

# Cognizant to Acquire SaaSfocus to Expand Salesforce Cloud Consulting Capabilities

## Specialist Firm will Broaden Cognizant's Digital Transformation Portfolio in India and Australia

TEANECK, N.J., Aug. 23, 2018 /PRNewswire/ -- [Cognizant](#) (Nasdaq: CTSH) today announced it has agreed to acquire SaaSfocus, a privately-held consulting firm specializing in digital transformation, leveraging the Salesforce Platform. The transaction is expected to close in the fourth quarter of 2018, subject to certain closing conditions. Financial details were not disclosed.

SaaSfocus is one of the largest independent Salesforce Platinum consulting partners in the Asia-Pacific (APAC) region with operations across Australia and India. The acquisition will expand Cognizant's end-to-end digital transformation services and Salesforce cloud capabilities in these growing markets.

Cognizant is a Salesforce Global Strategic partner and has one of the largest rosters of Salesforce-certified consultants in the world. Over 350 SaaSfocus consultants, with deep domain expertise in the financial services, insurance, manufacturing and automotive industries, will become part of Cognizant's Salesforce practice. Cognizant offers a wide range of Salesforce solutions with a proven track record of planning and delivering complex, multinational projects involving multiple systems, data integration and associated change management processes.

"This acquisition of a respected and successful Salesforce specialist underlines our commitment to helping clients in Australia and India digitally transform their businesses and reshape the way they interact with their customers," said Jayajyoti Sengupta, Head of APAC at Cognizant. "Customer relationship and service management systems are at the core of our clients' digital strategies. We look forward to welcoming the SaaSfocus team to Cognizant and combining our strengths to create new transformative digital solutions for our clients."

"Cognizant's global delivery footprint, digital expertise and unique culture of innovation and empowerment made it a natural fit for SaaSfocus," said Amit Choudhary, Partner and ANZ CEO of SaaSfocus. "Combining Cognizant's global capabilities, deep domain expertise and digital solutions with SaaSfocus's specialized Salesforce consulting competencies will help us accelerate our clients' digital transformation journeys and create global opportunities for our employees."

Mark Innes, Executive Vice President of APAC, at Salesforce, said, "As the global leader in CRM, Salesforce has well established and successful relationships with both Cognizant and SaaSfocus and we look forward to continuing our work with mutual clients in India, Australia and around the world."

### About SaaSfocus

SaaSfocus, founded in 2009, is a leading specialized technology consulting firm that helps blue-chip customers across the financial services, insurance, manufacturing, and automotive industries realize their digital transformation goals by leveraging the Salesforce Platform. SaaSfocus is a Platinum consulting partner for Salesforce and has implemented more than 1,500 Salesforce projects. For more information, please visit [saasfocus.com](http://saasfocus.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 195 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](http://www.cognizant.com) or follow us @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. These statements include, but are not limited to, express or implied forward-looking statements relating to the anticipated closing of the acquisition of SaaSfocus by Cognizant and expectations regarding the impact of such acquisition on the business and prospects of Cognizant and SaaSfocus. These statements are neither promises nor guarantees, but are subject to a variety of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those contemplated in these

forward-looking statements. Existing and prospective investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions, changes in the regulatory environment, including with respect to immigration and taxes, and the other factors discussed in our most recent Annual Report on 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, except as may be required under applicable securities law.

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