Times of India: Cognizant's Head of Corporate Development Says Acquisitions Complement Existing Capabilities

"In addition to adding growth, our acquisitions have also brought learnings around methodology, process and technologies; local delivery scale; advisory capabilities; training and enablement frameworks; and robust cross-pollination of ideas and collaboration between teams," said **Timothy Crowhurst**. Excerpts:

"As the pioneers of Indian IT industry navigate the turbulent waters of tech disruptions, startups that have the advantage of being digital natives are coming to their rescue. Innovating fast has never been more critical for India's IT giants, and they are realising that co-creating solutions with startups can provide them the much-needed ability to be nimble and agile. Research firm CB Insights recently highlighted how Indian IT companies have been gradually upping their mergers, acquisitions and investment activity, attempting to bridge the innovation gap, and avoid being obsolete.

At Cognizant, the acquisition strategy is focused on three objectives — digital, geographic and domain expansion. 'The recent acquisitions of SoftVision, SaaSfocus, and ATG are part of this strategy and bring strong digital offerings,' Timothy Crowhurst, head of corporate development, Cognizant, told TOI. 'For example, SoftVision, with its focus on design, technical and engineering expertise, aligns closely with our Cognizant Digital Engineering practice and together, we will be one of the top digital engineering companies in the world. Similarly, our acquisitions of SaaSFocus and ATG greatly expanded our Salesforce cloud capabilities.'"

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