Cognizant Named a Leader in Worldwide Manufacturing Product Lifecycle Management Consulting by the IDC MarketScape

Cognizant Digital Business



Market intelligence and advisory services firm IDC has named Cognizant a leader in its report, **IDC MarketScape: Worldwide Manufacturing PLM Strategic Consulting 2018 Vendor Assessment** (doc #US44515418, December 2018).

The IDC MarketScape report assesses nine major Product Lifecycle Management (PLM) strategic consulting vendors. Positioning in the IDC MarketScape reflects a vendor's current capabilities, services, and alignment to customer needs. The IDC MarketScape analyzes how well a vendor builds and delivers capabilities that enable it to execute its chosen strategy in the market as well as how a vendor's future strategy aligns with what customers will require in three to five years. Placement in the IDC MarketScape is based on detailed surveys and interviews with vendors, publicly available information, and end-user experiences.

Positioned in the Leader's Category, Cognizant is differentiated by strong expertise in the healthcare and consumer products industries with a rapidly growing practice in discrete manufacturing, including automotive and high tech. The report notes that as companies increasingly leverage cloud, mobile, big data analytics, and IoT technologies, Cognizant's focus on platform technology enablement increases the time, quality, and delivery of new products and services. The IDC MarketScape states that "historically strong in consumer goods, life sciences, and oil and gas, Cognizant has ramped up its focus and capabilities in growth segments such as automotive, machinery, and high tech — really any industry that has a need for design, innovation, analytics, and decision support for connected products."

"In the new era of connectivity promising faster and better experiences, manufacturers are challenged with 'how' they transform to meet the new product demands and create business value.

This often requires a skilled partner with combined PLM strategy, process and technology expertise to extend value and multiply innovation--from business strategy to design, development, manufacturing and servicing of products," said **Jeff Hojlo**, program director, Product Innovation Strategies at IDC. "Increasingly, it's the nuts and bolts, systems integration, data migration, and technical support that companies need, as well as the strategic planning and consulting guidance on how to navigate and accelerate an organization's need for change. Cognizant is one such company that delivers these services across the PLM process."

"The entire spectrum of today's businesses is being transformed by digital technologies and, increasingly, new products are connected with the ability to generate immense amounts of data," said **Frank Antonysamy**, Global Markets Head Connected Products, Cognizant Digital Business. "With the rapid pace of product innovation in a world where everything is connected, PLM platforms are crucial to tapping into the data generated and applying that information to the entire lifecycle of a product. We are proud and excited to be named a Leader in PLM Strategic Consulting by the IDC MarketScape. Our team is committed to helping businesses adopt a modern approach to harnessing the data originating from connected devices and adopting a digital PLM architecture in order to be nimbler, more flexible and agile in managing the life span of their products."

Read a complimentary excerpt of the report* **here**.

*Source: IDC MarketScape: Worldwide Manufacturing PLM Strategic Consulting 2018 Vendor Assessment (doc #US44515418, December 2018).

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

Cognizant Digital BusinessConsumer GoodsInternet of Things, IoT, Connected ProductsManufacturingManufacturing, Logistics, Energy & UtilitiesRetailRetail, Consumer Goods, Travel & HospitalityRetail, Consumer Goods, Travel & Hospitality

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