# Cognizant Positioned in the "Leaders" Quadrant of Leading Industry Analyst Firm's 2012 Magic Quadrant for CRM Service Providers Worldwide

TEANECK, N.J., Oct. 2, 2012 /PRNewswire/ -- Cognizant (NASDAQ: CTSH) today announced that it has been positioned by Gartner Inc. in the "Leaders" quadrant of the 2012 Magic Quadrant for CRM Service Providers Worldwide[1] released on September 20, 2012.

According to the Gartner, Inc. report, "Leaders are performing well today, gaining traction and mind share in the market; they have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market." It stated, "CRM implementation services continue to be in high demand and integrate many competencies, including CRM software, analytics, business consulting, mobility, and social."

The Magic Quadrant focused on the CRM consulting and solution implementation service market worldwide. The relative positioning of service providers in the Magic Quadrant was based on inclusion criteria and key criteria for evaluating ability to execute and completeness of vision. The ability to execute was assessed based on a provider's core services; overall business, financial, strategic, and organizational viability; sales execution/pricing; market responsiveness and track record; customer experience; and operations. The criteria for assessing a provider's completeness of vision consisted of market understanding; marketing strategy; sales strategy; offering strategy; vertical/industry strategy; geographic strategy; and innovation.

"We believe Cognizant's positioning in the Leaders quadrant speaks to the strength of our deep understanding of and vision for developing best-in-class CRM solutions for organization and industry specific needs," said Peter Grambs, Senior Vice President of Cognizant's Customer Solutions Practice. "Our solid CRM capabilities are complemented by strong technical implementation and business consulting skills, extensive experience implementing CRM solutions across geographies and industries, deep industry knowledge, and access to the best talent globally. We help clients to not only successfully identify and leverage the best CRM technologies and advanced mobile and social e-commerce channels, but also drive effective change management to bring their people and processes in line with their CRM goals, enabling improved customer relationships and a higher ROI."

[1]Gartner, Inc. "2012 Magic Quadrant for CRM Service Providers, Worldwide," by Patrick J. Sullivan and Ed Thompson, September 20, 2012, ID Number: G00238208. Click here to access the full report.

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**About Cognizant**
Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 145,200 employees as of June 30, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

**Forward-Looking Statements**
*This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Form 10-K and other filings with the Securities and Exchange Commission. Cognizant undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.*

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