HfS Research Names Cognizant in "Winner's Circle" for Digital Marketing Operations

New Independent Analyst Report Credits Cognizant's Use of Talent and Technology to Drive Faster, More Efficient Service Delivery

TEANECK, N.J., Feb. 22, 2017 /PRNewswire/ -- Cognizant (NASDAQ: CTSH) today announced it has been named to the "Winner's Circle" in the new HfS Research Blueprint Report: Digital Marketing Operations 2016. HfS Research is a leading independent global analyst firm for the business and IT services industry.

The HfS Blueprint focuses solely on digital marketing operations, and provides a comparative analysis of innovation and execution capabilities among 14 major service providers. Those named to the Winner's Circle are defined by HfS as showing competitive differentiation in "realizing the as-a-service economy of business outcome-oriented, on-demand talent and technology services."

According to the Blueprint Report, Cognizant's use of proprietary technology to create an efficient "factory" for service delivery, commitment to a vision for the future, and a "focus on unique talent" are particular strengths contributing to its Winner's Circle placement.

- **Talent strategy:** The report notes Cognizant is "harvesting talent with university partnerships and affiliations, as well as a focus on specialized skills ... and data scientists." Cognizant investments and acquisitions "demonstrate a focus on unique talent, drawing in a human/behavioral science talent capability."
- **Technology for service delivery:** Leveraging a proprietary suite of technologies, Cognizant seeks to commoditize and reproduce digital assets in a factory-like model to bring together content development and production, a campaign management hub, and an analytics hub for post-campaign insights and reporting. The HfS report notes client references were impressed with how Cognizant uses this model to speed service delivery.
- **Commitment to a vision for the future:** The acquisitions of Cadient and Idea Couture, along with a significant investment in ReD Associates, demonstrate Cognizant's "forward-thinking approach to digital marketing," according to the report. The HfS report noted that Cognizant clients feel the company has a strong level of commitment to a vision and long-term goals.

"Digital marketing clients want alternatives to the traditional agency model," saidMelissa O'Brien, Research Director at HfS. "Leading providers like Cognizant are grabbing the opportunity to create a digital marketing operations vision and win market share by approaching the model differently, integrating digital expertise as part of their core."

O'Brien added, "Consider Cognizant's strategic approach. In acquiring Idea Couture and ownership interest in ReD Associates, two specialty boutique firms focusing on human science/behavioral capabilities, Cognizant demonstrates a focus on cultivating unique, differentiated talent. And, their integrated platform of proprietary digital marketing tools across the service value chain creates a 'factory' for agency services. This is not what we see with traditional agencies who buy up digital agencies and run them as separate entities without as much thought to leveraging the assets of each piece across the organization."

"All of us are demanding more from the brands we engage with every day. Marketing leaders know that getting the right content to the right person at the right time can create moments of magic for consumers," said Gajen Kandiah, President, Cognizant Digital Business. "By linking social science insights with analytics and technology, we can help our clients create long-lasting personal relationships with their customers. We are pleased that HfS has recognized our expertise and approach to helping CMOs and their teams connect data, new technologies, and new business models to drive business growth."

Read a summary of the HfS Research Blueprint Report: Digital Marketing Operationshere.

About HfS Research
HfS Research is The Services Research Company™—the leading analyst authority and global community for business operations and IT services. The firm helps enterprises validate their global operating models with world-class research and peer networking. HfS Research coined the term The As-a-Service Economy to illustrate the challenges and opportunities facing enterprises needing to re-architect their operations to thrive in an age of digital disruption, while grappling with an increasingly complex global business environment. HfS created the Eight Ideals of Being As-a-Service as a guiding framework to help service buyers and providers address these challenges and seize the initiative.

About Cognizant Digital Business
Cognizant Digital Business helps clients apply new technologies to work processes and consumer experiences to drive sustainable growth in the digital economy. By integrating human sciences, strategy, analytics, design, intelligent products, interactive content, and industry expertise, Cognizant Digital Business helps clients imagine, build, and run new products, services, and business models.

About Cognizant
Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision,

build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 230 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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