

The Hindu BusinessLine, India: Cognizant's President, Global Delivery, Discusses Cognizant Strategies for Taking Digital to the Next Level



"Demand for digital is going up all the time," says **Debashis Chatterjee**. "But as digital demand is going up, pressure on legacy IT continues." Excerpts:

"Digital revenues are not only growing faster than the overall IT services business, but are also bringing in better margins for IT services major Cognizant. In a chat with BusinessLine, Debashis Chatterjee, President, Global Delivery, Cognizant, says the company is using co-laboratories to take these digital engagements to the next level. Excerpts:

Whenever we get into an outcome-based services contract, we have tremendous opportunity to leverage bots and automation to get efficiencies. The focus is more on creating long-term, outcome-based services contracts.

In addition, we are continuing to internationalise. As a part of our strategy, we are looking beyond the US to expand our digital revenues. We have been focussing on building our business globally.

Moreover, we are working on co-laboratories (Collabs) where we get our digital experts, behavioural scientists and experts on human-centric design and engage with clients. When we spend time with clients in these labs, we end up designing new delivery models."

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