business model and respecting individual voices and backgrounds. The company has developed insights and themes to help businesses stay ahead of challenges, sense opportunities, and outpace change. Cognizant has a track record of success in helping businesses transform their experiences, reimagine processes, and modernize technology.

Diagram

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**Introduction:**

Cognizant Technology Solutions was founded in 1994 in the United States and has since grown to become a major player in the IT services industry. The company offers a range of services, including digital strategy, consulting, technology services, and operations outsourcing. Its operations span various industries, including banking, healthcare, life sciences, insurance, manufacturing, retail, and hospitality.

**Company History:**

Initially, Cognizant focused on providing technology development and support services to its clients. However, over the years, the company has expanded its service offerings to include digital, technology, consulting, and operations services. The company went public in 1998 when it was listed on the NASDAQ stock exchange. Cognizant has a global workforce of over 355,300 employees and serves clients in more than 40 countries.

**Services:**

Cognizant offers a range of services to its clients. The company provides digital strategy, consulting, technology services, and operations outsourcing services across various industries. Its services include application development and maintenance, infrastructure services, cloud services, digital engineering, data and analytics, IoT, AI and machine learning, cybersecurity, and quality engineering and assurance.

**Global Presence:**

Cognizant has a global presence, with operations in more than 40 countries. The company's headquarters are located in Teaneck, New Jersey, in the United States. The company has a significant presence in India, where it employs over 355,300 people across various cities. Cognizant provides a wide range of services, including digital strategy, artificial intelligence, analytics, cloud computing, cybersecurity, digital engineering, and business process services. In terms of revenue by segment, as of April 2022, the company generated $1.5 billion in the Health Sciences segment, $1.4 billion in the Communications, Media and Technology segment, $1.1 billion in the Products and Resources segment (including retail and consumer goods, manufacturing and logistics, travel and hospitality, and energy and utilities), and $0.8 billion in the Heading 2 segment.

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**Macro Environment:**

The current macroeconomic environment and business cycle are favorable for Cognizant's business. The global economy is recovering from the COVID-19 pandemic, and the business cycle is in the expansion phase, leading to increased demand for digital transformation and technology services. According to McKinsey & Company, Cognizant's ability to adapt and innovate has been key to its success in this challenging environment.

**Competition:**

The IT services industry environment is highly competitive, with numerous players competing for market share. Some of Cognizant's top competitors include Accenture, Tata Consultancy Services, IBM, Infosys, and Wipro. As of 2021, Cognizant had a market share of approximately 4.6%, trailing behind Accenture and TCS, which had market shares of 9.4% and 8.6%, respectively, according to Statista.

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**Industry Landscape:**

The IT services industry is undergoing significant disruption due to the rise of digital technologies and the increasing trend towards automation and outsourcing. The COVID-19 pandemic has also accelerated the digital transformation efforts of many companies, leading to increased demand for digital services. Cognizant has been well-positioned to capitalize on these trends due to its strong capabilities in areas such as cloud computing, data analytics, and digital engineering.

**Market Share:**

According to industry reports, Cognizant had approximately $16.7 billion in revenue in 2020, which represented a market share of approximately 7.4%. While Cognizant's market share has been growing in recent years, it still lags behind some of its larger competitors such as Accenture and TCS. However, Cognizant's strategic investments in digital capabilities and partnerships should position the company well for future growth.

**Sustainability:**

Cognizant has a strong focus on sustainability and social responsibility, with initiatives focused on diversity and inclusion, environmental sustainability, and ethical business practices. The company has set ambitious goals for reducing its carbon footprint, increasing the diversity of its workforce, and promoting ethical behavior in its operations.

**Conclusion:**

Cognizant Technology Solutions has a rich history and has grown to become a leading player in the IT services industry. The company operates in various industries, offers a range of services, and has a global workforce of over 300,000 employees. Cognizant has been investing heavily in innovation and expanding its digital capabilities to better serve its clients in the evolving digital landscape. Despite facing strong competition from its peers, Cognizant's strategic investments in digital capabilities and partnerships should position the company well for future growth.

**Cognizant Technology Solutions**

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