

# CHAPTER 1

## ABOUT THE COMPANY

### 1.1 Introduction

Cognizant Technology Solutions Corporation is a leading American multinational company specializing in information technology (IT) services and consulting. Headquartered in Teaneck, New Jersey, Cognizant has established itself as a key player in the global IT landscape, offering a wide range of services including digital transformation, cloud computing, artificial intelligence (AI), and business process outsourcing (BPO). The company's commitment to innovation and client-centric solutions has enabled it to serve a diverse clientele across various industries worldwide. The logo of Cognizant is as shown in figure 1.1.



Figure 1.1: Company Logo

### 1.2 History and Evolution

Founded on January 26, 1994, in Chennai, Tamil Nadu, India, Cognizant began as an in-house technology unit of Dun & Bradstreet, known as Dun & Bradstreet Satyam Software (DBSS). Initially focused on implementing large-scale IT projects for Dun & Bradstreet businesses, the company started serving external clients in 1996. In 1997, DBSS was renamed Cognizant Technology Solutions, and by 1998, it had moved its headquarters to the United States and launched an initial public offering (IPO). Over the years, Cognizant has expanded its global footprint and service offerings through strategic acquisitions and organic growth.

### 1.3 Global Presence and Workforce

As of 2024, Cognizant employs approximately 336,800 individuals worldwide, with a significant presence in India, where about 75% of its workforce is based across 11 cities, including Chennai, Bangalore, and Hyderabad. The company also operates delivery centers in various countries, including the United Kingdom, Australia, Hungary, the Netherlands, Spain, China, the Philippines, Canada, Brazil, Argentina, Mexico, and Costa Rica.

## 1.4 Service Offerings

Cognizant provides a comprehensive suite of services tailored to meet the evolving needs of its clients. These services encompass:

1. **Digital Transformation:** Helping businesses modernize their operations through digital technologies.
2. **Cloud Services:** Offering cloud strategy, migration, and management solutions.
3. **Artificial Intelligence and Analytics:** Leveraging AI and data analytics to drive business insights and automation.
4. **Business Process Outsourcing (BPO):** Providing end-to-end BPO services to enhance operational efficiency.
5. **Enterprise Application Services:** Implementing and managing enterprise software solutions.
6. **Consulting Services:** Delivering strategic consulting to address complex business challenges.

These services are delivered across various industry verticals, including banking and financial services, healthcare, manufacturing, retail, and more.

## 1.5 Strategic Acquisitions and Growth

Cognizant has pursued an aggressive acquisition strategy to enhance its capabilities and market reach. Notably, in 2024, the company acquired Belcan, an engineering research and development services provider serving clients like the U.S. Navy and NASA, for \$1.2 billion. This acquisition aimed to diversify Cognizant's business, particularly in the aerospace and defense sectors.

Other significant acquisitions include Thirdera, a ServiceNow consultancy, and Mobica, to expand IoT capabilities. These strategic moves have allowed Cognizant to broaden its service offerings and enter new markets.

## 1.6 Leadership and Governance

As of January 2023, Ravi Kumar Singiseti serves as the Chief Executive Officer (CEO) of Cognizant, succeeding Brian Humphries. Under his leadership, the company continues to focus on innovation, client satisfaction, and sustainable growth. The executive team comprises experienced professionals dedicated to steering Cognizant towards achieving its strategic objectives.

## **1.7 Corporate Social Responsibility**

Cognizant is committed to making a positive impact on society through various corporate social responsibility (CSR) initiatives. The company focuses on education, community development, and environmental sustainability. Its efforts include supporting STEM education, promoting digital inclusion, and reducing its environmental footprint through sustainable practices.

## **1.8 Conclusion**

Cognizant Technology Solutions has evolved from a regional IT unit to a global leader in technology services and consulting. With a strong emphasis on innovation, strategic growth, and social responsibility, the company is well-positioned to navigate the dynamic landscape of the IT industry and continue delivering value to its clients worldwide.