

Cognizant Recognized as Digital Workplace Services Leader by Research and Advisory Firm ISG

TEANECK, N.J., Dec. 7, 2017 /PRNewswire/ -- [Cognizant](#) (NASDAQ: CTSH) today announced it has been recognized as a global leader in Digital Workplace Services by Information Services Group (ISG), a leading independent global technology research and advisory firm.

The ISG Provider Lens™ Digital Workplace Services Archetype Report evaluates 25 top IT and business service providers on how well they meet the specialized needs of clients. Cognizant is highlighted as a leading provider in four out of five "buyer archetypes": *Transformation-Oriented, Cloud-Enabled, Next-Gen Sourcing, and Digital*.

"Cognizant has proven its leadership in helping clients define and implement digital workplace strategies to enhance end-user satisfaction and provide tangible ROI, making Cognizant a leading choice as an end-to-end workplace transformation partner," said Jan Erik Aase, Director and Principal Analyst with ISG Research. "For providers, digital transformation means more than simply delivering automation. Creating a digital workplace requires deeper integration with other teams, including application services, digital consulting, business integration services and business process related services – areas where Cognizant scores highly."

Cognizant is recognized for its leadership in DevOps, which helps IT infrastructure management and application development teams work in sync. The report also notes that Cognizant has demonstrated leadership in a variety of industries including banking and financial services, healthcare and media and that "Cognizant's offerings have helped clients achieve anytime, anywhere, any device access and have supported widespread BYOD (Bring Your Own Device) deployments."

"Today's workforce not only expects, but now demands, that their IT systems at work are just as engaging and intuitive as the digital apps they use in their personal lives," said Venu Lambu, Senior Vice President and Global Head, Cognizant Infrastructure Services. "Leveraging the power of cloud, artificial intelligence, automation and analytics, we are dedicated to helping companies modernize their workspaces while enabling higher employee productivity in a secure environment. This recognition from ISG is a testament to Cognizant's vision, understanding and leadership in building flexible and adaptive infrastructures for the modern workforce."

The ISG Provider Lens™ report assessed the capabilities of 25 global digital workplace service providers based on the needs of enterprise customers. Cognizant was named a leader in the following four buyer archetype categories:

1. **Transformation-oriented:** These clients focus on improving the workplace with an eye toward cost savings and improved efficiency. They may have a clear roadmap for embracing digital and cloud technology, and would like to transform how end users are serviced. Digital workplaces in this archetype will have efficient and automated IT functions.
2. **Cloud-enabled:** This buyer embraces a consumption-based and as-a-service model, focused on enabling the end user with greater access to data and applications agnostic to physical location and device. Often embracing BYOD strategies, these clients leverage transformative cloud technology not just for cost savings, but for the competitive advantage it brings.
3. **Digital:** This client has a cloud-first or mobile-first strategy, and achieves differentiation with digital technologies. Going beyond BYOD and anytime access, this type of client uses data, analytics, enterprise mobility and cloud solutions to enable users in all locations to directly engage with customers.
4. **Next-Gen Sourcing:** With a workplace digital transformation journey still in progress, this archetype does not see IT as merely a cost center; rather, enterprise IT is deeply integrated with business functions. The transformation comes from the business side, and is expected to have a major business outcome in addition to cost savings.

Read a summary of the ISG Provider Lens Digital Workplace Services Archetype Report [here](#).

About ISG

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

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 205 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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